

2026 CMA Awards  
Submission  
Guidelines



# Entry Submissions

The CMA Awards celebrate Canada's leading marketing campaigns and professionals. Annually we bring the marketing community together to witness the best of the best and award creative excellence.

The Annual CMA Awards, celebrating over 58 years of excellence in marketing, is now open for campaign entries. This iconic award show honors the best creative talent and ground-breaking campaigns across many different creative disciplines.

We are pleased to announce that Early Bird Pricing will be available on April 27<sup>th</sup>, 2026.

CMA encourages submitting entries early by offering multiple deadlines with increasing entry fee rates. The early-bird deadline offers the lowest entry fee. Entry fees are increased for the final deadline with pricing surcharge for non-member taking effect in the last few days.

Type	Duration	Member Fee Per Entry	Non-Member Fee Per Entry
<b>Early Bird</b>	April 27- June 11 <i>Deadline is June 11 at 1pm ET</i>	\$360	\$500
<b>Regular</b>	June 11 – July 03 <i>Deadline is July 03 at 1pm ET</i>	\$460	\$700
<b>Final</b>	July 03 – July 17 <i>Deadline is July 17 at 1pm ET</i>	\$460	\$850
<b>Extensions*</b>	July 17 – July 21 <i>Deadline is July 21 at 5pm ET</i>	\$560	\$1,050

## \*Regular Awards Deadline Extension Fees

The final deadline extension to submit is July 21st at 5:00 PM ET. To request this extension, please contact [awards@thecma.ca](mailto:awards@thecma.ca) prior to July 21st.

## The following Special Awards are complimentary to enter, deadline August 6<sup>th</sup> at 1:00 PM ET:

- Deloitte Best Use of AI Award
- Canada Post Direct Mail
- Cineplex Best in Cinema Award
- LinkedIn Business Innovation Award
- TikTok Power of Entertainment Award
- RBC Inclusive Marketing Award
- The Trade Desk Open Internet Marketing Award
- Global Creative Award
- Creator Content Award

## The following Premiere Awards are complimentary to enter, Deadline September 1, 1:00 PM ET:

- IGM Financial Marketer of the Year
- Achievement in Marketing Award
- Lifetime Achievement Award

# Entry Submissions

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In this guide you find screen shots of what to expect when completing your submission. This will provide you with a guideline of the type of information that you will need to collect.

At the end of this guide, you will find some FAQs.

We wish you the best of luck when entering your submission.

# Disciplines

Discipline	Description
Brand Building	<p>Brand Building Long-term marketing initiatives whose primary objective is to influence or shift brand perception at scale. Campaigns must be in-market for a minimum of four months to demonstrate sustained impact with strong results.</p> <p>*Note: Short-term campaigns under four months should be submitted under the Business/Brand Impact discipline..</p> <p>Success is defined by:</p> <ul style="list-style-type: none"><li>• Achieving excellence in creativity and strategy, with the ability to show positive long-term business results based on stated objectives and KPIs. Results provided can vary (ex: sales, brand lift, measured insights, results and media).</li><li>• Great campaigns can also showcase a range of media and technology: digital, social, broadcast, out-of-home, print, as well as direct (not mandatory).</li><li>• Campaign can be a product launch or traditional brand category.</li></ul> <p><b>Measurement &amp; Evaluation:</b></p> <ul style="list-style-type: none"><li>• Results should be explained in context relative to the campaign’s scale, category norms, and stated objectives.</li><li>• Benchmarks, baselines, or year-over-year comparisons are encouraged where meaningful and available, but are not mandatory.</li></ul>
Business/Brand Impact	<p>Business/Brand Impact Short term campaigns play a vital role in the success of building business through activating a rapid consumer response. As compared with “Brand Building”, these efforts are designed to generate immediate outcomes, within one day to four months in market.</p> <p>*Note: Campaigns designed to strengthen long-term brand equity should be submitted under Brand Building discipline.</p> <p>These campaigns should demonstrate:</p> <ul style="list-style-type: none"><li>• Seasonal or tactical advertising</li><li>• The ability to drive positive outcomes as stated by the client’s objectives including increase in sales, web or store traffic, event participation or rapid change in consumer behavior, increase in acquisition (which may include e-commerce success), conversation rates, retention and leads.</li><li>• Provide the KPI that this campaign was designed to meet and how the campaign delivered against them.</li><li>• An insightful, creative, or innovative means of engaging the consumer in any form(s) of media including broadcast, social, experiential digital, print, OOH, or direct</li></ul> <p><b>Measurement &amp; Evaluation:</b></p> <ul style="list-style-type: none"><li>• Results should be presented with context (baseline, benchmark, or prior performance where available) and explained relative to scale and duration.</li><li>• Benchmarks, baselines, or year-over-year comparisons are encouraged where meaningful and available, but are not mandatory.</li></ul>

