

Sample form, not for offline completion.

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

02 Best Creative Marketing Campaign

This award celebrates bold, original, and imaginative marketing that truly stands out. We're looking for campaigns that break the mould — whether through striking storytelling, clever strategy, or unexpected creativity.

Tell us about a campaign that delivered more than just results. Did it solve a challenge, spark conversation, reach a new audience, or shift perceptions? Has your creative approach driven increased sales, boosted brand awareness, or made waves in the gift card market?

We want to hear how your marketing became more than promotion — how it became a creative force for change.

Submission Details

Title of your entry

Full name (this should be your main point of contact for your award submission)

Email address

Job Title

Company Name

Phone Number (UK)

Is this a joint submission (tick box if Yes) (optional)

If you clicked 'Yes' to joint submission, who are you submitting with? (optional)

Are you a GCVA Member, or have you already paid to submit as a Non-Member?

If you are not a GCVA member, email [awards@gcva.co.uk] to express an interest in entering a category prior to submitting. Please note, you will need to pay your invoice (£175 per category) before completing this form and making your submission.

Entry Details

AMBITION: context, vision & goals 500 words

OUTCOME: KPI's, financial, results, measurement/evaluation, impact 500 words

COMMUNICATIONS: internal/ external, press/PR & marketing spend 500 words

INVOLVEMENT: stakeholders, industry, decision makers including board, team, partnerships 500 words

VISION - Non-financial results, increased brand awareness/engagement, ESG, client loyalty 500 words

Time & Date of submission

Attachments

Material may be supplied as follows:

1. Upload JPEG or PDF files. Maximum file size is 5MB per piece. A maximum of one file can be uploaded with your entry.
2. Video attachments may be hosted on a video site such as YouTube or Vimeo.
3. Provide website URLs to the publicly accessible campaign or active URL of a landing page. Please ensure any applicable usernames and passwords are provided and active.
4. Please do not upload any further written material as the judges will not consider these. The written component of your entry should be fully explained within the provided form fields.



File Upload | x1 Multimedia Evidence Upload (pdf, video, PPT or word doc (email awards@gcva.co.uk if you are experiencing any issues uploading)