

Sample form, not for offline completion.

Visit <https://thecma.awardsplatform.com> to enter.



Special Award: LinkedIn B2B Marketing Award

MEMBER

A special award, recognizing the best B2B marketing campaigns.

The **LinkedIn B2B Marketing Award** is free to enter. Please review the requirements carefully to ensure your entry is eligible.

Overview

For the first time in the history of media, you can reach the world's professionals—all in one place. LinkedIn is the largest global community of business professionals with 675 million members and growing. These are the decision-makers, influencers, and leaders of today and tomorrow.

They come to LinkedIn with purpose and consume a range of professional content. This includes industry news, expert advice, professional learning, peer insights, and recommendations. This is a very different mindset and intent from other social media platforms. And it's precisely this aspirational mindset that has led to the explosion of content now shared weekly on the LinkedIn feed.

This mindset and intent makes LinkedIn a uniquely powerful social media channel for B2B marketers. Offering a full suite of products to help companies gain relevant visibility and recognition with their most valuable audiences, LinkedIn has proven a sound investment, which is why 97% of B2B marketers utilize it for their content marketing efforts.

The LinkedIn B2B Marketing Award rewards brands and agencies that leverage the world's largest professional community to capture attention and drive business results in a business-to-business setting. The award will consider campaigns in terms of their use of strategy, creativity, LinkedIn's products and campaign results.

Who Should Enter

In this category, we are looking for campaigns that use LinkedIn's platform to achieve business goals. All entries must be part of a paid advertising campaign reaching an advertiser's primary target audience.

The campaign may be submitted by agencies or brands and will be evaluated in four areas by a panel of judges appointed by LinkedIn and CMA:

- **Strategy.** The campaign must have a strategy that reaches a brand's target market and solves a business problem in a unique and effective way.
- **B2B and LinkedIn.** Effective use of marketing solutions from LinkedIn in a B2B marketing campaign. The campaign can be an integrated media execution beyond just digital, but winners will be selected based on the innovative use of digital advertising products from LinkedIn.

- Creative. The campaign submitted must use creative that inspired emotion, connected customers with a brand, or motivated a change in behaviour.
- Results. The outcome of the campaign must have a significant impact for the brand or business, whether it be calculated brand impact, leads delivered, cost per acquisition or sales lift.

Instructions

Each entry must be submitted and uploaded individually. If you are entering the same materials in more than one discipline/category, you must upload the files separately for each entry.

All entries, including French market campaigns, are to be written in English to ensure fair judging. Please provide English translations in print or "dubbed-in" for any creative elements in French.

By entering this award, you grant LinkedIn permission to use your entry to demonstrate a "gold standard" of B2B marketing.



1. Choose a **category**
2. **Name** your entry
3. Select a **discipline**

If you would like to enter into multiple categories, feel free to copy your entry via *My entries*.

Campaign Name

Company name

Country

	▼
CAN	
USA	

Province (of Applicant)

▼

Ontario

Alberta

British Columbia

Manitoba

New Brunswick

Newfoundland and Labrador

Northwest Territories

Nova Scotia

Nunavut

Prince Edward Island

...

Phone Number

Only entries whose campaign start and end dates fall within **December 1, 2023 through June 1, 2025** will be accepted. Should the campaign continue after June 1, 2025, you may still submit as long as the results entered are within the above dates.

Campaign Start Date

Campaign End Date

Agency Details

Agency Name

Agency Country

▼

CAN

USA

Agency Phone Number

Client Details

Client Company

Client Country

CAN

USA

Client Phone Number

Client Approver Name

Client Approver Email

Social Media

Agency Twitter Handle (Put N/A if not available)

Client Twitter Handle (Put N/A if not available)

Please ensure accuracy as these credits will be used on the awards website.

EXAMPLE: Chief Creative Officers: First Name Last Name - Executive Creative Director: First Name Last Name - Creative Directors: First Name Last Name

If you have multiples names under a title please seperate with a comma.

Team Members

DO NOT include the agency name in the body of text entered in the fields below. **DO NOT** include if this campaign was done pro bono.