# Disciplines

Discipline	Description
Customer Experience & Shopper Marketing	<p data-bbox="333 285 840 307">Customer Experience &amp; Shopper Marketing</p> <p data-bbox="333 321 2522 442">While distinct in scope, Customer Experience, and Shopper Marketing share a common goal: building stronger, more valuable relationships between brands, and their customers. Shopper marketing influences purchase decisions at critical moments in the retail or commerce environment. Customer Experience operates at a broader level — designing and delivering every interaction a person has with a brand across the full lifecycle, from first contact through long-term loyalty. Together, this discipline recognizes work that shapes how customers feel, decide, and behave at every stage of their relationship with a brand.</p> <p data-bbox="333 456 2140 478">Shopper Marketing focuses on influencing purchase behaviour through retailer partnerships, commerce environments, and activation-based tactics, including:</p> <ul data-bbox="333 492 764 778" style="list-style-type: none"><li data-bbox="333 492 637 514">Sweepstakes or Contests</li><li data-bbox="333 521 560 542">Online Couponing</li><li data-bbox="333 549 649 571">Gifts with Purchase (GWP)</li><li data-bbox="333 578 649 599">Retail and In-Store Activity</li><li data-bbox="333 606 713 628">E-Commerce and Online Activity</li><li data-bbox="333 635 458 656">Sampling</li><li data-bbox="333 664 700 685">Partnerships and Sponsorships</li><li data-bbox="333 692 649 714">Account-Based Marketing</li><li data-bbox="333 721 777 742">Channel Partner Marketing Programs</li></ul> <p data-bbox="333 821 1911 842">Customer Experience focuses on the design and delivery of brand-led interactions across the end-to-end customer relationship, including:</p> <ul data-bbox="333 856 840 1078" style="list-style-type: none"><li data-bbox="333 856 789 878">• Onboarding and Welcome Programs</li><li data-bbox="333 885 738 906">• Loyalty and Retention Strategies</li><li data-bbox="333 913 840 935">• Service Design and Experience Innovation</li><li data-bbox="333 942 828 963">• Digital Engagement and Personalization</li><li data-bbox="333 971 840 992">• Customer Lifecycle Journey Management</li><li data-bbox="333 999 649 1021">• Packaging as Experience</li><li data-bbox="333 1028 573 1049">• Event Activations</li></ul> <p data-bbox="333 1085 2458 1142">Entries may focus on a single touchpoint or span multiple stages of the customer journey — whether targeting new acquisition, driving repeat purchase, deepening loyalty, strengthening partner relationships, or elevating the overall brand experience.</p> <p data-bbox="333 1185 675 1206"><b>Measurement &amp; Evaluation:</b></p> <ul data-bbox="333 1220 2204 1349" style="list-style-type: none"><li data-bbox="333 1220 2204 1242">• Shopper Marketing entries should demonstrate influence on purchase decisions through metrics such as conversion, sell-through, basket lift, or retailer outcomes</li><li data-bbox="333 1249 1974 1270">• Customer Experience entries should demonstrate improvement in customer perception, satisfaction, retention, usage, or lifecycle progression</li><li data-bbox="333 1278 1656 1299">• Success measures should align to the initiative type — not all entries are expected to demonstrate direct sales lift</li><li data-bbox="333 1306 1719 1328">• Results should be contextualized against audience size, baseline performance, or category benchmarks where available</li></ul>

