



THE PALMER MARKETING AWARDS

PRESENTED BY AMA CHICAGO

Submission Guidelines

The Palmer Marketing Awards celebrate outstanding marketing campaigns that deliver exceptional creativity and innovation. They are named in honor of James L. Palmer, University of Chicago professor of marketing and the first president (1937) of the Chicago chapter of the American Marketing Association.



Eligibility Criteria

The Palmer Marketing Awards are presented annually by the Chicago chapter of the American Marketing Association (AMA Chicago).

Who should enter:

- brands
- non-profits
- agencies
- in-house marketing teams

Geographic area: Though AMA Chicago has a particular focus on marketing campaigns coming out of the Midwest, submissions from across the United States are eligible and welcome.

Timing: To be considered for an award, a campaign must have been actively in-market on or after January 1, 2025, and must have ended on or before January 31, 2026, unless stated otherwise in the designated individual award category criteria (below).

Multiple submissions:

- Past Palmer Marketing Award-winning campaigns are not eligible for re-entry.
- Previous submissions that did not win a Palmer Marketing Award may be resubmitted if the case study has been rewritten and contains additional, pertinent insights or creative and/or effectiveness analysis.
- A case study may be submitted for more than one award category as long as it meets the award criteria for each submission. Brands and agencies may submit more than one case study within a single award category or across multiple award categories.

Submission Process, Deadlines & Pricing

Submissions open **February 13, 2026**.

- Complete the online form at amachicago.org/Palmers.
 - Supporting documentation (images or videos) are mandatory and help strengthen your submission.
- Cost of your first entry is \$375.
 - If you enter a single campaign in more than one category, the entry fee is \$275 for each additional category.
- Please review the **2026 Palmer Marketing Awards Terms & Conditions** at the end of these Submission Guidelines to create a comprehensive submission package.

The entry deadline is 11:59 p.m. CT, Friday, April 17, 2026.



The Palmer Awards Categories

◆ Product or Service Launch

Acknowledging excellence in marketing campaigns that successfully launch new products or services for the organization.

Criteria

- Show how innovative marketing tactics were used to successfully introduce a new product or service into the marketplace with quantifiable, measurable success.
- Only products or services available for purchase after January 1, 2025, are eligible.

◆ Momentum

Recognizing outstanding marketing efforts that propel existing products or services to new heights for the organization.

Criteria

- Show use of effective marketing tactics to grow or reenergize an existing product or service that was in the marketplace before January 1, 2026.

◆ Data-Driven Marketing

Recognizing campaigns where insights, analytics or marketing technology played a meaningful role in driving smarter decisions and stronger results.

Criteria

- Demonstrate how data, insights or marketing technology informed marketing decisions
- Show how those insights influenced strategy, execution or optimization
- Explain the resulting business or audience impact

◆ Engagement

Celebrating campaigns that compel audiences to connect and engage with the organization.

Criteria

- Demonstrate how engaging with customers has had a positive impact on the organization by driving sales, changing purchasing behavior, improving brand perceptions or increasing satisfaction levels.
- Show how the brand generated word of mouth by transforming the way it does business.

◆ Integrated Marketing

Honoring exceptional integration of multi-channel marketing strategies that drive business results for the organization.

Criteria

- Show impact on the brand and its ability to drive engagement, conversation, leads, referrals or conversion.
- Include examples of how the brand seamlessly integrated offline and online marketing tactics.



The Palmer Awards Categories (continued)

Not-for-Profit

Celebrating the most impactful marketing campaigns dedicated to supporting and promoting important causes and proactive community service.

Criteria

- Show best use of an integrated online and offline marketing program to advance a cause marketing initiative.

Influencer Collaboration

Recognizing the creative and effective utilization of influencer/creator marketing to achieve notable business outcomes for the organization.

Criteria

- Show alignment with business objectives.
- Submissions may showcase influencers who were supporting the organization online, offline, or in integrated campaigns.

B2B

Recognizing outstanding marketing campaigns to attract and capture leads for key targets for the organization.

Criteria

- Showcase innovative strategies in messaging, content, or channel selection tailored for business decision-makers.
- Highlight any unique approaches to overcoming common B2B marketing challenges (e.g., long sales cycles, multiple stakeholders).

