



AFRICAN MARKETING
CONFEDERATION

Proudly Presents
The 2026
AMC AWARDS



Hosted by



25 September

Avani Victoria Falls Resort | Livingstone, Zambia



2026 AMC Awards

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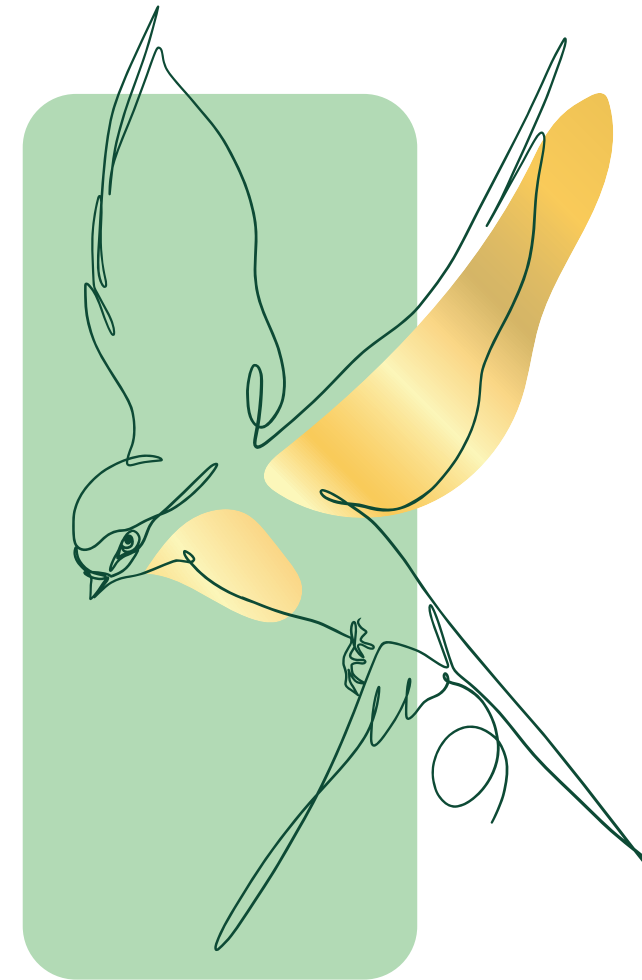
Entries Close 31 July

Winners will be announced at the 2026 AMC Conference on 25 September.



The African Marketing Confederation Awards are a prestigious event that celebrates and acknowledges outstanding **marketing campaigns** and the visionary collectives behind them.

These awards honour not only the **groundbreaking strategies** and creative brilliance that distinguish these campaigns but also the **exceptional leadership** and innovation that drive success in the marketing arena.



2026 Eligibility Criteria

Entries are open to **marketing teams, corporate entities, public sector bodies, and not-for-profit organisations** within AMC member countries.

Eligible entries must represent work executed in 2025 or 2026.



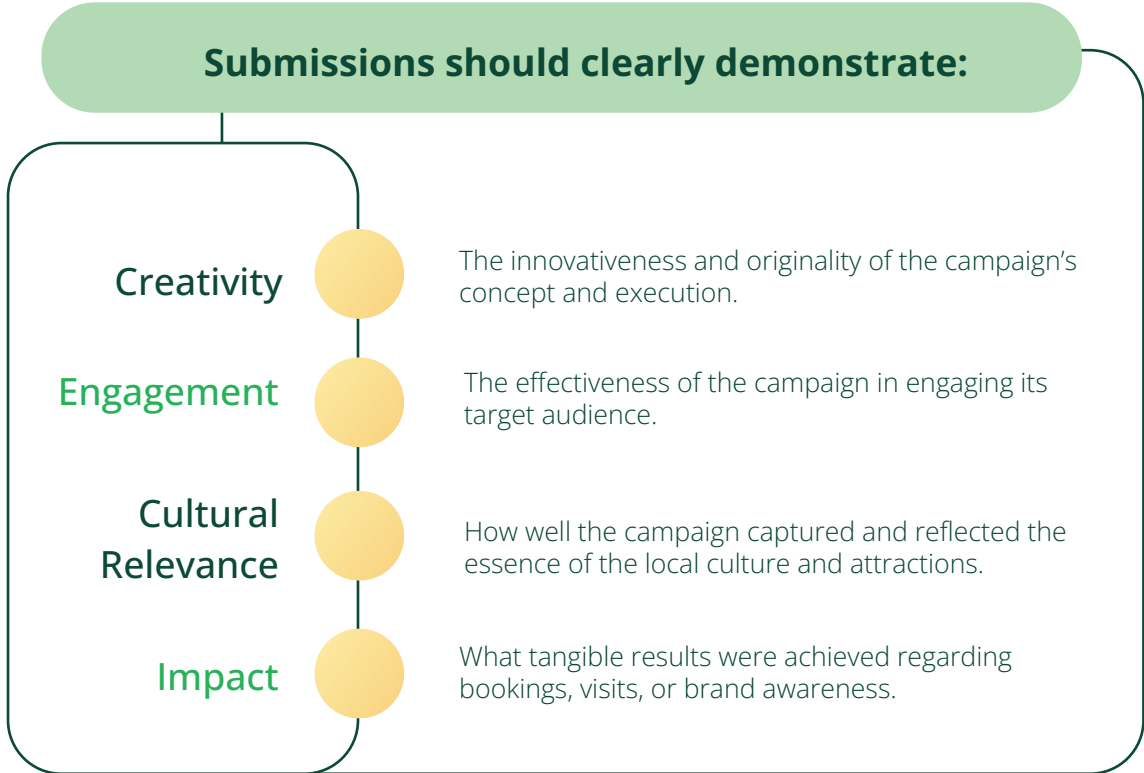
Tourism & Destination Marketing Campaign of the Year