# Disciplines

Discipline	Description
Engagement	<p>Engagement builds and sustains meaningful dialogue between brands and their audiences—whether B2B, B2C, partners, or employees. Unlike one-off campaigns, engagement discipline's primary objective is to build and deepen ongoing relationships with a defined audience over time. This discipline encompasses work that creates ongoing interaction across two primary approaches:</p> <p><i>Broad reach engagement</i> uses social media, influencer partnerships, and community platforms to spark continued exposure and dialogue through:</p> <ul style="list-style-type: none"><li>• Responses to current news or cultural moments</li><li>• Public interest topics and conversations</li><li>• Influencer collaborations</li><li>• Product launches or organizational updates</li></ul> <p><i>Targeted relationship engagement</i> uses CRM, loyalty programs, or 1:1 channels to drive progression through specific customer lifecycle moments: • Acquisition and onboarding</p> <ul style="list-style-type: none"><li>• Welcome and activation sequences</li><li>• Cross-sell and upsell strategies</li><li>• Retention, reactivation, or win-back programs</li><li>• End-to-end lifecycle journey orchestration</li></ul> <p><b>Measurement &amp; Evaluation:</b></p> <ul style="list-style-type: none"><li>• Success should demonstrate meaningful interaction or relationship progression aligned to objectives</li><li>• Reach or impressions alone are not sufficient without evidence of interaction quality and relevance</li><li>• Results should be explained in context (audience size, baseline, prior performance where available)</li></ul>

# Disciplines

Discipline	Description
Innovative Media	<p>Innovative Media</p> <p>Innovative Media redefines what's possible when media strategy becomes a creative force—not just a distribution channel, but the engine that accelerates ideas and transforms how audiences experience brands. This discipline recognizes work that challenges traditional media applications, unlocks new audience behaviors, and establishes new standards for the industry. Winning entries demonstrate how media strategy itself drives innovation through:</p> <p><i>Reimagining existing channels</i> to disrupt category norms and unlock disproportionate impact:</p> <ul style="list-style-type: none"><li>• Breaking from traditional channel applications to create unexpected brand experiences</li><li>• Leveraging familiar platforms in ways that fundamentally shift audience behavior</li><li>• Turning media constraints into creative opportunities that amplify results</li></ul> <p><i>Pioneering emerging platforms</i> to establish new possibilities before they become standard practice:</p> <ul style="list-style-type: none"><li>• Early adoption that shapes how brands can use new technologies or channels</li><li>• Media-led strategies where the platform choice itself transforms the creative execution</li><li>• Approaches that live beyond the initial moment and influence broader industry thinking</li></ul> <p>Entries must demonstrate how the media strategy accelerated creative ideas and drove measurable business impact. Strong submissions go beyond the client brief or pivot from traditional brand norms, showcasing media innovation that doesn't just reach audiences—it fundamentally changes how they interact with brands.</p> <p><b>Measurement &amp; Evaluation:</b></p> <ul style="list-style-type: none"><li>• Innovation should be explained in context—why this approach was disruptive for the category, audience, or channel itself</li><li>• Entries must demonstrate business effectiveness, not novelty alone</li><li>• Results should show disproportionate impact relative to investment, audience size, or category benchmarks</li></ul>

# Disciplines

Discipline	Description
Public Relations	<p data-bbox="351 439 2517 565">Public Relations Public Relations is a critical discipline of skillfully communicating an organization, individual or program’s message, using a variety of earned, owned, paid and shared tactics, to build mutually beneficial relationships with the public, which helps to build brand reputation. A public relations strategy could include earned media campaigns, events, social media and stakeholder communications, among other activities.</p> <p data-bbox="351 639 800 665">Entries can cover many areas including:</p> <ul data-bbox="351 674 1047 1033" style="list-style-type: none"><li>• Crisis management</li><li>• Corporate social responsibility/Social Causes/Cause Related</li><li>• Brand development</li><li>• Community relations</li><li>• Media relations</li><li>• Government relations</li><li>• Influencer campaigns</li><li>• Corporate communications</li><li>• Event or Experiential</li><li>• Employee communications</li><li>• Mergers, Acquisitions &amp; Divestitures</li></ul> <p data-bbox="351 1139 682 1165"><b>Measurement &amp; Evaluation:</b></p> <ul data-bbox="351 1173 2517 1265" style="list-style-type: none"><li>• Success should be demonstrated through credibility, influence, engagement, stakeholder response, reputational impact, behavioral change, business impact, and/or earned media outcomes presented in context.</li><li>• Earned Media volume alone does not determine effectiveness.</li></ul>

