# 2025 Demandy Awards

The Demandys (not to be confused with the Grammys 🎸) are the annual B2B marketing awards that honor marketing rock stars and legendary campaigns that are elevating the craft of B2B tech marketing and demand generation. These programs and campaigns stand out for their creativity, innovation, precision, and revenue impact.

Nominations are open until September 4th 2025, and may be submitted by in-house marketing teams or agency partners where appropriate. Use this template to prepare your award submission but be sure to [submit your final details here](https://info.technologyadvice.com/2025-demandy-awards-submission) by September 4th.

## Award Submission Questions

*Note that questions with an asterisk (\*) are required.*

**Your Email\***

*Ex: ejones@bizco.com*

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**Your Name\***

*Ex: Ellen Jones*

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**Your Title\***

*Ex: Director of Demand Generation*

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**Your Company\***

*Ex: BizCo*

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**If you are submitting on behalf of a client, what is their company name?**

*Ex: ClientCo*

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**Which of the following award category(s) would you like to be considered for?\***

Please select no more than three categories.

*See the full category descriptions* [*online here*](https://info.technologyadvice.com/2025-demandy-awards#categories)*.*

* Epic Demand Generation (high impact demand gen campaign)
* Elite Thought Leadership (strategic thought leadership program)
* Bold and Beautiful B2B Advertising (creative and impactful ad campaign)
* Savvy Segment Marketing (driving growth in a key industry, region, or other segment)
* Awestruck ABM Campaign (cracking into key accounts or winning a whale)
* Channel Marketing Champion (driving the growth and success of partner channels)
* IT & Cybersecurity Marketing Program of the Year (driving wins with IT/security buyers)
* Developer Tech Marketing Program of the Year (driving wins with Developer buyers)
* HR & Payroll Tech Marketing Program of the Year (driving wins with HR/Payroll buyers)
* B2B Marketing Team of the Year (excellence in brand, thought leadership, and demand)

**What challenge or problem were you trying to solve with your campaign or program?\***

*Share the “why” behind your campaign or program. Were you seeing low penetration in a key market, lacking brand authority on a key trending topic, struggling to win a key account, or just light on pipe?*

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**What was your award-worthy campaign or program? Tell us all about it!\***

*Share any details you can about your campaign or program. If possible, please include details on the goals of your campaign, how you designed/architected it, what the content assets or CTAs were, which channels you used for execution, etc.*

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**What were the results, outcomes, or lessons learned?**

*If not already covered in the previous answer, please share specific results, outcomes, feedback, and/or lessons learned from your campaign or program. If possible, include details on how the results of this program compared to other comparable programs (i.e. “the ROAS was 2x higher”)*

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**Please share links to any online materials that support your nomination.**

*If applicable, please share links to online campaign landing pages, ad creative, or other supporting content or assets.*

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**Why do you feel that this campaign or program is award-worthy?**

*Let us know how you really feel! What was so special about this campaign/program? This is your time to shine. And if the mood should strike you, feel free to record a short video answering this question and include the link below. SELL US ON WHY YOU DESERVE A DEMANDY!*

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