This category recognises the most outstanding marketing campaign within the tourism and destination marketing sector.

Evaluation Criteria

The winning campaign should demonstrate **exceptional creativity** in promoting travel, tourism and hospitality services, significantly impacting the brand's visibility and business outcomes.

The campaign should effectively engage target audiences, inspire action and **contribute to growth in both the number and value of travellers to the destination.**



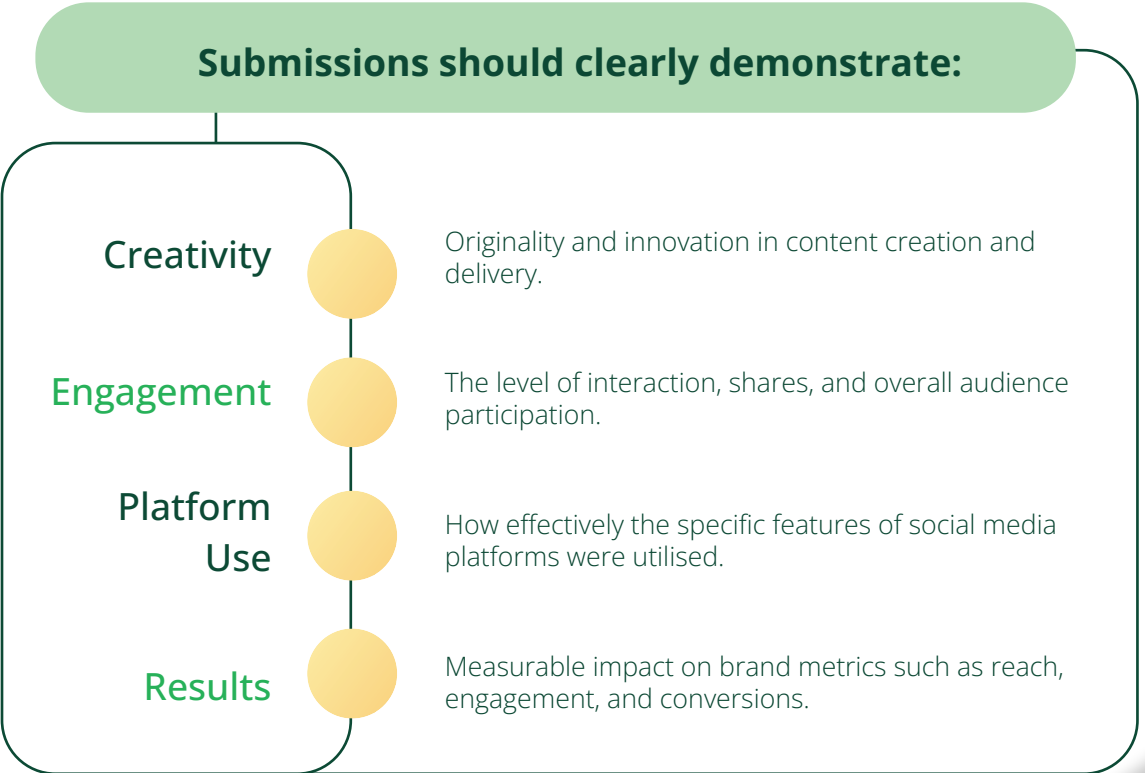
Best Social Media Campaign of the Year

This category celebrates the most effective and creative use of social media platforms in a marketing campaign.