# Disciplines

Discipline	Description
Sponsorship & Partnership	<p>Sponsorship initiatives strengthen brand relevance, deepen audience connection, and create unique opportunities for engagement by leveraging partnerships with sports, arts, culture, entertainment, community, or media properties. These programs use the equity and reach of the sponsored property to authentically align a brand with audiences and deliver meaningful business and brand-building impact.</p> <p>Sponsorship campaigns can be short-term or long-term and should demonstrate how the partnership enabled distinct value or access that could not be achieved through traditional marketing alone.</p> <p>Entries must demonstrate that the partnership provided unique rights, access, or integration that could not be achieved through standard paid media.</p> <p>Programs may include:</p> <ul style="list-style-type: none"><li>• In-venue activations</li><li>• Content integration</li><li>• Experiential moments</li><li>• Media amplification</li><li>• Influencer or talent partnerships</li><li>• Community programs</li><li>• Retail tie-ins</li><li>• Digital and social extensions</li></ul> <p>Success is defined by:</p> <ul style="list-style-type: none"><li>• A strong strategic fit between the brand and the sponsored property, including clear audience alignment, shared values, or mutual objectives.</li><li>• Effective and creative use of sponsorship assets, demonstrating how rights, access, content, talent, or experiences were activated in compelling and innovative ways.</li><li>• Integrated execution across relevant channels (digital, social, broadcast, experiential, retail, influencer, PR, content, or media — where appropriate).</li><li>• Measurable results aligned to the stated KPIs, which may include brand lift, awareness, perception change, engagement, sales impact, participation, community outcomes, or customer behaviour.</li><li>• Evidence of mutual benefit, showcasing how both the brand and the property gained value through the partnership.</li></ul> <p><b>Measurement &amp; Evaluation:</b></p> <ul style="list-style-type: none"><li>• Clearly articulate the strategic rationale for selecting the property.</li><li>• Demonstrate how sponsorship rights were activated beyond logo placement or passive presence.</li><li>• Present results in context relative to objectives, scale, and partnership structure.</li><li>• Benchmarks, baselines, or year-over-year comparisons are encouraged where meaningful but not mandatory.</li></ul>

# Categories

Automotive	Business	Consumer Products & Services
<p>Product and services include:</p> <ul style="list-style-type: none"> <li>•Manufacturers</li> <li>•Dealers</li> <li>•Aftermarket</li> <li>•Automotive services</li> </ul>	<p>B2B product and services include:</p> <ul style="list-style-type: none"> <li>•Information technologies (ex: hardware, software and networking system infrastructure)</li> <li>•Transportation</li> <li>•Delivery</li> <li>•Professional services (ex. real estate, legal, etc.)</li> <li>•Business self-promotion (a company promoting to other businesses)</li> </ul>	<p>Products intended for:</p> <ul style="list-style-type: none"> <li>•Personal care</li> <li>•For use in the home</li> <li>•These can include consumer goods, books, electronics, beauty products, consumer devices/software, sports/leisure equipment, clothing</li> <li>•Entertainment services, cable, media, mobile, internet (not in a retail environment)</li> </ul> <p>*Excluding F&amp;B, automotive, financial and health care products. Refer to these categories.</p>
Financial	Food & Beverage	HealthCare
<p>All financial product and services from financial institutions and include programs developed around:</p> <ul style="list-style-type: none"> <li>•Lead generation</li> <li>•Traffic building</li> <li>•Customer service</li> <li>•Order generation</li> <li>•Database building</li> <li>•Retention or acquisition</li> </ul> <p>These can include all banking services, credit (cards), insurance, investment, new products and wealth management</p>	<p>Products intended for:</p> <ul style="list-style-type: none"> <li>• Consumer consumption</li> </ul> <p>*Excluding products for health care, personal care, or for the home.</p>	<p>Products (OTC included) and/or services intended for maintenance and improvement of physical and mental health campaigns supporting pharmaceutical, health &amp; wellness clinics/centres and hospitals.</p>