Best Use of Generative AI

Celebrating campaigns that demonstrate the ability to harness the evolving field of large language models to drive improved business impact.

Award Criteria

- Demonstrate how generative AI was strategically integrated into the campaign to achieve business objectives.
- Explain ethical considerations, transparency and responsible use of AI in the campaign execution.



Submission Checklist

Use these guidelines to package and format your submission and supporting documents.

Title page

- Case study title
- Submitting company's name* and high-resolution logo EPS and JPG/PNG
- Company or brand name** and high-resolution logo EPS and JPG/PNG
- Contact name, email address, address and phone number

*Submitting company refers to the organization submitting the entry. If you are an agency or service provider submitting on behalf of a brand client, your agency name is the submitting company.

**Company or brand name refers to the company or primary brand featured in the campaign case study.

Submission

- Well-written case study, 300-1,500 words in length, with four clearly identified headings: 1) Business Problem, 2) Insights, 3) Solution, and 4) Results
- Client company or brand name, as applicable or desired. If you are submitting on behalf of a brand/client, DO NOT include your agency name *within* the submission content.

Supporting Documentation

- 4-6 images, graphics and/or links to videos that support the case study and clearly show the campaign at work. All photos must be a minimum 300 dpi in either .JPG or .PNG format. All logos must be in .EPS or high-resolution .JPG/.PNG format. All videos must be in 1024x768 for 4:3 format, or 1280x720 or 1920x1080 for 16:9 format.
NOTE: For the awards ceremony, each winner will be expected to provide a 30- to 45-second video or automated slideshow presentation (16:9 format).
- Report metrics (including your definition) for Palmer judges to consider in evaluating your entry. For all results, please include a brief description of your measurement methodology.

Payment

Payments for entries are collected at the end of the online submission process.

Invoices will NOT be issued for the Palmer Marketing Awards submissions, so please complete your secure online credit card payment by following the instructions outlined at the bottom of the online submission form.

Once you have completed payment, your submission will be final and you will not have access to it. Please confirm your entry is complete before processing payment.

Refunds will not be given under any circumstances.



Tips on Writing a Winning Entry

- Judges will read each case study as an anonymous submission.
- Assume the judges do not have any knowledge of your campaign as you prepare your submission.
- Be clear and descriptive, without exceeding the 1,500-word limit.
- Agencies submitting on behalf of a client should avoid using the agency name in the case study. Use the client's or brand's name instead.
- Include engaging images in your submission to communicate to judges how the campaign was implemented. Examples of compelling images may include, but are not limited to, PowerPoint slides, photos of customers using the products, photos of influencers and advocates spreading brand love or social media captures.
- Include at least one high-definition video or multi-page PDF with your submission. *Let the judges see your campaign in action!*

Winning entries may be featured on AMACHicago.org and on AMA Chicago social media channels.

Category winners will be expected to provide a 30- to 45-second video or automated slideshow presentation (16:9 format) for the awards ceremony, to be held in downtown Chicago in June 2026.



Judging

Stages of Judging Awards Submissions

Stage I - Judges will review all entries for their assigned award categories based on the criteria outlined in the scorecard (included below). Judges will then nominate the submissions to be shortlisted for the next round.

Stage II - The Palmer Marketing Awards Committee will review each of the jury's shortlisted entries and approve the jury's recommendations for Gold, Silver, and Bronze awards in each category. The Committee reserves the right not to award an entry in a particular category if none of the submissions meet the award criteria.

Stage III - All winners will be announced during an award ceremony in June 2026.

Judges' Evaluation

	SCORE (1-10)
1. Clearly identifies business problem Was thought leadership demonstrated for the category?	
2. Clearly articulates insight into the problem Was there a great idea that was simply and clearly articulated?	
3. Demonstrates a creative solution Was there original thinking in the concept?	
4. Demonstrates results that relate back to the business problem Did the idea ultimately improve the success of the project? Was the idea executed well?	
5. Demonstrates clearly measurable results Does the submission include at least two of the categories of metrics below with attribution and a clear methodology? <ul style="list-style-type: none">• Engagement (Photo UGC, Text UGC, Social Posts, Reviews, Engagements)• Reach (Potential Impressions, Estimated Actual Impressions)• Brand Lift (Favorability, Net Promoter Score, Purchase Intent)• Sales Lift (Sales Lift, ROI)	
6. Judges' feedback Please provide key takeaways to share with the entrant.	

