



2026 MARKETING EXCELLENCE AWARDS CRITERIA

There are 17 categories to choose from, covering the depth and breadth of marketing. You can showcase work done from November 2025 to the period before the submission deadline for the 2026 awards.

Key things to note.

- You must be a fully paid-up member of IMM to participate.
- Submission deadline: 17th July 2026
- Entry Fees:
 - o MK50,000 for Individual Awards
 - o MK100,000 for General & Group Awards
 - o MK200,000 for Advertising Awards
- Only fully paid submissions will be considered.

CATEGORIES AND THEIR CRITERIA

1. PR Personality of the Year

This award recognizes an individual who represented the best in public relations as an outstanding communicator, establishing or reinforcing the mutually beneficial relationship between an organization and the public or otherwise impacting the communication landscape. Provide evidence of how this was achieved and its impact.

2. Marketer of the Year

This award seeks to celebrate individuals who understand the art and science of marketing, have the business and brand at heart and who leverage their skills to grow these elements. Show how you have contributed towards sustainable business growth and delivering standout innovation and creativity.

3. Creative Graphic Artist of the Year

This award honours exceptional creativity and dedication to excellence in various marketing art forms such as graphics, photography, copywriting, etc.



4. Best Sales Personality of the Year

This award seeks to reward the salesperson whose results speak for themselves. Show, through verifiable figures, how you have contributed to the success of your organization this past year in terms of sales.

5. Marketing Team of the Year

This award recognizes the marketing team that has been instrumental to the success of their organization. Reinforced by measurable and verifiable results, demonstrate how your team's collaborative and strategic approach to marketing has helped transform the performance of your business.

6. Internal Engagement Initiative of the Year

Employees are any organization's most critical asset. This award recognizes the impact of effective internal communication on business success. Show how your business was able to effectively align internal communications strategy through employee engagement and how that resonated with your external communications. How did this align with your vision and mission as an organization?

7. Advertising Agency of the Year

This award recognizes the agency that has had an unrivalled year. Showcase your successes across strategy, insight and creative, proving how you have delivered marketing excellence for your clients, outshone your competitors, and set new standards for the future.

8. Marketing Campaign of the Year: Product

This award recognizes national or local campaigns that used striking creativity and strategic planning to reach and engage target audiences. Channels might include outdoor, TV, radio, online or press with evidence of how results delivered against objectives.

9. Content Creator of the Year

This award recognizes Content creators who demonstrate outstanding originality, consistency, and measurable impact through digital content creation for commercial value

10. Commercial of the Year: Print

This award seeks to reward the most creative print advert that had the ability to creatively deliver brand communications. It must be a commercial that resonated well with your target



audience and beyond. Judges will, among other things, consider the design, creativity in copywriting, etc. Make a strong case as to why your print ad should be the winner.

11. Commercial of the Year: Radio

This award recognizes a radio commercial whose creativity made it memorable and how by using that medium, it created an impact on the business. Judges will, among other things, consider how the commercial was structured to persuade your target audience to take action. Make a strong case why your radio commercial should be the winner.

12. Commercial of the Year: TV

This is to spur producers/directors/production houses to come up with creative ideas for the delivery of communications. The judges will select from the entries the best Television commercial/advert using criteria such as innovation, impact, copywriting, creativity, etc. Make a strong case as to why your TV commercial should be the winner.

13. Outdoor Campaign of the Year

Work that matters must be seen. This award seeks to reward an outdoor campaign that caught the eye and was designed to creatively deliver brand communications with consistency. Provide strong justification and evidence on how you delivered an outstanding outdoor campaign.

14. Innovative Idea of the Year

This award recognizes the innovative development of a new product or service. Show how a customer-centric approach led to an outstanding value proposition, setting you apart from the competition and mutually benefiting your business and customers.

15. Social Media Campaign of the Year

This award recognizes the inventive use of social media to engage in tangible interactions with an audience. Whether paid or organic, show how your social media activity has made a measurable impact

16. Outstanding SME Initiative of the Year

Private sector remains the engine for economic growth and SMEs are the seedlings for a sound private sector. This category will recognize the marketing initiatives by SMEs that are making a difference in the lives of many.



17. CSR Initiative of the Year

This award recognizes the effective harnessing of an organizations' influence to deliver a positive social or environmental change. Whether a one-off campaign or sustained approach, demonstrate how you've put responsible business at the heart of your organization.

18. Public Service Organization of the Year

Government ministries, statutory bodies & public utilities that demonstrate clear objectives, measurable public impact, and evidence of audience or community reach.