# Categories

Retail/Consumer Businesses	Social Causes
<p>Initiated by:</p> <ul style="list-style-type: none"><li>•Retailers (off-line and online) including restaurants, gyms, and automotive retailers</li><li>•Dealers</li><li>•Distributors, delivery services</li><li>•Manufacturers</li><li>•Food services stores to build traffic and sales</li></ul> <p>These include catalogue and e-commerce websites and other interactive methods that include product information and ordering devices.</p>	<p>This includes:</p> <ul style="list-style-type: none"><li>•NGO</li><li>•PSAs</li><li>•Charities</li><li>•Fund-raising</li><li>•Causes</li><li>•Foundations</li></ul> <p>Associations, government, public sector supporting a specific social cause.</p>

# Criteria

Background and Marketing Challenge/Objectives	Strategy/Insights
<p>Identify the key business challenge, market and competitive insights that led to this campaign. Could also be driven by an internal business challenge.</p> <p>Clarify if this campaign was a new initiative or an extension of a previous program.</p> <p>What were the quantifiable core business objectives (ex: "generate a lift of 2% in gross sales")?</p> <p>Provide KPI's that support the business challenge that this campaign set out to address.</p> <p>What were the campaign specific communication objectives (ex: "generate an increase in brand awareness of 5% points etc.)?</p> <p>Include any key market and competitive insights.</p>	<p>What was the strategic impetus and key consumer insight that shaped the campaign's direction?</p> <p>What problem were you trying to solve and how did this strategic insight shape this campaign?</p> <p>What was unique and different about your approach?</p> <p>Who was the core target market/audience?</p> <p>What behaviour or attitude were you trying to invoke?</p> <p>Research, insights, statistics, and any data supporting the strategy are key.</p>

# Criteria

Creative Idea & Execution	Results
<p>How did your strategy manifest into a creative look and feel?</p> <p>What was the inspiration behind the creative idea (can be tied to insights)?</p> <p>How did you leverage the many platform/media options to further amplify your creative product?</p> <p>And how did the creative idea manifest itself across various channels?</p> <p>What made it stand out and be noticed by your target?</p>	<ul style="list-style-type: none"><li>• Confirm how your campaign performed against the numbers provided in the objectives section in Question 1. Did you reach your objectives?</li><li>• Identify KPIs (key performance indicators) that proved your marketing initiative delivered a positive business impact for the advertiser.</li><li>• Understanding that some results are confidential, try to provide at minimum, comparisons like industry benchmarks, past results from the company, showing growth % etc.</li><li>• Highlight the use of data and analytics in driving and measuring marketing effectiveness</li></ul>

# Category + Discipline Selection

All questions must be answered, unless marked optional.

Category + Discipline Selection

Contact Details

Campaign Details

Agency/Client Details

Credit Details

Criteria

Additional Campaign Information

Attachments

Feedback & Suggestions

 Step 1 

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*.


Category

Member 

Automotive 

Product and services include:

- Manufacturers
- Dealers
- Aftermarket
- Automotive services

 [Download blank entry PDF for reference](#)

Campaign Name

TEST

Discipline:

Brand Building 

Long-term marketing initiatives strengthen brand equity, drive awareness, shape consumer perception, and influence consumer behaviours and attitudes over time.

**Campaigns must be in-market for a minimum of four months to demonstrate sustained impact with strong results.**

**Note: Short-term campaigns (under four months) should be submitted under Business/Brand Impact discipline.**

**Success is defined by:**

- Achieving excellence in creativity and strategy, with the ability to show positive long-term business results based on stated objectives and KPIs. Results provided can vary (ex: sales, brand lift, measured insights, results and media).
- Successful campaigns can also showcase a range of media and technology: digital, social, broadcast, out-of-home, print, as well as direct (not mandatory).
- Campaign can be a product launch or traditional brand category.

# Contact Details

[My entries](#) → [Entry form](#) → [Edit entry](#)

All questions must be answered, unless marked optional.

Category + Discipline Selection

Contact Details

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Credit Details

Criteria

Additional Campaign Information

Attachments

Feedback & Suggestions

Company name

TEST

Country

CAN

Province (of Applicant)

Ontario

Phone Number

123456789

Save + next

Save + close

Preview

Submit entry

# Campaign Details

[My entries](#) → [Entry form](#) → [Edit entry](#)

All questions must be answered, unless marked optional.