Grand Prize

The judges will select a Grand Prize winner from among the 9 category winners.



The Palmer Awards Terms & Conditions

Submission Period: The Palmer Marketing Awards (the "Competition") commences on February 13, 2026, at 12:01 am CT and ends April 17, 2026, at 11:59 p.m. CT ("Competition Period"). The submission period for the Palmer Marketing Awards begins February 13, 2026, at 12:01 a.m. CT and ends on April 17, 2026, at 11:59 p.m. CT ("Submission Period").

Sponsor: American Marketing Association Chicago (AMA Chicago), 17 E. Monroe #102, Chicago, IL 60603.

Eligibility: The Competition is open to brand and agency marketers from advertising agencies or companies operating worldwide. For the purposes of this Competition, only the agency/company submitting the Campaign and whose information is listed on the Submission Form will be deemed the submitter ("Submitter") and will be eligible to win an award and related prizes (if any). In order for a marketing campaign ("Campaign") to be eligible to participate in this Competition, AMA Chicago assumes no responsibility for any internal disputes among the agency/company with regard to the Campaign submitted into the Competition, or any internal disputes among the various individuals and/or entities that have collective interest in any submitted Campaign. Such disputes will not be resolved by AMA Chicago. In the event that any such dispute or personnel change interferes with the operation of the Competition, Submitters involved in the dispute may be disqualified, at AMA Chicago's sole discretion. VOID WHEREVER PROHIBITED OR RESTRICTED BY LAW. By participating in this Competition, Submitters agree to be bound by these Official Rules and by the decisions of AMA Chicago that are final in all matters relating to this Competition. Sponsor reserves the right to request any documents necessary to verify eligibility.

Entries: Campaign must have been in-market on or after January 1, 2025, and must have ended on or before January 31, 2026.

Entry Fees for the Competition must be submitted at the time of Campaign submission and must be paid by credit card at the time of submission. Entry fees for the 2026 competition are as follows:

US\$375 for the first category entry; US\$275 for each additional category entry per campaign.

Campaign submission must include:

(1) a written case study of 300-1,500 words, in English ("Case Study"). Case Study must contain a title and four sections: (a) a clearly defined business problem; (b) a well-articulated insight into the named business problem; (c) a creative solution to the business problem; and (d) a description of the results that relate back to the business problem. Each section of the Case Study must be clearly titled: Business Problem, Insight, Solution, Results. Agency and individuals' names should be included only on the entry form, not within the Case Study.

AND

(2) 4-6 images, videos and/or graphics that illustrate the Campaign ("Campaign Photos"). All photos must be a minimum 300 dpi in either .JPG or .PNG format. All logos must be in .EPS or high-resolution .JPG/.PNG format. All videos must be in 1024 x 768 for 4:3 format, or 1280 x 720 or 1920 x 1080 for 16:9 format.

To submit a campaign, go to amachicago.org/Palmers.

Any submissions that do not conform to the criteria set forth in these Official Rules or the Submission Criteria may be disqualified, in the sole discretion of AMA Chicago. An agency/company/brand may submit more than one (1) Campaign for the Competition; however, each Campaign must be unique. An agency/company/brand may not submit a Campaign that was previously submitted for the Palmer Marketing Awards, if it won an award. An agency/company/brand may resubmit a submission from the Palmer Marketing Awards if there are new results for the submission. Submission materials become the property of AMA Chicago and none will be returned. AMA Chicago is not responsible for lost, late, illegible, misdirected, mutilated, incomplete, damaged or postage-due Submissions or Submission materials. The Campaign is subject to applicable federal, state and local laws and regulations.

