The CMA Awards 2025

Wednesday 3rd December 2025

The prestigious CMA Awards are highly regarded as a measure of excellence in construction and built environment marketing and business development.

Supported by The Chartered Institute of Marketing Construction Industry Group (CIMCIG) the awards are an invaluable opportunity for recognition, a way to showcase creativity, innovation and effectiveness in your company's marketing and / or business development strategy.

The CMA Awards raise the profile of marketing professionals and their achievements. Being shortlisted is a statement of your organisation's achievement. Winner or Highly Commended is evidence of your achievement via the display of an award logo and the award.

Enter the CMA Awards 2025 and benchmark your organisation's performance against the best in the industry.

Deadline for entries is Friday 19th September 2025

Entries are invited from any organisation within the built environment sector. Entries are £120 + VAT each and you may enter any number of categories.

All entrants are responsible for any and all costs incurred in preparing their entry and submitting it for consideration.

For any of your entries to progress to the shortlist we will require payment of the outstanding entry fee + VAT immediately after your entry has been submitted.

Winners will be announced at the Awards Dinner on Wednesday 3rd December 2025 at 8 Northumberland Avenue in central London.

www.cmawards.co.uk

CIM Construction Industry Group

The Construction Marketing Awards are supported by The Chartered Institute of Marketing Construction Industry Group

Categories

Deadline: Friday 19th September 2025

- **Entries are £120 + VAT each and you may enter any number of categories.**
- **All entrants are responsible for any and all costs incurred in preparing their entry and submitting it for consideration.**
- **For any of your entries to progress to the shortlist we will require payment of the outstanding entry fee + VAT immediately after your entry has been submitted.**
- **Entries are to be submitted online via the entry form.**

1. Strategic Planning & Management

This award recognises excellence in marketing strategy and management within the construction and built environment sector. It celebrates clear thinking, strong market understanding, and structured, effective planning that drives real business results.

Entries should demonstrate how strategic planning and management:

- Identified a market knowledge gap, challenge, or opportunity
- Gathered relevant insights and intelligence — using internal, external, or combined resources
- Informed the development of a structured, actionable marketing strategy
- Established measurable objectives, milestones, and success criteria
- Incorporated creativity, originality, or innovative thinking to stand out in the market
- Was reviewed, adapted, and managed effectively throughout the campaign or initiative
- Delivered tangible outcomes and proved cost-effective, demonstrating a strong return on investment

Judges will look for clear evidence of insight-led planning, smart execution, effective management, and commercial impact. Strong entries will show how strategic marketing delivered real, measurable value.

***Confidentiality note**:*
We recognise that strategic information can be commercially sensitive. All entries will be judged by individuals with no conflict of interest. Information provided will be treated in strict confidence and not shared with third parties without prior permission.

2. Best Online Platform

This award recognises the most effective use of a digital platform to engage, inform, and support audiences in the construction and built environment sector. The platform may be public-facing or created for a specific audience such as customers, specifiers, installers, or internal teams.

Entries should demonstrate how the platform:

- Meets a clear user need and aligns with marketing or business objectives
- Offers an engaging, accessible, and user-friendly experience
- Supports brand positioning and strengthens audience relationships
- Delivers measurable outcomes such as increased engagement, lead generation, specification, or conversion
- Is supported by relevant content, functionality, and data-driven insights to enhance performance

Judges will be looking for platforms that combine technical quality with marketing impact — those that deliver genuine value to users and support wider business goals through digital innovation.

3. Best Application of Marketing Technology

This award recognises the most effective use of marketing technology to improve performance, insight, efficiency, or customer experience within the construction and built environment sector.

Entries should demonstrate how marketing technology was applied to:

- Address a specific marketing challenge or opportunity
- Enhance campaign targeting, personalisation, or customer journey management
- Improve lead generation, nurturing, or conversion processes
- Enable better measurement, reporting, or decision-making through data and analytics
- Integrate marketing more effectively with sales, product, or operational teams

This category is open to both in-house teams and agencies. The solution can be developed internally or delivered in partnership with a third-party provider or platform.