- Category + Discipline Selection
- Contact Details
- Campaign Details**
- Agency/Client Details
- Credit Details
- Criteria
- Additional Campaign Information
- Attachments
- Feedback & Suggestions

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

2023-12-01

Campaign End Date

2025-06-01

For the Brand Building discipline, confirm that the campaign has been in-market for a minimum of **four months**

\* Short term campaigns under four months should be submitted under **Business/Brand Impact** discipline.

Save + next

Save + close

Preview

Submit entry

# Agency/Client Details

[My entries](#) → [Entry form](#) → [Edit entry](#)

All questions must be answered, unless marked optional.

- Category + Discipline Selection
- Contact Details
- Campaign Details
- Agency/Client Details**
- Credit Details
- Criteria
- Additional Campaign Information
- Attachments
- Feedback & Suggestions

## Agency Details

Agency Name	<input type="text" value="TEST"/>
Agency Country	<input type="text" value="CAN"/>
Agency Phone Number	<input type="text" value="123456789"/>

## Client Details

Client Company	<input type="text" value="TEST"/>
Client Country	<input type="text" value="CAN"/>
Client Phone Number	<input type="text" value="123456789"/>
Client Approver Name	<input type="text" value="TEST"/>
Client Approver Email	<input type="text"/>

# Social Media Handles

## Social Media

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

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

Save + next

Save + close

Preview

Submit entry

# Credit Details

[My entries](#) → [Entry form](#) → [Edit entry](#)

All questions must be answered, unless marked optional.

Category + Discipline Selection

Contact Details

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Attachments

Feedback & Suggestions

**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 separate with a comma.

Team Members

NA

Save + next

Save + close

Preview

Submit entry

# Criteria

Category + Discipline Selection

Contact Details

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Credit Details

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Additional Campaign Information

Attachments

Feedback & Suggestions

## Important Note

**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

2 / 1300 characters

na

- Identify the key business challenge, market and competitive insights that led to this campaign. Could also be driven by an internal business challenge.
- Clarify if this campaign was a new initiative or an extension of a previous program.
- What were the quantifiable core business objectives (ex: "generate a lift of 2% in gross sales")?
- Provide KPI's that support the business challenge that this campaign set out to address.
- What were the campaign specific communication objectives (ex: "generate an increase in brand awareness of 5% points etc.)?
- Include any key market and competitive insights.

### Strategy/Insights

2 / 1600 characters

NA

- 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

2 / 1600 characters

NA

- How did your strategy manifest into a creative look and feel?
- What was the inspiration behind the creative idea (can be tied to insights)?
- How did you leverage the many platform/media options to further amplify your creative product? And how did the creative idea manifest itself across various channels?
- What made it stand out and be noticed by your target?

### Results

2 / 1200 characters

NA

- Confirm how your campaign performed against the numbers provided in the objectives section in Question 1. Did you reach your objectives?
- Identify KPIs (key performance indicators) that proved your marketing initiative delivered a positive business impact for the advertiser.
- Understanding that some results are confidential, try to provide at minimum, comparisons like industry benchmarks, past results from the company, showing growth % etc.
- Highlight the use of data and analytics in driving and measuring marketing effectiveness

### Website Write Up:

2 / 350 characters

NA

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.

# Additional Campaign Information

[My entries](#) → [Entry form](#) → [Edit entry](#)

All questions must be answered, unless marked optional.

Category + Discipline Selection

Contact Details

Campaign Details

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Criteria

**Additional Campaign Information**

Attachments

Feedback & Suggestions

Provide Result Sourcing Details (optional)

1 / 1000 words

NA

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)

NA

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.

Save + next

Save + close

Preview

Submit entry

# Attachments

Category + Discipline Selection

Contact Details

Campaign Details

Agency/Client Details

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Criteria

Additional Campaign Information

Attachments

Feedback & Suggestions

## 🔔 Attachments information ▾

### 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.)



Drag your files here  
or

Select attachments

Add URL

0/8 attachments

Save + next

Save + close

Preview

Submit entry

# Feedback & Suggestions

Category + Discipline Selection

Contact Details

Campaign Details

Agency/Client Details

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Feedback & Suggestions

## 📌 Attachments information ▾

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- 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.)