Submission Guidelines: By submitting a Campaign Submission in the Competition, you hereby warrant and represent that your Submission and all materials in connection therewith conform to the requirements set forth herein. Submissions and Campaigns may not: (a) contain trademarks, logos or trade dress owned by others, or advertise or promote any brand or product of any kind, in a manner which suggests endorsement, without permission from the respective owners;

The Palmer Awards Terms & Conditions (continued)

(b) contain any personal identification, such as license plate numbers, personal names, email addresses or street addresses, without permission; (c) contain copyrighted materials owned by others (including photographs, sculptures, paintings and other works of art or images published on or in websites, television, movies or other media) without permission from the copyright holder; (d) contain materials embodying the names, likenesses, photographs, or other indicia identifying any person, living or dead, without permission; (e) be in violation of any law; or (f) be pornographic, or depict hardcore or graphic sex, or any other material, including language, deemed objectionable to community standards, as determined by AMA Chicago, in its sole discretion.

By submitting a Submission, each Submitter warrants and represents that the Submission: (a) is the Submitter's original work, (b) has not won previous Palmer Marketing Awards, (c) does not infringe upon the copyrights, trademark rights, rights of privacy, publicity or other intellectual property or other rights of any person or entity, (e) that the Submitter has obtained permission from any person or entity whose name, likeness or voice is used in the Submission and (f) and that publication of the Submission via various media including Web posting, will not infringe on the rights of any third party. Any such Submitter will indemnify and hold harmless the Competition Parties (as defined below) from any claims, suits, losses, damages and expenses (including reasonable attorneys' fees) that arise from claims to the contrary or any breach of these Official Rules. Any Submitter whose work includes likenesses of third parties or contains elements not owned by the Submitter (such as, but not limited to, music, depictions of persons, buildings, trademarks or logos) must be able to provide any documentation and releases necessary to prove their unrestricted ownership or license in all materials contained in their Submissions and their right to use such materials and the Submission without limitation for any purpose, including AMA Chicago's use of such Submission, in a form satisfactory to AMA Chicago, upon request, prior to award of prize and/or naming of Submitter as an Award Recipient (as defined below). AMA Chicago reserves the right to waive the Competition Submission requirements set forth herein in its reasonable discretion. AMA Chicago reserves the right in its reasonable discretion, during or upon completion of the Submission Period, to request that any Submitter resubmit their Submission which fails to comply with the Competition Submission requirements or these Official Rules prior to any judging period or to reject any Submission that it finds, in its sole discretion, to violate any of the foregoing requirements or is otherwise not in compliance with this Official Rules. If you think that any Submission infringes your intellectual property rights, report it to executivedirector@chicagoama.org.

Awards: Each Palmer Marketing Award recipient will receive a Palmer Marketing Award and may have their case study published on AMACHicago.org. AMA Chicago covers no costs, expenses including transportation, event registration and hotel for Palmer Marketing award recipients. All awards will be awarded to the Submitter as designated on the Entry form at the time of Campaign submission. Potential Award recipients are subject to verification. Each Award recipients, as a condition of receiving an Award must sign (i) an affidavit of eligibility and liability to release AMA Chicago, affiliated entities, advertising agencies, and any other participating sponsors, and their respective employees, from any and all liability, claims, demands and causes of action for personal injury and/or damage, theft, loss, or any other harm suffered in connection with this Competition or the use of the Award recipients Submission or materials related thereto; (iii) sign a nondisclosure agreement; and (ii) except where prohibited by law, a promotional release granting Competition Parties the right to use Award recipients' name, likeness and Film for advertising and publicity purposes in any and all media now known or hereinafter invented without territorial or time limitations and without additional compensation. Upon receipt of a Palmer Marketing Award, each prize-winner is required to comply with any and all applicable federal, state and local laws, rules and regulations related thereto. Award recipient need not be present at the Palmer Marketing Awards program in order to receive Award. In the event that an Award recipient is disqualified for any reason, the Award will be forfeited, even if the disqualified Award recipient's name may have been publicly announced. All taxes on Award recipient prizes (if applicable) are sole responsibility of Award recipient.