Judges will be looking for evidence of strategic application, successful integration, and clear, measurable outcomes — not just the presence of technology.

4. Best Internal Comms Campaign

This award recognises the most effective internal communications campaign within the construction and built environment sector. It celebrates campaigns that have successfully engaged employees, aligned teams, and supported organisational change, values, or strategic objectives.

Entries should demonstrate how the campaign:

- Addressed a clear internal challenge or objective (e.g. cultural change, strategic alignment, safety, training, or engagement)
- Reached and resonated with internal audiences, including office-based staff, site teams, or remote workers
- Used creative and appropriate communication methods to inform, inspire, or involve employees
- Achieved measurable outcomes such as improved morale, behaviour change, retention, or performance

Judges will look for clear objectives, a strong understanding of internal audiences, and evidence of real impact — not just in communication outputs, but in outcomes that supported wider business success.

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5. Best use of AI

This award recognises the innovative and effective application of artificial intelligence, including machine learning, to enhance marketing performance in the construction and built environment sector.

Entries should demonstrate how AI or data-driven approaches have been used to:

- Improve audience targeting, personalisation, or customer segmentation
- Optimise content, campaign performance, or media spend
- Predict customer needs or buying behaviours using machine learning
- Inform strategic marketing decisions through AI-driven tools or platforms
- Automate marketing processes for greater efficiency and impact

Judges will look for clarity in how AI or machine learning were applied, the insights or automation achieved, and the measurable results delivered. Strong entries will demonstrate how AI technologies created tangible marketing value

6. Best use of Customer Research and Insight

This award recognises the most effective use of customer or market insight to shape marketing strategy, inform decision-making, or improve campaign performance within the construction and built environment sector.

Entries should demonstrate how research or insight was used to:

- Deepen understanding of target audiences — such as architects, contractors, developers, installers, or end users
- Influence product positioning, messaging, channel selection, or creative direction
- Support business decisions related to brand development, customer journey optimisation, or service design
- Drive measurable improvements in marketing effectiveness, audience engagement, or commercial outcomes

Judges will be looking for a clear link between the insight gathered, the decisions made as a result, and the impact achieved. Strong entries will demonstrate how insight added real strategic value and improved marketing outcomes.

7. Best use of Events & Live Marketing

This award recognises outstanding use of events or live marketing experiences to engage audiences, build brand presence, and support business objectives within the construction and built environment sector.

Entries may relate to in-person, virtual, or hybrid formats and should demonstrate how the event:

- Was strategically designed to meet specific marketing or business goals
- Effectively engaged the target audience — such as architects, contractors, developers, merchants, or internal stakeholders
- Delivered a high-quality experience that reflected the brand and added genuine value to participants
- Was integrated with broader marketing activity, including content, digital, PR, or sales enablement
- Achieved measurable outcomes such as lead generation, relationship building, product education, brand awareness, or commercial success

Judges will be looking for events that are not only well-executed and memorable, but also purposeful, results-driven, and fully integrated with broader marketing strategies.

8. Best Brand & Positioning
This award recognises the most effective development, refresh, or repositioning of a brand within the construction and built environment sector. It celebrates strategic clarity, creative excellence, and the ability to differentiate and engage with target audiences in a meaningful way.

Entries should demonstrate how the brand or positioning:

- Responded to a clear market challenge, opportunity, or strategic shift
- Reflected a deep understanding of the target audience — such as specifiers, contractors, developers, housing associations, tradespeople, or end users
- Clearly communicated the organisation's values, purpose, and offer
- Was applied consistently across channels and touchpoints (e.g. website, collateral, campaigns, signage, internal communications)
- Delivered measurable impact, including improved recognition, perception, engagement, loyalty, or commercial performance

Judges will look for evidence of strategic thinking, creative execution, audience relevance, and business impact. Strong entries will show how brand and positioning work enabled the organisation to stand out, connect, and succeed.

Any projects entered should have been completed between June 2023 and August 2025.

