

AdAge | Automotive News

# Global Automotive Marketing Awards

Awards Entry kit  
2024

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## Overview

Presented by Automotive News and Ad Age, the Global Automotive Marketing Awards recognize the auto industry's best advertising, marketing, promotion and communication campaigns.

Open to entries from around the world, the Global Automotive Marketing Awards will celebrate groundbreaking campaigns that drive business growth and make a substantial and measurable impact for automakers, mobility providers and auto retailers. We're looking for the marketing efforts that are setting new benchmarks for excellence for the auto industry in today's rapidly evolving mobility landscape.

## Categories

### Best Corporate/Brand Identity Campaign

This category celebrates campaigns that have successfully established or transformed a corporate or brand identity. It honors the exceptional creativity and strategic vision that enhance brand recognition, reputation and consumer connection within the automotive industry. Contenders will demonstrate a profound understanding of brand development and differentiation while creating lasting and measurable impressions with consumers. Work that highlights the power of cohesive and compelling brand narratives in driving business success and fostering strong, loyal customer relationships is key.

### Best EV Campaign

This category recognizes the most innovative and impactful campaigns dedicated to promoting electrified vehicles and the electrification of mobility. It honors exceptional creativity and strategic execution that effectively raises consumer awareness, drives engagement and accelerates the adoption of electric mobility solutions. Winning work will demonstrate a profound understanding of the market and showcase the benefits and advancements of electrified vehicles, setting new standards in the automotive industry's eventual shift towards sustainable transportation.

Entries are not limited to campaigns for new models and can include work for charging stations and others in the EV landscape.

### Best Experiential/Auto Show Marketing

This category celebrates innovative ways of interacting with automotive consumers in the real world. Experiential can include branded experiences, product innovations, in-person activations and more—in short, ideas that allowed consumers to “live” the brand, not just read about it or see it.

### Best Multicultural Campaign

This category honors the most creative and effective campaigns that engage and resonate with diverse audiences. This award celebrates outstanding efforts in inclusivity and recognizes campaigns that successfully bridge cultural divides and authentically connect with underserved communities.

Winning work will demonstrate a deep understanding of cultural nuances, delivering messages that are both impactful and respectful, and set a new standard for diversity in automotive marketing.

### Best New Model Launch

This category recognizes the most innovative and effective campaigns for introducing a new vehicle model to the market. It celebrates exceptional creativity and strategic execution in generating excitement, driving consumer interest and achieving significant and measurable market impact.

Key is showcasing a comprehensive understanding of market dynamics, effectively communicating the new model's features, benefits and unique selling points, setting a benchmark for excellence in automotive launch campaigns.

### Best Purpose-Driven Campaign

This category recognizes impactful campaigns that champion social, environmental or community causes within the automotive

industry. It celebrates work that go beyond traditional marketing, leveraging the power of purpose to inspire change and make a positive difference to society.

Strong contenders will demonstrate exceptional creativity and commitment, effectively aligning brand values with meaningful initiatives that resonate with consumers and contribute to a greater good, setting a new standard for socially responsible marketing in the automotive sector.

### Best Sales Event Campaign: National

This category celebrates the most effective and innovative national campaigns designed to boost retail automotive sales. It honors outstanding creativity and strategic execution in creating nationwide buzz, driving consumer interest and engagement, and ultimately achieves significant sales results.

Key is demonstrating a thorough understanding of market trends and consumer behavior, effectively utilizing promotions, omnichannel platforms and media messaging to maximize impact and set a new benchmark for excellence in national sales event marketing in the automotive industry.

### Best Sales Event Campaign: Regional/Local

This category celebrates the most effective and innovative local/regional campaigns designed to boost retail automotive sales. It honors outstanding creativity and strategic execution in creating buzz, consumer interest and engagement, and ultimately achieves significant sales results at a local/regional level.

The winning campaign will demonstrate a thorough understanding of local targeted markets and effectively utilizes promotions, omnichannel platforms, and media messaging to maximize impact and set a new benchmark for excellence in local/regional automotive sales event marketing.

### **Best Use of Data**

This category recognizes excellence in leveraging data-driven insights that inform, optimize and finesse automotive marketing strategies. This award celebrates campaigns that demonstrate exceptional innovation and effectiveness in harnessing data analytics and artificial intelligence to drive targeted messaging, personalized customer omnichannel experiences, and measurable results.