Conditions of Submission: BY SUBMITTING A CAMPAIGN, SUBMITTER ACKNOWLEDGES THAT ITS SUBMISSION MAY BE POSTED ON AMA CHICAGO OR A COMPETITION PARTY'S WEBSITE, IN AMA CHICAGO'S SOLE DISCRETION. Award recipients may be required to sign an Award Recipient's Agreement which grants to Competition Parties the non-exclusive, irrevocable right and license to exhibit, broadcast, copy, reproduce, edit, publish and distribute the Case Study, Team Photos, and Campaign Photos and any related materials submitted by Submitter (including but not limited to name(s), trademarks, trade names, likenesses, photographs, biographical materials and all other graphic and/or textual material) (together with the Submission, the "Materials"), and/or any portions or excerpts thereof, in any manner, an unlimited number of times, in any and all media, now known or hereafter devised, throughout the world, in perpetuity to advertise, market or promote Competition Parties, the Competition, the winning Submissions and any of its awards or

The Palmer Awards Terms & Conditions (continued)

presenting sponsors. Competition Parties may use and authorize others to use Submitter's name, trademark, logo, and each individual member of the Campaign team's name and likeness and other artists or individuals who rendered services in connection with the Submission in any media for the purposes of advertising, promotion or publicizing the Submission's Award and the Competition by Competition Parties. Submitters retain the Intellectual Property rights to the Submission, subject to the rights granted to AMA Chicago above. Submitters hereby agree to submit their Submission under the following terms and conditions: (i) that all materials submitted are free from any lien or claim by anyone, including, but not limited to, any union, guild or performance rights society; (ii) Submitter has obtained all rights, permissions and licenses necessary for Competition Parties to use the Submission for any purposes described herein; (iii) submission of a Campaign Submission is gratuitous and made without restriction, and will not place Competition Parties under any obligation, that Competition Parties are free to disclose or otherwise disclose the ideas contained in the Submission on a non-confidential basis to anyone or otherwise use the ideas without any compensation to Submitter, and by acceptance of the Submission, neither AMA Chicago nor the Competition Parties, waive any rights to use similar or related ideas previously known to AMA Chicago, the Competition Parties, or developed by any of their employees or agents, or obtained from sources other than you.

SUBMISSIONS POSTED TO THE AMA CHICAGO WEBSITE WERE NOT EDITED BY AMA CHICAGO AND ARE THE VIEWS/OPINIONS OF THE INDIVIDUAL SUBMITTER AND DO NOT REFLECT THE VIEWS OF AMA CHICAGO OR THE COMPETITION PARTIES IN ANY MANNER. Any waiver of any obligation hereunder by AMA Chicago does not constitute a general waiver of any obligation to Submitters.

Limitation of Liability: AMA Chicago, its volunteers, affiliates, subsidiaries, distributors, sales representatives, sponsors, retailers, and advertising, promotion and judging agencies and all other service agencies involved with the Competition, and each of their employees, directors, and officers ("Competition Parties") assume no responsibility for incorrect or inaccurate entry information whether caused by a Submitter, any of the equipment or programming associated with or utilized in this Competition or by any human error which may occur in the processing of the Submissions in this Competition. Competition Parties are not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers, or providers, computer equipment, software, failure of any email or players on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof, including any injury or damage to participant's or any other person's computer related to or resulting from participation in or downloading any materials of this Competition. If, for any reason, the Competition is not capable of running as planned, including, but not limited to, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of AMA Chicago, or Competition Parties, which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Competition, or for any reason AMA Chicago deems it necessary, AMA Chicago reserves the right in its sole and unequivocal discretion to cancel, terminate, modify or suspend the Competition and/or the prizes. All interpretations of these Official Rules and the decisions of AMA Chicago are final. AMA Chicago reserves the right in their sole and unequivocal discretion to disqualify any individual and his or her Submission it finds to be tampering or has tampered with the Submission process; to be acting in violation of these Official Rules; or to be acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person or entity. As a condition of entering, Submitters agree (and agree to confirm in writing): (a) to release Competition Parties from any and all liability, loss or damage incurred with respect to the awarding, receipt, possession, and/or use or misuse of any award and from use of the Submission in any manner (b) under no circumstances will Submitter be permitted to obtain awards for, and participant hereby waives all rights to claim, punitive, incidental, consequential, or any other damages, other than for actual out-of-pocket expenses; (c) all causes of action arising out of or connected with this Competition, or any prize awarded, shall be resolved individually, without resort to any form of class action; and (d) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, excluding attorneys' fees and court costs.

Governing Law: By entering, Submitters agree that all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, participant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of State of Illinois, without giving effect to any choice of law or conflict of law rules. By entering, Submitters consent to the jurisdiction and venue of the federal, state and local courts for Cook County, Illinois.