Note: One of the attachments to your submission should be copies of the brand guidelines from both before ****and**** *after the campaign*.

9. Best Low Budget Campaign (under £50k)
This award recognises the most effective marketing campaign delivered with a total budget of £50,000 or less, demonstrating that smart thinking, creativity, and strategic execution can deliver outstanding results — even on a modest budget. The budget should include all direct campaign costs but may exclude permanent staff costs, premises, overheads, and other general trading expenses.

Entries should demonstrate how the campaign:

- Set clear objectives aligned with wider marketing or business goals
- Understood and effectively engaged a well-defined audience — such as architects, specifiers, contractors, installers, or developers
- Made creative and efficient use of limited resources
- Achieved strong results relative to the spend — including ROI, engagement, or brand impact
- Integrated effectively with other business or marketing activity, such as sales enablement or technical support

Judges will be looking for innovation, impact, and clear evidence of success — where every pound worked hard to deliver measurable value.

10. Best Mid-Range Budget Campaign (£50k to £150k)
This award recognises a campaign that demonstrates outstanding strategic thinking, creative execution, and measurable results delivered on a budget between £50,000 and £150,000. The budget should include all direct campaign costs but may exclude permanent staff costs, premises, overheads, and other general trading expenses. This category is suitable for campaigns using one or more communication channels.

Entries should demonstrate how the campaign:

- Set clear, measurable objectives aligned with broader marketing or business goals
- Was based on a strong understanding of the target audience — such as architects, contractors, housebuilders, or merchants
- Used an appropriate mix of channels and content to deliver a coherent, effective message
- Integrated with wider business functions such as sales, product, or sustainability teams
- Delivered a strong return on investment and represented excellent value for money
- Achieved measurable success in areas such as brand awareness, lead generation, specification, engagement, or sales

Judges will be looking for strategic clarity, smart resource allocation, and evidence that the campaign made a meaningful and measurable impact within the mid-range budget.

11. Best Big Budget Campaign (£150k+)
This award recognises a high-impact marketing campaign delivered with a budget of over £150,000 that demonstrates excellence in strategic thinking, creative execution, integration, and measurable results at scale.

The budget should include all direct campaign costs but may exclude permanent staff costs, premises, overheads, and other general trading expenses. This category is suitable for campaigns using one or more communication channels and integrated across platforms and departments.

Entries should demonstrate how the campaign:

- Was built on clear strategic objectives aligned with wider business and marketing goals
- Engaged a well-defined audience — such as specifiers, developers, contractors, local authorities, or end users
- Used the scale of budget to deliver ambitious creative and fully integrated execution across multiple channels
- Aligned with broader business activity (e.g. sales enablement, ESG, product development, customer support)
- Achieved significant, measurable results — such as increased market share, sales, specification, brand leadership, or stakeholder engagement
- Delivered a strong return on investment and lasting business impact

Judges will be looking for ambitious, high-quality campaigns that fully leverage the available budget to deliver real business value, strategic clarity, and measurable success..

12. Best Social Value Campaign

This award recognises a marketing or communications campaign that effectively promotes or supports social value outcomes within the construction and built environment sector.

Entries should demonstrate how the campaign:

- Communicated, enabled, or amplified initiatives that deliver positive social impact — such as employment, education, community engagement, wellbeing, diversity, or local economic benefit
- Aligned with the organisation's social value commitments and wider business objectives
- Engaged relevant audiences — including employees, clients, communities, or partners — with meaningful messaging and clear purpose
- Delivered measurable results, whether through behavioural change, awareness, participation, or long-term social impact

Judges will look for campaigns that are credible, purpose-driven, and demonstrate a clear link between communication efforts and tangible social value outcomes.

13. Best Sustainable Marketing Initiative

This award recognises a marketing initiative that champions sustainability - whether through the message it communicates, the methods it employs, or the behaviours it encourages - within the construction and built environment sector.

