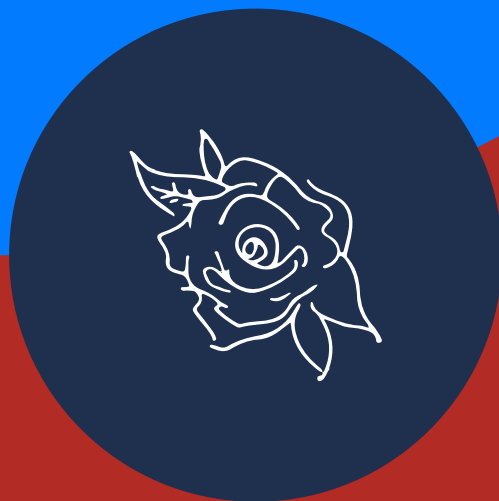


2025
AWARDS



March 27, 2025
5:30pm - 9pm
Flourish



Award Categories & Descriptions

Award Categories Overview

AMA Atlanta is thrilled to showcase the innovative campaigns, creative strategies, impactful collaborations, and dedicated individuals that have left an indelible mark on the marketing industry, locally and worldwide. The following award categories have been meticulously crafted to mirror the diversity and dynamism of Atlanta's marketing ecosystem.

Click any category name to learn more.

B2B Marketing

Local/Regional
National

B2C Marketing

Local/Regional
National

Best Use of Innovation

Digital Advertising

Digital/Mobile

Email

Gaming/eSport Marketing Integration

Live Event/Experiential

Most Innovative Partnership

Nonprofit

Outdoor/OOH

Podcast or Audio Marketing

Print Advertising

Social Media

Television

Visual Branding/Identity

Website

Individual Awards

Atlanta Rising Star Award

Cindy Underwood Volunteer of the Year

Jana Ferguson Mentorship Awards

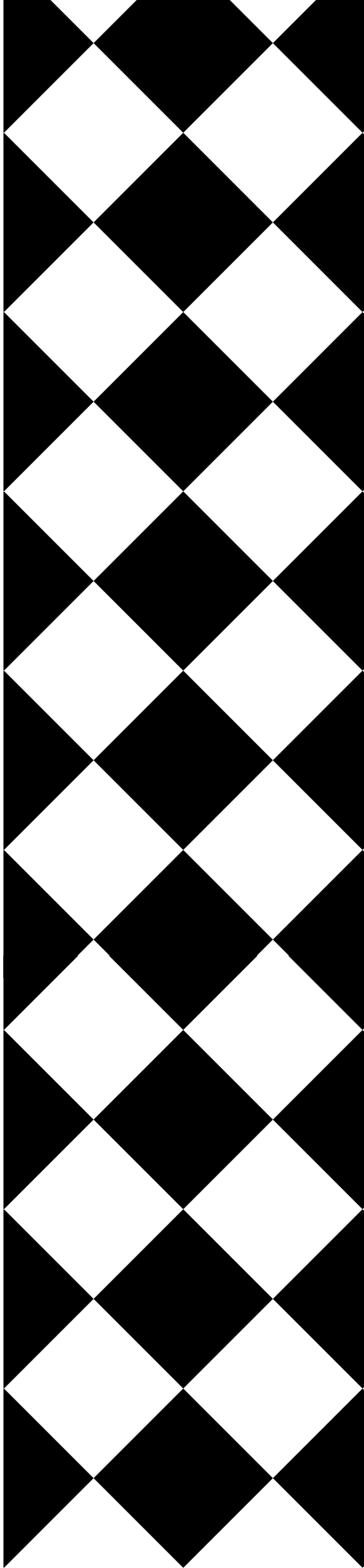
Marketer for Good

Marketer of the Year

Lifetime Achievement Award – Wonya Lucas

Entry Submission Period

December 4, 2024 – February 14, 2025



B2B Marketing | Local/Regional

Honors outstanding marketing efforts that seamlessly combine multiple channels and tactics to achieve impactful results and that are specifically designed for B2B audiences within the Atlanta metro area or a broader regional market.

B2B Marketing | National

Honors outstanding marketing efforts that seamlessly combine multiple channels and tactics to achieve impactful results aimed at B2B audiences across the United States.

