

## 2025 EIMA Campaign Categories

### **Most Innovative Media Campaign**

*Campaign budget <\$500k; Campaign budget \$500k+*

The "Most Innovative Media Campaign" category recognizes and honors the marketing campaign that demonstrates exceptional creativity, originality, and forward-thinking media strategies and plans. The campaigns or projects for this category must redefine the boundaries of what is possible, showcasing groundbreaking ideas, technologies, and executions that leave a lasting impact on the industry.

### **Best Local Brand Work**

*Campaign budget <\$500k; Campaign budget \$500k+*

The "Best Local Brand Work" category celebrates the outstanding interactive marketing campaigns specifically created for local brands. This is awarded to the local brand that effectively engages and resonates with their target audience and demonstrates excellence in tailoring marketing strategies to the specific nuances of the Dallas Fort Worth market.

### **Best Use of Social Media**

*Campaign budget <\$500k; Campaign budget \$500k+*

The "Best Use of Social Media" category recognizes marketing that demonstrates exceptional creativity, strategy, and effectiveness in leveraging social media platforms. The campaigns or projects for this category must engage audiences, build brand awareness, and achieve campaign goals through an innovative and impactful use of social media channels.

### **Most Innovative Use of Data**

*Campaign budget <\$500k; Campaign budget \$500k+*

The "Most Innovative Use of Data" category recognizes innovative and effective utilization of data to enhance the overall advertising experience. This category focuses on campaigns that go beyond traditional data-driven approaches and use groundbreaking methods of collecting, analyzing, and leveraging data to achieve campaign goals.

### **Best in Show**

**\*This will not be submitted for – judges will select this**

*Campaign budget <\$500k; Campaign budget \$500k+*

The "Best in Show" category recognizes the project that stands out as the epitome of excellence in interactive advertising, setting a benchmark for others in the industry to aspire to and learn from. This category is reserved for the most outstanding campaign or project – strategic media planning, dynamic and inspiring creative, and impactful, measurable results.



DALLAS FT WORTH INTERACTIVE MARKETING ASSOCIATION

## 2025 EIMA Individual Categories

**\*\*All individual submissions are required to be submitted with a letter of recommendation (your reason 'why') and the headshot of the recipient. If the submission does not include both items, it will be disqualified from consideration\*\***

### **Marketer of the Year**

Awarded to the marketer who exemplifies extraordinary leadership and continuously delivers stellar marketing campaigns with exceptional results. Requires a minimum of two (2) years' experience and is a positive role model serving our DFW community. **\*NO FEE**

### **Agency Supervisor/Director of the Year**

Awarded to the agency director or supervisor who exemplifies extraordinary leadership and continuously delivers stellar marketing campaigns with exceptional results. Requires a minimum of two (2) years' experience and is a positive role model serving our DFW community. **\*NO FEE**

### **Agency Planner/Buyer of the Year**

Awarded to the agency planner or buyer who exemplifies extraordinary passion and continuously delivers stellar marketing campaigns with exceptional results. Requires a minimum of two (2) years' experience and is a positive role model serving our DFW community. **\*NO FEE**

### **Media Salesperson of the Year**

Awarded to the media salesperson who exemplifies extraordinary passion and dedication to delivering results for their agency and client partners. Requires a minimum of two (2) years' experience and is a positive role model serving our DFW community. **\*NO FEE**

### **Account Manager of the Year**

Awarded to the account manager who exemplifies extraordinary service and dedication to delivering results for their agency and client partners. Requires a minimum of two (2) years' experience and is a positive role model serving our DFW community. **\*NO FEE**

## 2025 EIMA Submissions

Submission Portal > [https://2025eimasubmissions.iceberg.app/sign\\_in](https://2025eimasubmissions.iceberg.app/sign_in)

Contact [EVENTS@dfwima.org](mailto:EVENTS@dfwima.org) for more information or any questions!