Entries should demonstrate how the initiative:

- Promotes sustainable products, services, or behaviours
- Aligns with broader environmental, social, or ESG goals
- Minimises environmental impact in the way it was delivered (e.g. low-carbon media choices, responsible production, or waste reduction)
- Engages audiences meaningfully around sustainability issues relevant to the built environment
- Achieves measurable impact, whether in terms of awareness, behaviour change, or business outcomes

Judges will look for initiatives that are not only well-executed and effective, but also authentic, responsible, and aligned with the sector's transition to a more sustainable future.

14. Best Go-To-Market Campaign

This award recognises the most effective Go-To-Market (GTM) campaign for a product, service, brand, or initiative launched within the construction and built environment sector. The campaign may support any stage of the product or service lifecycle — including launch, relaunch, repositioning, or market expansion — and must demonstrate strategic planning, audience understanding, and measurable success.

Entries should demonstrate how the campaign:

- Clearly defined its position in the product lifecycle and aligned strategy accordingly
- Identified and engaged the relevant audience (e.g. architects, specifiers, contractors, developers, or merchants)
- Effectively supported internal readiness across marketing, sales, and operational teams
- Used appropriate channels and messaging for maximum reach and impact
- Achieved measurable results such as awareness, adoption, lead generation, or sales performance.

Judges will look for campaigns that are grounded in lifecycle thinking, tailored to the audience and market context, and deliver clear and lasting commercial outcomes.

15. Best Integrated Campaign
This award recognises the most effective and well-coordinated marketing campaign that uses multiple channels and tactics to deliver a unified message and achieve strong results within the construction and built environment sector.

Entries should demonstrate how the campaign:

- Delivered a clear, consistent message across multiple platforms (e.g. digital, print, PR, social media, events, direct marketing, sales enablement)
- Was strategically aligned with business and marketing objectives
- Successfully reached and engaged relevant audiences — such as specifiers, contractors, developers, housebuilders, installers, or end users
- Demonstrated strong creative cohesion and message clarity across all elements
- Delivered measurable results such as increased brand awareness, specification, lead generation, engagement, or commercial impact.

Judges will look for strategic planning, creative execution, channel integration, and — above all — clear evidence of effectiveness across the full campaign lifecycle.

16. Small Agency of the Year
This award recognises outstanding achievement by small marketing, digital, PR, or communications agencies serving the construction and built environment sector. It is open to agencies with no more than 10 full-time or full-time equivalent employees.

Entries should demonstrate:

- Consistent high performance, delivering tangible results for one or more clients in the sector
- A strong commitment to achieving specific client objectives
- High levels of client loyalty, satisfaction, and long-term partnership
- Innovative approaches to marketing, communications, or digital delivery that drive business success.

Judges will be looking for agencies that combine creativity, agility, and deep sector knowledge to make a real impact for their clients. Entries should include client testimonials and/or third-party verification to support any claims made regarding results or impact

17. Agency of the Year
This award recognises a marketing, digital, PR, or communications agency that has delivered exceptional work for clients in the construction and built environment sector over the past year. It celebrates strategic insight, creative excellence, client impact, and a deep understanding of the industry's unique challenges and opportunities.

Entries should demonstrate how the agency:

- Consistently delivered high-quality work that met or exceeded client objectives
- Demonstrated strong knowledge of the construction and built environment — including its audiences, technical complexity, and regulatory context
- Built and maintained trusted client relationships, showing collaboration, responsiveness, and long-term value
- Delivered measurable results across a range of projects or clients (e.g. brand growth, specification, engagement, lead generation)
- Fostered a positive internal culture, supported team development, and invested in innovation or new capabilities.

This category is open to agencies of all sizes. Judges will be looking for a strong track record of client success, industry insight, and a forward-thinking approach to marketing in the built environment. Entries should include client testimonials and/or third-party verification to support any claims made regarding results or impact.

18. Marketing Team of the Year
This award recognises an in-house or agency marketing team that has demonstrated outstanding performance, collaboration, and impact within the construction and built environment sector over the past year.