Evaluation Criteria

The winning entry should demonstrate a **deep understanding of social media dynamics**, leveraging content, storytelling, and community engagement to **drive significant brand awareness**, engagement, and business results.

The campaign should stand out for its originality, execution, and ability to **connect meaningfully with the audience.**



Most Effective Campaign of the Year

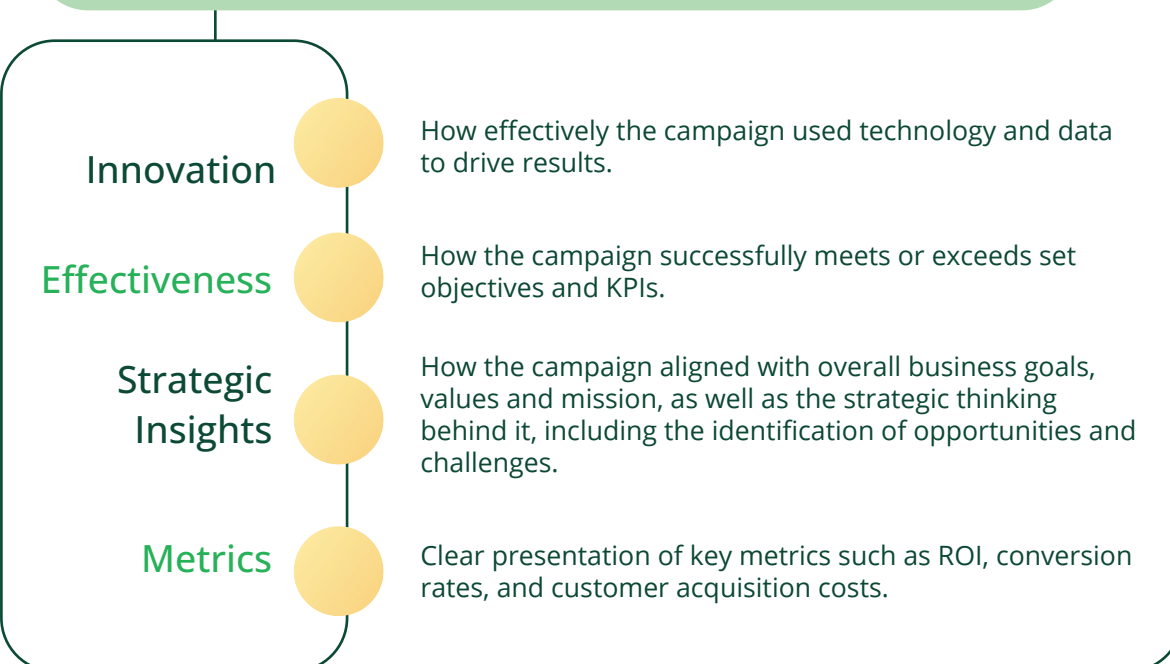
This category honours the campaign that achieved the most significant business impact, driven by the strategic use of technology, data, and innovative approaches.

Evaluation Criteria

The winning campaign should showcase excellence in setting and **surpassing key performance indicators** (KPIs), leveraging technology to **optimise performance**, and **achieving exceptional returns on investment** (ROI).



Submissions should clearly demonstrate:



Best Use of Local Insights

This category celebrates campaigns that successfully tapped into local culture, traditions, and consumer behavior to create highly resonant and effective marketing communications.

Evaluation Criteria

The winning entry should demonstrate a **deep understanding of the local market**, reflecting **cultural nuances** to enhance the brand's connection with its audience.



