



2026 AWARDS PROGRAMS

The ANA celebrates and recognizes the great marketing and innovative the industry's leading brands through best-in-class awards programs. The award-winning work represents most powerful and creative marketing solutions, media strategies, and brand activations executed by teams representing the industry's true growth leaders.

REGGIE Brand Catalyst Awards

Open for Entries

The REGGIE Brand Catalyst Awards program recognizes the best in impactful brand marketing.

- A main round of judging (agency/client-side marketer juries) to determine category winners, plus a Grand Jury
- Over 30 categories plus Best in Show and Best Long-Term Brand Building Program awards
- Early Bird Deadline: December 19, 2025 / Entry Fees: ANA Member \$595 / Non-Member \$895
- Standard Deadline: January 30, 2026 / Entry Fees: ANA Member \$795 / Non-Member \$995
- Final Deadline: February 27, 2026 / Entry Fees: ANA Member \$895 / Non-Member \$1,095
- Awards Gala: May 19, 2026, at the ANA Brand Masters Conference

ReggieAwards.org



B2 Awards

Open for Entries

Recognizing excellence in results-driven marketing, the B2 Awards program is dedicated solely to B2B marketing.

- A main round of judging (agency/client-side marketer jury) to determine category winners, plus a Top Awards Jury
- Over 40 categories plus Best in Show and awards for Agency and Marketing Teams of the Year
- Early Bird Deadline: December 12, 2025 / Entry Fees: ANA Member \$495 / Non-Member \$650
- Standard Deadline: January 23, 2026 / Entry Fees: ANA Member \$595 / Non-Member \$750
- Final Deadline: March 6, 2026 / Entry Fees: ANA Member \$695 / Non-Member \$850
- Awards Gala: June 4, 2026 at the Masters of B2B Marketing Conference

B2Awards.com



In-House Excellence Awards

Opens December 15, 2025

Showcases the most creative, strategic, and growth-driving marketing created by any in-house team dynamic.

- A main round of judging (agency/client-side marketer jury) to determine category winners, plus a Grand Jury
- Over 13 categories plus In-House Agency of the Year, In-House Leader of the Year, and Best in Show Award
- Early Bird Deadline: February 6, 2026 / Entry Fees: ANA Member \$400 / Non-Member \$500
- Standard Deadline: February 20, 2026 / Entry Fees: ANA Member \$500 / Non-Member \$600
- Final Deadline: March 20, 2025 / Entry Fees: ANA Member \$600 / Non-Member \$700
- Awards Gala: June 23, 2026, at the ANA In-House Agency Conference

ANAINHouseAwards.org



MarTech Awards

Opens April 2026

Spotlights game-changing achievements and innovations in the industry, celebrating individual and team synergy.

- Submissions are open to client-side marketers, marketing solution providers, data scientists, and beyond
- Award categories are designated to honor teams and individuals for their outstanding achievements in MarTech
- Awards Celebration: September 24, 2026 at the ANA AI and Technology for Marketers Conference

ANA.net / MarTech-Awards



Multicultural and Inclusive Marketing Excellence Awards

Opens April 2026

Celebrating brands taking the strategic steps to ensure their engagement with multicultural and diverse consumer segments is relevant, inclusive, creative, and impactful.

- Two rounds of judging (agency/client-side marketer jury) to determine category winners, plus a Best in Show Jury
- 20 categories plus a Best in Show Award
- AwardsGala: November 10, 2026 at the ANA Multicultural and Inclusive Marketing Conference

ANAMulticulturalAwards.org



Contact: Denise McDevitt, SVP, ANA Awards Programs at dmcdevitt@ana.net or 212.455.8020

ana.net/awards

RAISE YOUR PROFILE WITH ANA AWARDS PROGRAMS

ANA members are among the most powerful and influential marketers in the world. Enhance your reputation and raise your profile in front of these decision-makers representing more than 20,000 influential brands.

Award-winning work will be showcased through ANA.net resources. Select winners will also be invited to share their insights and expertise at exclusive ANA events and be featured on ANA channels throughout the year.



ANA Industry Insights Blog

Content on the *Industry Insights blog* is promoted primarily through the ANA's Facebook, X, and LinkedIn accounts. Posts are also featured in the ANA's SmartBrief newsletters and emails to ANA's network of member and non-member marketing practitioners.



ANA Emails

Award-winning case studies are featured weekly in emails reaching over 100,000 marketers, which include both the ANA's members and nonmembers.



OnScope: The Marketing Podcast

As the official podcast of the ANA, *On Scope* aims to be the most authoritative podcast available in our industry. With weekly episodes, the show features insights from some of marketing's most consequential leaders, each discussing the topics that matter most to marketers. Additionally, the show takes deep dives on critical industry research and presents a behind the scenes look at the thinking that went into groundbreaking campaigns and activations.



ANA Marketing Knowledge Center

An exclusive benefit of ANA membership, the Marketing Knowledge Center offers insights, tools, and resources to help brands drive growth. The ANA's suite of award-winning case studies offers best-in-class examples of how marketers, in partnership with their agencies, produce the most powerful work in innovative ways.



Presenting Opportunities at ANA Events

Award-winning teams are top considerations to present at ANA events, webinars, one-day conferences, national conferences, and committee meetings.



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