Background and Marketing Challenge/Objectives

1300 characters

- For your marketing challenge, what were the quantifiable core business objectives? (e.g. "Brand Awareness lift metrics", "Generate X number of leads", etc)
- Identify the key market and competitive insights that led to this campaign.
- What was the core insight that drove the campaign?
- Clarify if this campaign was a new initiative or an extension of a previous program.

Strategy/Insights

1600 characters

- What was the strategic impetus and key consumer insight that shaped the campaign's direction?
- What problem were you trying to solve and how did this strategic insight shape this campaign?
- What was unique and different about your approach?
- Who was the core target market/audience?
- What behaviour or attitude were you trying to invoke?
- Research, insights, statistics, and any data supporting the strategy are key.

Creative Idea

1600 characters

- How did your strategy manifest into a creative look and feel? (Please provide examples)
- How did you maximize the various media options available to push your creative product?
- What made it stand out and be noticed by your target?

B2B and LinkedIn

1600 characters

- Who was the key B2B audience you were trying to reach?
- What audiences and tactics did you leverage to best engage with this audience segment on LinkedIn? (Please be specific in your approach in using Sponsored Content, Sponsored Messaging and please detail any custom audiences that were effective)
- Did you employ an Account Based Marketing (ABM) strategy to reach your B2B audience?
- What were your campaign optimization strategies for LinkedIn? (Please be specific in your use across audiences and ad formats)

Results

1200 characters

- How did you measure the campaign?
- Identify KPIs that proved your marketing initiative delivered measurable impact.
- Confirm how your campaign performed against the metrics and objectives provided in Question 1.

Website Write Up:

350 characters

Should your campaign win GOLD, please include a write-up for the public CMA website. Please use full sentences.

EXAMPLE: Destination Pride launched globally with over 100 geographically individualized Facebook Ad campaigns running in 92 countries and in 46 languages. Each ad campaign targeted people interested in LGBTQ+ topics, groups and events, and travel. Ads were also contextual to local news events, such as the cancellation of the Pride parade in Uganda.

To support the validity of your results, please provide details on data sources (e.g., third-party validation, internal metrics, research reports, etc.). This information will be reviewed by the judging panel but will remain confidential and will not be made public.

Provide a Public Link to Help Showcase Your Campaign (If Selected as a Gold Winner) (optional)

CMA regularly receives requests from members and attendees who want to explore winning campaigns in more depth. To help support this, we're collecting optional public links that may be used to further showcase your work if your entry is selected as a Gold winner.

If applicable, please provide a public link (e.g., video, case study, article, PDF, or campaign webpage) that offers additional context about your campaign. If your entry wins Gold, CMA may feature this link alongside your campaign summary on our website.

Note: Providing a link is entirely optional and is not part of the judging process.

Accepted File Formats

PLEASE NOTE: Agency names MUST NOT appear on any submitted materials, except in the **Information** tab. Please check document headers and footers carefully before submitting files and set up an alias for website URL's hosted by an agency. Client hosted URLs are accepted.

- Video (.avi .m4v .mov .mp4 .mpeg .mpg .srt)
- Audio (mp3)
- Image (.pdf, .jpg, .png)
- Website (URL) – website URLs are accepted. For websites that cannot be accessed publicly (i.e. intranet websites), entrants are recommended to take screenshots and assemble them in a multi-page PDF file. Please be sure to alias your website URL's away from addresses that identify the submitting agency. Client URLs are accepted.
- Documents (pdf)

Important:

- No video attachment required to enter.
- Maximum size for any upload is 1GB and no longer than 2 minutes in length.
- Should your entry have a commercial, please upload the commercial as it would have aired with sound and no added result overlays.
- When uploading attachments please include only the most relevant creative examples that are supporting this entry.

NO MORE THAN 6 CREATIVE ELEMENTS WILL BE ACCEPTED
(this includes file attachments **and** URLs.)

Are you open to being contacted to provide input on definition updates for next year's Awards program?
If yes, we may reach out as we begin planning for the 2026 cycle.

Yes

No

☐ I consent to receive communications from the Canadian Marketing Association (CMA) about CMA initiatives, including events, membership, and professional development opportunities. I understand that I may unsubscribe at any time, as outlined in the CMA's Privacy Policy. (optional)