Submissions should clearly demonstrate:



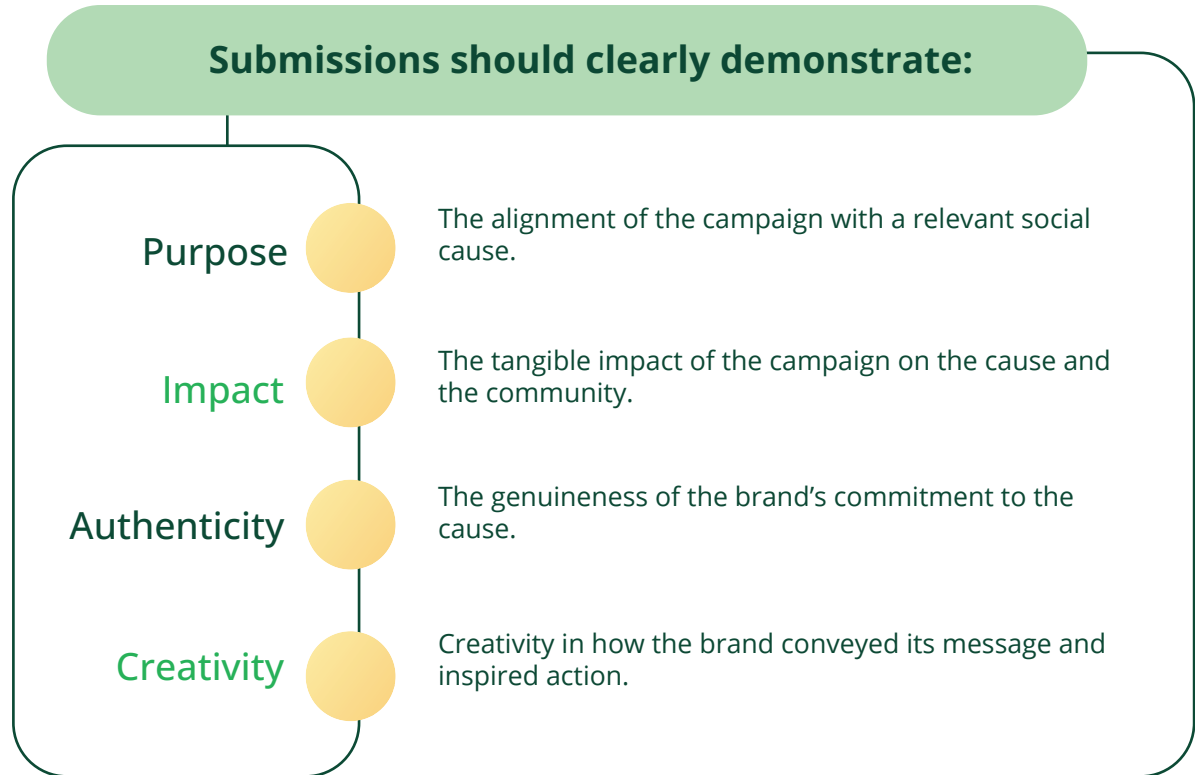
Best Cause-Related Campaign of the Year

This category recognises the most impactful campaign aligning a brand with a social cause or issue.

Evaluation Criteria

The winning campaign should demonstrate a genuine **commitment to making a difference**, creatively and effectively **raising awareness**, **driving action** such as behavior change, and contributing positively to the cause.

It should showcase how the brand's involvement brought about **meaningful change while enhancing brand reputation and loyalty**.