B2C Marketing | Local/Regional

Honors outstanding marketing efforts that seamlessly combine multiple channels and tactics to achieve impactful results and that are specifically designed for B2C audiences within the Atlanta metro area or a broader regional market.

B2C Marketing | National

Honors outstanding marketing efforts that seamlessly combine multiple channels and tactics to achieve impactful results aimed at B2C audiences across the United States.

Best Use of Innovation

Recognizing brands, agencies, and organizations that use technology (including AI), outstanding innovation and creativity through technology to pioneer new approaches in modern marketing resulting in significant business impact.

Digital Advertising

Best use of digital advertising (media placement) to reach desired target audience(s) and affect desired audience response.

Digital/Mobile

Best use of Digital/Mobile: Covering websites, mobile advertising, and other digital media.

Email

Best use of email to drive a desired target audience response such as generated incremental sales, increased retention/loyalty, or increased referrals/advocacy.

Gaming/eSport Marketing Integration

Best use of a brand integration within or supportive of a game/esports experience

Live Event/Experiential

Exceptional concept, design and execution of an event/experiential campaign, including standout initiatives at trade shows.

Most Innovative Partnership

This award honors the use of a Brand-to-Organization partnership or collaboration to the benefit of both parties. Examples include, but are not limited to, events, social media campaigns, co-branding, collaborative live thought leadership sessions, shared content, special promotions and sweepstakes, etc.

Nonprofit

Best campaign strategy and execution to support the success of an approved 501(c)3 non-profit organization.

Outdoor/OOH

Best use of out-of-home advertising (creative content and media placement) to reach desired target audience(s) and affect desired audience response.

Podcast or Audio Marketing

Work that skillfully harnesses the power of audio storytelling to capture attention and drive an intended result for a brand, product, or initiative.

Print Advertising

Best use of print advertising (creative content and media placement) to reach desired target audience(s) and affect desired audience response.

Social Media

Social media campaigns that have effectively engaged target audiences through compelling storytelling, impactful visuals, strategic media placement, use of an influencer, use of user-generated content, etc. to generate leads or desired target audience response for a product or service.

Television

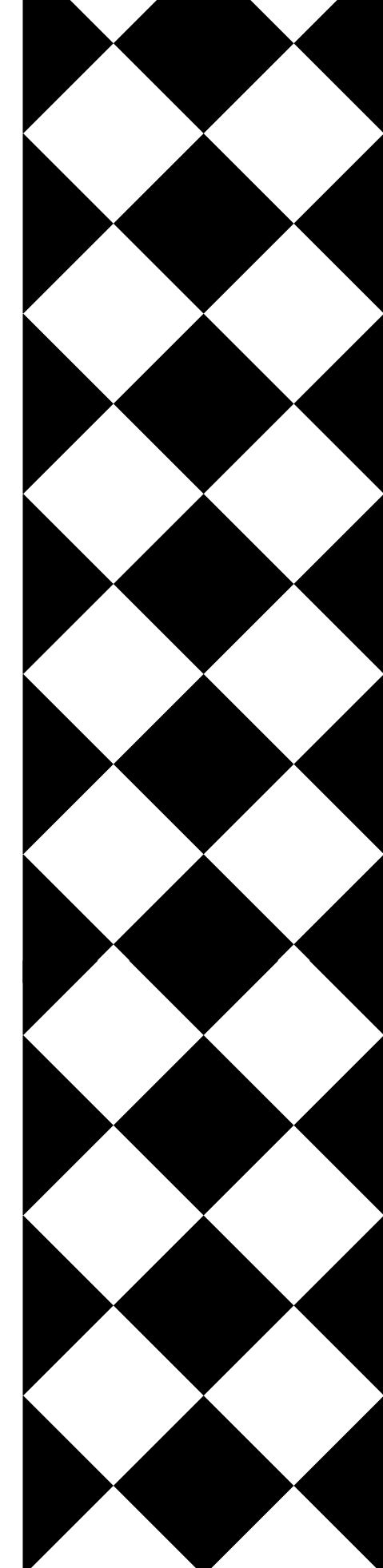
Campaigns that have effectively engaged target audiences through compelling storytelling, strategic media placement and impactful visuals on all television platforms driving measurable results in defined KPIs.