The winning campaign will showcase a sophisticated approach to data collection, analysis, and activation, effectively translating data into actionable insights that enhance customer engagement, increase sales, and elevate the overall marketing performance within the automotive industry.

### What are the Global Automotive Marketing Awards?

Ad Age and Automotive News are teaming up to uncover the automotive industry's most innovative, strategic, creative and effective marketing campaigns and work.

Open to entries from around the world, the Global Automotive Marketing Awards will recognize groundbreaking campaigns that drive business growth and make a substantial and measurable impact for automakers, mobility providers and auto retailers. In today's rapidly evolving mobility landscape, the awards will celebrate the marketing efforts that are setting new benchmarks for excellence for the auto industry.

Entries will be judged by the editorial teams of Automotive News and Ad Age, newsrooms with in-depth expertise and vast knowledge of the auto and marketing industries.

### Are the Global Automotive Marketing Awards U.S. only?

No, campaigns that ran in countries outside the U.S. are welcome to enter.

### What types of companies are eligible for the Global Automotive Marketing Awards?

Entry is open to a variety of companies in the automotive space, including but not limited to:

- **Automakers**
- **Mobility companies** (e.g. EV charging companies—both network providers and hardware manufacturers; Smart mobility companies; and car sharing and rental companies)
- **Dealerships** (including private and public dealership groups and single-point dealership stores)
- **Online marketplaces**
- **Aftermarket parts and service and maintenance providers** (including collision and body shops, aftermarket workshops, tire retailers and auto glass repair)
- **Suppliers** (including tire companies, fuel and motor oil companies, car maintenance and accessories companies)

*Campaigns do not have to be created in-house by the auto company; they can be entered by an advertising agency or external partner that helped create the work.*

### What is the eligibility period for campaigns?

All work must have debuted and run between **Jan. 1, 2023 and July 1, 2024** to be eligible. If you are submitting work that is an update or continuation of a previous campaign, please note that only the work that debuted during the aforementioned time period will be judged, not the campaign as a whole. All work submitted that debuted outside of the eligibility window will not be judged. Please be clear in the entry about which pieces of work debuted during the eligible time period.

### Can I mark something as confidential or for judging purposes only?

No. Anything included in an entry should be considered as public information. There's no space for explicitly confidential information, and we ask entrants to anticipate that anything in their entry could become public—mostly because we can't honor a winner without being able to say why.

### What are the technical specs for Global Automotive Marketing Awards entries?

We accept .mov, mp4, jpg, png, pdf, ppt, docx, etc formats. Please note that our award system requires all direct uploads to be 2GB or less. For anything larger, please supply a link.

NOTE: Embedded hyperlinks are not supported within our platform. If you would like to link to a website, please include the full URL.

### Who judges the Global Automotive Marketing Awards?

The awards will be judged by the editorial teams of Automotive News and Ad Age.

### Can I enter work into more than one category?

Yes. As long as you meet the entry requirements for the categories you'd like to enter, you can enter your work into as many categories as you'd like.

### When is the deadline for entering?

The final deadline for entries is Monday, Sept. 23, 2024, at 5 p.m. EDT.

### How much does it cost to enter the Global Automotive Marketing Awards?

The fee is \$450 per entry.

### What forms of payment are accepted?

Credit card payment via the online entry portal is preferred, but if you'd like to be invoiced and provide a check or wire transfer payment, please email our awards team at [awards@adage.com](mailto:awards@adage.com). We charge a \$30 processing fee for all check/wire transfer requests.

### When will the winners be announced?

Winners will be notified in November and published on AutoNews.com and AdAge.com in December.

### Where can I purchase issues, badges, additional awards and marketing items should I win?

For all marketing collateral, along with special orders for copies of print issues, please contact

**Ad Age:** Laura Picariello at [lpicariello@crain.com](mailto:lpicariello@crain.com)

**Automotive News:** Lauren Melesio at [lmelesio@crain.com](mailto:lmelesio@crain.com).

If you have a question not answered here, please contact our awards team at [awards@adage.com](mailto:awards@adage.com).

**The 2024 Global Automotive Marketing Awards program (the Program)** is sponsored by Automotive News and Ad Age (the Sponsors), business units of Crain Communications Inc., 1155 Gratiot Ave. Detroit, MI 48207-2732.

### Eligibility

The Program is open to anyone in the industry who meets the General Requirements posted for the Global Automotive Marketing Awards program. Employees of the Sponsor, their affiliates and members of their immediate families are not eligible. Eligibility is subject to change each year.