Drag your files here  
or

Select attachments

Add URL

0/8 attachments

Save + next

Save + close

Preview

Submit entry

# FAQs

Question	Details
<b>Where do I submit entries and how do I create an account?</b>	<ul style="list-style-type: none"><li>All submissions will be entered on Awards Force.</li></ul>
<b>What is the cost and entry deadline?</b>	<ul style="list-style-type: none"><li>CMA encourages submitting entries early by offering multiple deadlines with increasing entry fee rates.</li><li>The early-bird deadline offers the lowest entry fee.</li><li>Entry fees are increased for the final deadline with pricing surcharge for non-member taking effect in the last few days.</li></ul>
<b>CMA Awards Entry Deadlines 2025</b>	<ul style="list-style-type: none"><li><b>Early Bird Deadline   June 11, 2025 @ 1 PM ET</b> Member Pricing: \$360 Non-Member Pricing: \$500</li><li><b>Regular Deadline   July 03 @ 1 PM ET</b> Member Pricing: \$460 Non-Member Pricing: \$700</li><li><b>Final Deadline   July 17 @ 1 PM ET</b> Member Pricing: \$460 Non-Member Pricing: \$850</li></ul>
<b>Deadline Extension Fees</b>	<ul style="list-style-type: none"><li>The final deadline to submit is July 21st at 5 PM ET. If you require an extension below is a list of the fees. To request an extension please contact <a href="mailto:awards@thecma.ca">awards@thecma.ca</a>. prior to July 21<sup>st</sup>.</li><li>Member: \$560, Non-Member: \$1,050</li></ul>
<b>Special Awards</b>	<ul style="list-style-type: none"><li>Annually, we present a series of Special Awards that are complimentary to enter. This year's Special Awards are the following:<ul style="list-style-type: none"><li>Deloitte Best Use of AI Award</li><li>Canada Post Direct Mail</li><li>Cineplex Best in Cinema Award</li><li>LinkedIn Business Innovation Award</li><li>TikTok Power of Entertainment Award</li><li>RBC Inclusive Marketing Award</li><li>The Trade Desk Open Internet Marketing Award</li></ul></li></ul>

# FAQs

Question	Details
<b>Why are there multiple deadline dates?</b>	<ul style="list-style-type: none"><li>• CMA encourages submitting entries early by offering multiple deadlines with increasing entry fee rates.</li><li>• The early-bird deadline offers the lowest entry fee. Entry fees are increased for the final deadline with pricing surcharge for non-member taking effect in the last few days.</li></ul>
<b>When does Early Bird Pricing End?</b>	<ul style="list-style-type: none"><li>• Early bird pricing will end on June 11 at 1 pm ET.</li></ul>
<b>How do I know if I'm a CMA member?</b>	<ul style="list-style-type: none"><li>• CMA membership is assigned to companies. Therefore, if your organization is a CMA member, you are a CMA member.</li><li>• Find out if you/your organization is a CMA member by viewing the <a href="#">member directory</a>.</li></ul>
<b>What is the cancellation/refund policy for entries submitted?</b>	<ul style="list-style-type: none"><li>• Refunds can be made only if written notification of the entrant's wish to withdraw their entries reaches the CMA office <b>before June 21</b>. Refunds made up until this date will be subject to a \$95 administrative cancellation fee. No refunds will be considered by the CMA <b>after June 21</b>, regardless of any extension to the entries deadline. Entries can only be cancelled by the CMA and cannot be cancelled or removed from the CMA Awards in any way <b>after June 21</b>.</li></ul>