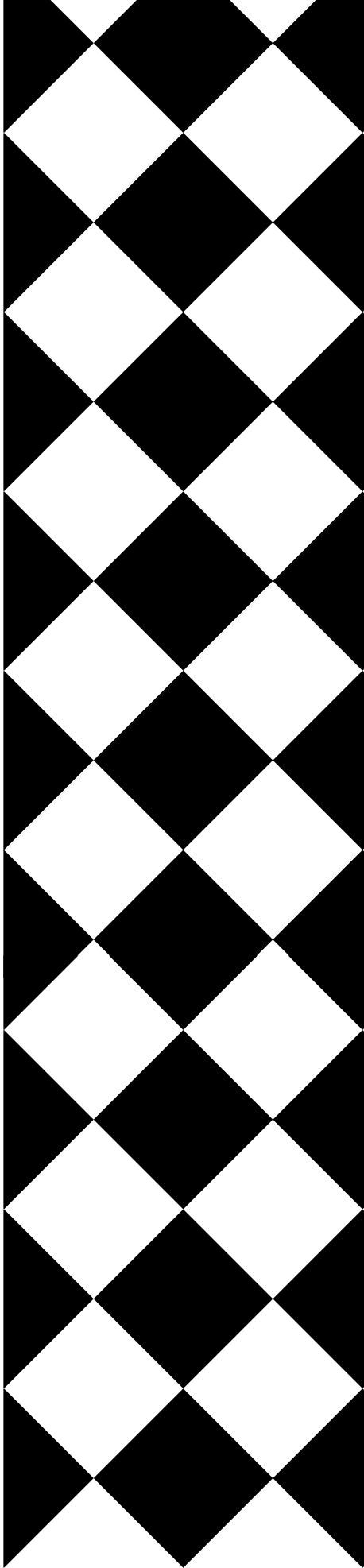
Visual Branding/Identity

Best overall strategy, design and implementation of a new or refreshed brand identity.

Website

Websites and landing pages that showcase outstanding design, functionality, and user experience in service to a larger goal for the product or brand.





Individual Awards

Atlanta Rising Star

Rising Star nominees are individuals active in a marketing-related role at a company or agency headquartered in Georgia, and have been in marketing for five years or less. Nominations must include nominee's:

- Role in organization
- Business accomplishments and contributions to the business of marketing to within the time period of January 1, 2024 to December 31, 2024
- Demonstration of superior contributions within and outside the organization

Cindy Underwood Volunteer of the Year

Volunteer of the Year is an individual who has shown exemplary effort to help and promote AMA Atlanta in 2024.

Jana Ferguson Mentorship Awards

Do you know a marketing mentor or mentee that has gone above and beyond while participating in the AMA Atlanta Mentorship program? Nominate them for the Jana Ferguson Mentorship Award!

Mentor: This person has a passion for sharing their own experience and knowledge to help others advance in their career. They have gone above and beyond in their commitment to the AMA Mentorship Program.

Mentee: This person has a passion for advancing in their career and learning more about the marketing industry. They are committed above and beyond to participate in the AMA Mentorship Program to learn new skills for progressing their career.