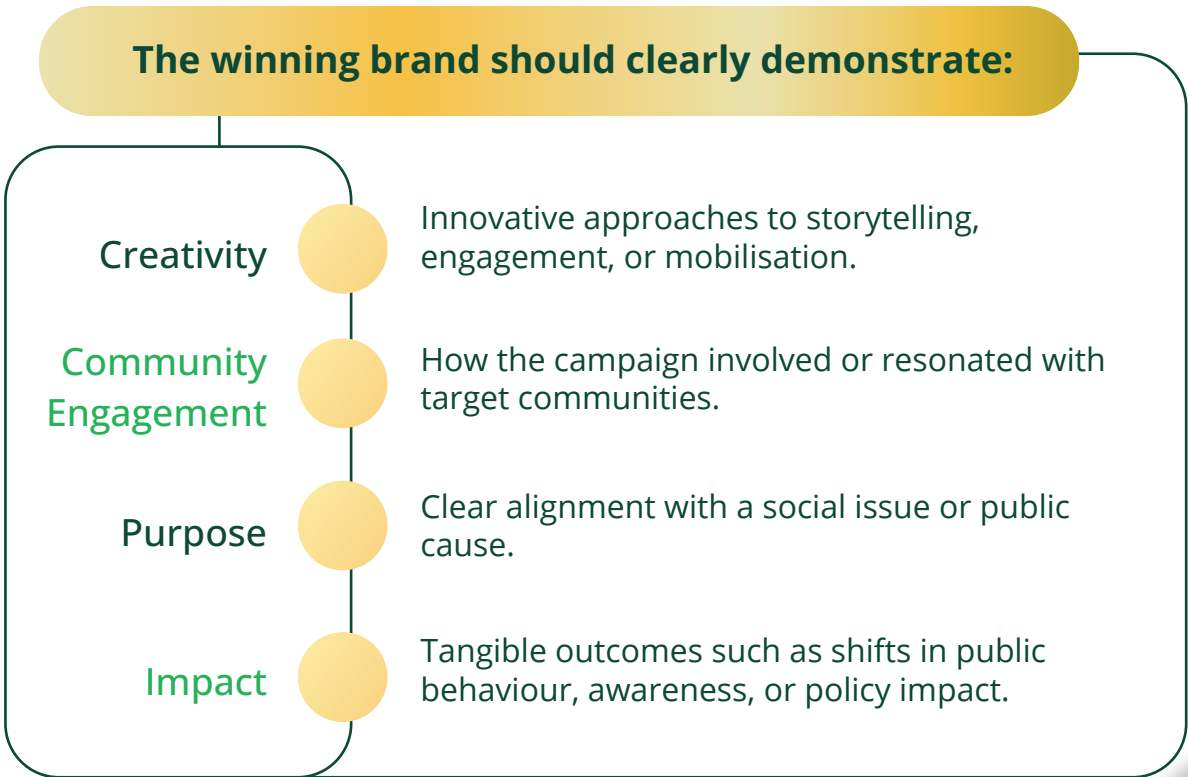
Not-for-Profit/Public Sector Campaign of the Year

This category recognises the most impactful marketing campaign developed by or on behalf of a not-for-profit organisation, government entity, or public sector initiative.

Evaluation Criteria

The winning campaign should demonstrate excellence in **raising awareness**, **driving positive behaviour change**, or **influencing public policy** around issues such as health, education, civic participation, sustainability, or social justice.

Submissions should reflect a strong sense of purpose, community engagement, and strategic storytelling. Judges will be looking for campaigns that deliver meaningful outcomes and demonstrate how **marketing can be a force for public good**.



Brand of the Year

This prestigious category honours the brand that has demonstrated exceptional performance, innovation, and leadership in the marketing industry over the past year.



The winning brand should exemplify **excellence across various campaigns and initiatives**, showing consistency in **creativity, effectiveness, and engagement** with its audience.

Evaluation Criteria

The brand's **impact** on the market, **cultural relevance**, and ability to **set new industry standards** will be critical factors.

THIS CATEGORY DOESN'T REQUIRE SUBMISSIONS. The award goes to the brand that has scored the highest points across the other categories. In the event of a tie, the jury will take a vote based on the following:

The winning brand should clearly demonstrate:

- Innovation** The brand's ability to push boundaries and set new trends.
- Consistency** The brand's ability to maintain high standards of creativity and effectiveness.
- Overall Performance** The brand's success across multiple campaigns and initiatives.
- Make Impact** The brand's influence and position in the market.

Campaign of the Year

This top honour is awarded to the campaign that stands out as the most outstanding marketing effort of the year.



The winning campaign should demonstrate a perfect **blend of creativity, strategic insight, and execution**, resulting in extraordinary **impact and effectiveness**.

It should serve as a benchmark for excellence in the marketing industry.

Evaluation Criteria

THIS CATEGORY DOESN'T REQUIRE SUBMISSIONS. The award goes to the brand that has scored the highest points across the other categories. In the event of a tie, the jury will take a vote based on the following:

The winning brand should clearly demonstrate:

- Creativity** The originality and boldness of the campaign's concept and execution.
- Effectiveness** The campaign's success in achieving or surpassing its goals.
- Innovation** The use of innovative techniques, technologies, or strategies.
- Impact** The campaign's overall impact on the brand, audience, and industry.



AFRICAN MARKETING
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Don't miss
YOUR MOMENT
on Africa's biggest stage.

Submissions Close
31 July

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established in 1968

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Chartered by Act No. 22 of 2003

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ATPMC
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du marketing et de la communication

EMPA
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TNSA
Tanzania Marketing Science Association

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