### How to enter

Instructions on how to enter are posted on [AdAge.com/AutoAwards](https://www.adage.com/AutoAwards). Entries must comply with the instructions for the applicable Program. Entries into the competition are subject to a tiered pricing system, with standard fees for regular deadline entries and additional fees for final deadline entries. Fees are non-refundable once entries are submitted. You can submit as many entries as you would like. All entries must be received through our awards website. As a reminder, anything in an entry will be considered potentially public information. There's no space for explicitly confidential information, and we ask entrants to anticipate that anything in their entry could become public—mostly because we don't want to wind up trying to honor a winner without being able to tell anyone why we want to honor them. Entries will not be acknowledged or returned. Entries will be accepted until Monday, September 23 at 5 p.m. ET.

### Certification/acknowledgment/consent

EACH ENTRANT CERTIFIES THAT THE MATERIALS SUBMITTED IN CONNECTION WITH THIS PROGRAM (INCLUDING ARTWORK, IMAGERY AND IDEAS) ARE THE ORIGINAL WORKS OF THE ENTRANT. ENTRANTS RETAIN THE COPYRIGHT AND OTHER INTELLECTUAL PROPERTY INTERESTS IN THEIR MATERIALS. HOWEVER, EACH ENTRANT ACKNOWLEDGES AND IRREVOCABLY CONSENTS THAT ANY AND ALL MATERIALS SUCH ENTRANT SUBMITS FOR THIS PROGRAM MAY BE REPRODUCED, DISPLAYED, PUBLISHED (INCLUDING IN PRINT AND DIGITAL FORMATS), ARCHIVED (IN PRINT AND DIGITAL DATABASES) AND OTHERWISE FREELY USED WITHOUT LIMITATION OR RESTRICTION BY MODERN HEALTHCARE AND AD AGE, CRAIN COMMUNICATIONS INC, AND ITS PARTNERS AND AFFILIATES IN CONNECTION WITH THE PROGRAM. EACH ENTRANT ACKNOWLEDGES AND IRREVOCABLY CONSENTS TO THE USE OF ENTRY INFORMATION IN PUBLICATIONS, INTERNAL AND EXTERNAL WEBSITES, ADVERTISING AND IN MEDIA COVERAGE OF THE PROGRAM, UNLESS PROHIBITED BY LAW.

### Winning

All category wins are at the discretion of our judges. Judges have the right to not select a winner if they feel materials submitted did not meet the standards, creativity or other qualities they are looking for in entries. The decisions of Automotive News and Ad Age and the judges are final and binding in all matters relating to this Program, including interpretation and application of the rules. This Program is based on the quality and other factors determined by the judges of the materials submitted and winning depends on the views of the judges. Winning is not based on the number of eligible responses received and Automotive News and Ad Age cannot predict the number of entrants who will participate in the Program.

### General conditions

All entrants agree to release Automotive News and Ad Age, sponsors and its partners and affiliates from any and all claims and liability with respect to and in any way arising from participating in the Program, accepting of any award, prize(s), or technical, hardware, software or other failures of any kind, cost or unavailable network connections, incomplete, garbled or delayed transmissions, injury or damage to an entrant's or third person's computer, whether caused by Automotive News and/or Ad Age, sponsors, entrants, users or by any of the equipment or programming associated with or by any technical or human error which may occur in the processing of submissions which may damage an entrant's system or limit an entrant's ability to participate in the Program. Automotive News and Ad Age reserves the right to modify or cancel all or any part of the Program for any reason at its sole discretion with a refund of the applicable entry fee paid as the sole remedy for any entrant.

Subject to applicable laws, entrants irrevocably grant to Automotive News and Ad Age, Program sponsors and their successors, assigns and sub-licensees the right and permission to use their name, voice, likeness and/or biographical material for advertising, promotional and/or publicity purposes in connection with the Program, in all forms of media and by any and all means and media (now and hereafter known), and on and in connection with related products, services, advertising and promotional materials (now known or hereafter developed), worldwide, in perpetuity, without any obligation, notice or consideration except for the awarding of the prize(s) to the Grand Prize Winner. All entrants agree to comply fully with each provision in the Program rules. Any person attempting to defraud or in any way tamper with the Program and any person who does not comply with the Program rules, will be ineligible for any award or prize. Program void where prohibited or restricted by law.