# FAQs

Question	Details
<b>What are the dates for campaign eligibility for 2025?</b>	<ul style="list-style-type: none"><li>• Your campaign must have results tabulated between <b>December 1, 2024</b> and June 1, 2026.</li><li>• Entries containing results tabulated after June 1, 2026 may be disqualified at the discretion of the judging committee and CMA. CMA is not responsible for any entrant submission error. The decision of the judging committee and CMA is final.</li></ul>
<b>What is the criteria for submitting an entry?</b>	<ul style="list-style-type: none"><li>• Criteria for different disciplines and categories can be accessed through the entry form in Awards Force. Please note that there is a character limit (that includes spaces).</li></ul>
<b>How many creative files will be accepted?</b>	<ul style="list-style-type: none"><li>• A maximum of 6 supporting files will be accepted. Attachments are optional (including videos) and the maximum file size for any upload is 1GB and no longer than 2 minutes in duration.</li><li>• If a PDF is submitted with multiple creative elements, each creative element is counted as 1 attachment.</li><li>• The following file formats accepted are: Video (.avi .m4v .mov .mp4 .mpeg .mpg .srt), Audio (mp3), Image/Document (.pdf, .jpg, .png), Documents (pdf) and Website URLs.</li></ul>
<b>How many times can I enter a campaign?</b>	<ul style="list-style-type: none"><li>• CMA limits the submission of each unique campaign to 5 times or less. The campaign can be submitted across any of the disciplines/categories.</li><li>• This limit does not apply to special awards (Direct Mail Award, Data-Driven Marketing Award, Business Equity Award and B2B Marketing Award).</li><li>• Organizations can submit an unlimited number of unique campaigns.</li></ul>
<b>My campaign ran in the US, is it still eligible?</b>	<ul style="list-style-type: none"><li>• Campaigns that ran in Canada or campaigns that ran in other markets but were developed by Canadian marketers for Canadian clients are eligible for entry. CMA reserves the right to reassign the entry discipline or category at any time.</li></ul>

# FAQs

Question	Details
<b>Who can help me decide which category my campaign should be submitted into?</b>	<ul style="list-style-type: none"><li>• Contact <a href="mailto:awards@theCMA.ca">awards@theCMA.ca</a> for assistance in determining into which category(s) your campaign should be entered. We are happy to help!</li></ul>
<b>Why is my text cut off in one or more of the boxes for campaign details?</b>	<ul style="list-style-type: none"><li>• Each section contains a maximum character count.</li></ul>
<b>When will I find out if my submission has been shortlisted?</b>	<ul style="list-style-type: none"><li>• Notifications will be emailed to the individual listed as the contact person for each entry that is shortlisted by early September.</li></ul>
<b>PayPal won't accept or process my credit card. Who do I contact for assistance?</b>	<ul style="list-style-type: none"><li>• If you are having difficulties processing payment through our PayPal account online, please contact <a href="mailto:awards@theCMA.ca">awards@theCMA.ca</a>.</li></ul>
<b>I can't upload my supporting documents. Who do I contact?</b>	<ul style="list-style-type: none"><li>• Please contact Award Force technical support at <a href="mailto:support@awardforce.com">support@awardforce.com</a>.</li></ul>

# FAQs

Question	Details
<b>How do I enter the Canada Post Direct Mail Award? What is the entry fee?</b>	<ul style="list-style-type: none"><li>• The Canada Post Direct Mail Award is free to enter. Please review the requirements carefully to ensure your entry is eligible.</li></ul>
<b>How do I enter the LinkedIn B2B Marketing Award? What is the entry fee?</b>	<ul style="list-style-type: none"><li>• The LinkedIn B2B Marketing Award is free to enter.</li><li>• Please review the requirements carefully to ensure your entry is eligible.</li></ul>
<b>How do I enter the Deloitte Best Use of AI Award? What is the entry fee?</b>	<ul style="list-style-type: none"><li>• The Deloitte Best Use of AI Award is free to enter.</li><li>• Please review the requirements carefully to ensure your entry is eligible.</li></ul>
<b>How do I enter the Cineplex Best in Cinema Award? What is the entry fee?</b>	<ul style="list-style-type: none"><li>• The Cineplex Best in Cinema Award is free to enter.</li><li>• Please review the requirements carefully to ensure your entry is eligible.</li></ul>
<b>How do I enter the TikTok Power of Entertainment Award? What is the entry fee?</b>	<ul style="list-style-type: none"><li>• The TikTok Power of Entertainment Award is free to enter.</li><li>• Please review the requirements carefully to ensure your entry is eligible.</li></ul>
<b>How do I enter the RBC Inclusive Marketing Award? What is the entry fee?</b>	<ul style="list-style-type: none"><li>• The RBC Inclusive Marketing Award is free to enter.</li><li>• Please review the requirements carefully to ensure your entry is eligible.</li></ul>
<b>How do I enter The Trade Desk Open Internet Marketing Award? What is the entry fee?</b>	<ul style="list-style-type: none"><li>• The Trade Desk Open Internet Marketing Award is free to enter.</li><li>• Please review the requirements carefully to ensure your entry is eligible.</li></ul>

Thank you!