Marketer for Good

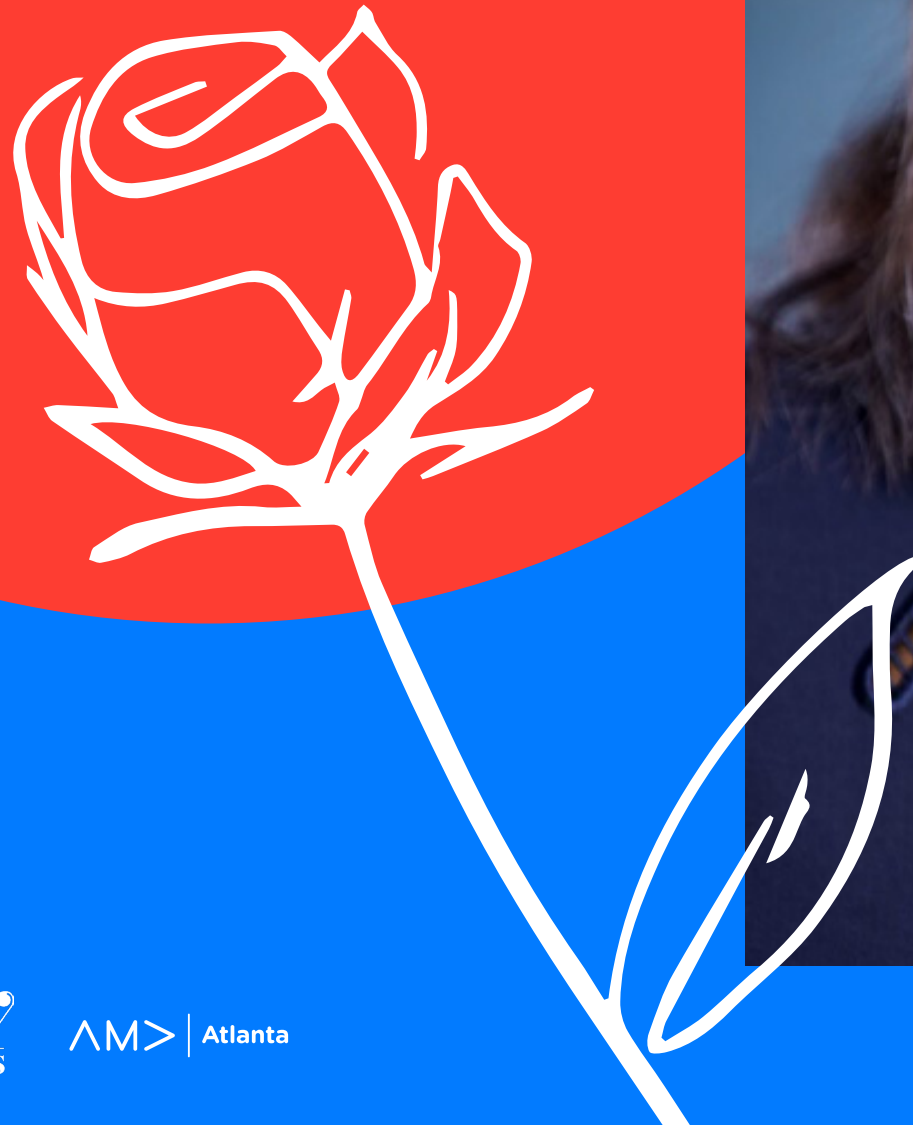
For Good acknowledges a nonprofit or 501(c)3 charitable marketing project or company that positively affected the Atlanta community in 2024.

Marketer of the Year

Agency and/or Corporate nominees are active in the marketing, public relations and/or marketing business in a principal or leadership role and are headquartered in Georgia or have a branch/subsidiary in Georgia.

**2025 Lifetime
Achievement
Award Recipient**

**Wonya
Lucas**



In a career noted for achievement and public service, Wonya Lucas has been one of the media industry's top leaders and one of Atlanta's most influential marketing voices. Throughout her extraordinary career, Lucas has always prioritized mentoring, inspiring and supporting the next generation of business leaders. She is beloved, respected and admired by generations of business and creative professionals. AMA Atlanta is proud to recognize Lucas as our 2025 Lifetime Achievement Award honoree.

Lucas' career has included serving as the President/CEO of Hallmark Media Networks, Public Broadcasting Atlanta (WABE), and TV One. She has held key decision-making global marketing and management roles at Discovery Communications, CNN Worldwide, The Weather Channel, and TNT. Lucas began her marketing career in brand management at The Coca-Cola Company and at Clorox. She currently serves on the board of directors for Inspire Brands, the Atlanta Braves Holding Company and Comcast Corporation. She also serves on several advisory boards including the Sundance Institute, Georgia Tech Foundation, Children's Hospital of Atlanta, and the Community Foundation of Greater Atlanta. Recently, she served as the Chair of the Board of Jurors for the prestigious Peabody Awards. Wonya is a native Atlantan and proud graduate of the Atlanta Public School system. She completed her undergraduate engineering degree at Georgia Tech and received her MBA from The Wharton School.

2025
AWM
AWARDS

Have questions?
Contact christina.steiner@emory.edu
or kpollard@cornercollab.com



Atlanta