Entries should demonstrate how the team:

- Worked together effectively to deliver strategic marketing activity aligned with business goals
- Showed creativity, adaptability, and innovation in response to industry challenges or opportunities
- Delivered measurable outcomes — such as increased brand awareness, specification, lead generation, client retention, or improved engagement
- Fostered a strong team culture, collaboration across departments, and ongoing professional development.

This category is open to in-house marketing teams, agency teams, or integrated client-agency teams. Judges will look for evidence of teamwork, leadership, innovation, and clear impact on business performance. Entries should include internal stakeholder or client testimonials and/or third-party verification to support any claims made regarding team performance or results.

19. Emerging Talent of the Year - Agency
This award celebrates rising stars working in communications, digital, or marketing roles within agencies serving the construction and built environment sector. It recognises individuals who show exceptional promise, consistently deliver strong results, and demonstrate a deep understanding of client needs.

This category is open to agency professionals in any role — from entry level to director — who are aged under 35 on 31 July 2025. Individuals may enter themselves or be nominated by a manager or company.

Entrants should demonstrate:

- Consistent high performance and delivery of impressive results
- Demonstrable success in exceeding objectives and adding value to client work
- A focus on outstanding service, collaboration, and client satisfaction
- Effective use of integrated communications to drive marketing outcomes
- Creativity, initiative, and a commitment to professional growth

Entry requirements:

- Entries must include a portrait photograph of the nominee
- Submissions must be countersigned by the individual's manager
- Shortlisted entrants will be invited to present their submission to the judging panel via Zoom (date TBC)
- A manager or senior company representative must attend the start of the interview session

Judges will be looking for individuals making a real impact early in their careers — those who combine skill, dedication, and ambition with a passion for great marketing..

20. Emerging Talent of the Year - Client Side
This award recognises exceptional early-career marketing professionals working in-house within the construction and built environment sector. It celebrates individuals who are making a measurable impact, demonstrating initiative, and showing real potential to become future industry leaders.

This category is open to client-side professionals in any role — from entry level to director — who are aged under 35 on 31 July 2025. Individuals may enter themselves or be nominated by a manager or company.

Entrants should demonstrate:

- Consistent high performance and delivery of impressive results
- A personal commitment to innovation, learning, and development
- Clear success in exceeding objectives and contributing to business outcomes
- Initiative, creativity, and a strong understanding of their organisation's goals and audiences

Entry requirements:

- Entries must include a portrait photograph of the nominee
- Submissions must be countersigned by the individual's manager
- Shortlisted entrants will be invited to present their submission to the judging panel via Zoom (date TBC)
- A manager or senior company representative must attend the start of the interview session

Judges will be looking for individuals who combine skill and ambition with a passion for marketing — and who are helping to shape the future of their organisation and the wider industry.

Note:

- **Entrants shortlisted in the categories 16 – 20 will be invited to present their award submission.**
- **For the Emerging Talent of the Year categories (19 & 20) we will need the person's manager, or a company director/senior manager to attend at the beginning.**
- **The interviews for those categories being interviewed will be online (via Zoom or similar) if you are shortlisted the date of this is TBC. Full details will be sent to all those shortlisted.**
- **We may opt to decide more categories by interview, if required, you will be notified shortly after the shortlist is published.**
- **Further information will be supplied, following the initial judges' meeting and announcement of the shortlisted entries.**

Rules of Entry

The prestigious CMA Awards are highly regarded as a measure of excellence in construction and built environment marketing and business development.

- **Work entered should have been completed between June 2024 and August 2025**
- **Closing Date for entries is Friday 19th September 2025**
- **Winners will be announced at the Awards Dinner on Wednesday 3rd December 2025**

Who should Enter

Entries are invited from any team or individual responsible for marketing and / or business development strategy within the construction and built environment supply chain. This includes companies involved in materials supply or manufacture, building or infrastructure design, build, maintenance, engineering, consulting service or solutions provider in the built environment sector.

How to Enter

- Entries will be accepted online.
- Entries are £120 + VAT each and you may enter any number of categories.
- Entrants are responsible for any and all costs incurred in preparing their entry and submitting it for consideration.
- For any of your entries to progress to the shortlist we will require payment of the outstanding entry fee + VAT immediately after your entry has been submitted.
- Each category that you enter must be accompanied by a separate online entry form, clearly indicating the selected category.
- Your entry text should be limited to no more than 1,000 words and be typed as part of the online entry form.
- Your entry should be accompanied by a summary, no more than 200 words and be typed as part of the online entry form.
- You may submit supporting material. However, these should be saved in a file format that is compatible with the online submission process. (Word, PowerPoint, PDF, JPEG or TIFF)
- Supporting material: photographs and/ or other graphic images that illustrate your entry in any way is encouraged.
- At least one photo or image provided should be in high resolution, 300 dpi, for potential reproduction in the awards brochure.
- As part of your entry you should upload a high resolution, 300 dpi, version of your company logo.
- As part of your entry you should provide a one pager that summarises/illustrates your entry. This one pager is to be A4 portrait, saved as a high-resolution pdf. By submitting this you agree to it being published on the CMA website and in the awards brochure if shortlisted; so should not contain commercially sensitive material.
- Entries must be received before the closing date of Friday 19th September 2025, unless otherwise agreed with the awards organiser.

Remember to include in your Entry

- A high resolution, 300 dpi, version of your company logo
- Your 1,000 word entry
- Your 200 word summary - Please be aware that all winning entry summary's will be displayed at the awards ceremony and in the winners book.
- A one pager 'poster' in A4 format that summarises your entry, saved as a high-resolution pdf
- Cost details and ROI
- Supporting material: photographs and/or other graphic images should be included that illustrate your entry in any way
- At least one photo or image provided should be in high resolution, 300 dpi, for potential reproduction in the awards brochure
- For Emerging Talent of the Year categories, a photograph portrait

Entry Deadline

- Deadline for receipt of entries is Friday 19th September 2025
- The judges will meet mid-October with finalists being announced by the end of October 2025

Terms and conditions

- Entries for the Construction Marketing Awards can only be accepted online.
- Entries are £120 + VAT each and you may enter any number of categories. All entrants are responsible for any and all costs incurred in preparing their entry and submitting it for consideration.
- For any of your entries to progress to the shortlist we will require payment of the outstanding entry fee + VAT immediately after your entry has been submitted.
- Judging Criteria – Entrants should carefully note the judging criteria, they are the basis that will be used to determine the winners.
- Instructions for entry – entries which do not comply with the instructions for entry may, at the judges' discretion, be rejected. Entrants will not be informed if their entry is rejected. No correspondence will be entered into.
- Work entered should have been completed between June 2024 and August 2025.
- For Category 8 - Best Branding & Positioning. Any projects entered should have been completed between June 2023 and August 2025.
- Judges may decide to reassign an entry from one category to another if they feel it better meets the entry criteria.
- Anyone completing an entry will be deemed to have the authority to do so on behalf of any agency or client company involved in or mentioned in the entry. Neither CIMCIG nor Construction and Built Environment Marketing Network Ltd or any of their subcontractors can be held liable for any claim or loss arising from this or any other breach of these terms & conditions.
- The judges' decisions shall be absolutely final and binding on all entrants. No correspondence will be entered into.
- Any material submitted for entry may be reproduced freely and at no cost by CIMCIG or Construction and Built Environment Marketing Network Ltd or their agents in connection with the CMA Awards. All material shall be deemed free of copyright or other encumbrance, neither CIMCIG nor Construction and Built Environment Marketing Network Ltd shall be held liable for any claim or liability arising from such use.
- Winners, those Highly Commended, and Finalists (those who are included on the published shortlists) are entitled to use the appropriate official logo graphics provided by the Organiser of the Awards to promote their success. These should be the only graphics used.
- Descriptions of the entrant's degree of success in prose shall clearly refer to only the success achieved. Use of the 'Winner', 'Highly Commended' and 'Finalist' designation is restricted to the client and one additional organisation per entry, both of whom must be named within the entry submission.
- All information regarding the results will be embargoed for publication until after the Awards Presentation Dinner.

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