2022 Gartner Communications Awards
Category Guide
2022 Categories:

- Excellence in Brand Building
- Excellence in Change Communication
- Excellence in Communications Measurement and Reporting
- Excellence in Employee Experience
- Excellence in ESG, Sustainability and DEI Communications
- Excellence in MarComm Technology
- Excellence in Reputation Management
- Small Idea, Big Impact

Entry deadline: 4 March 2022

Learn More

Visit our website
Visit the 2021 Awards Video Showcase
Email us
Follow us on LinkedIn
Call us on +44 (0) 207 632 6492
Category
Excellence in Brand Building

Overview
In a highly competitive and polarized environment, a truly meaningful brand message and experience is more important than ever. Leaders must think beyond the functional benefits of brand and craft positioning that not only resonates in the cultural context in which it exists but that authentically supports the role that it plays in customers' and stakeholders' lives. "Business as usual" will not differentiate in this environment.

This award will recognize brands that have stepped out of their comfort zone and addressed these challenges head on. This includes B2B companies needing to reposition solutions to align with new buyer problems and B2C brands seeking connection with consumers in a period of continued turmoil and disruption.

Winning entries will demonstrate success at one or more of the following:
- Execution of a brand strategy that delivers competitive advantage throughout a period of change and volatility
- Definition of brand metrics that convey the strategic value of brand investments to stakeholders in the enterprise
- Brand roll-outs that help employees “live” the brand and that inspire them to actively advocate for it
- Re-branding that kicks free from established perceptions to position a new, innovative image

Entry criteria
1. Synopsis of business-related outcomes (100 words max.)
   Please summarize the business problem that your project/initiative helped solve. Include a brief description of the organizational objectives that you supported with this work.

2. Full entry description (500 words max.)
   Provide full details of your entry, including information on:
   - Your strategic approach to tackling this business challenge
   - A clear overview of how you and your organization defined the corporate brand
   - How you enhanced stakeholder understanding of and connection to the brand

3. Demonstration of the impact of your efforts (400 words max.)
   Use this section to add evidence of your impact on stakeholder attitudes and behaviors, and on business outcomes. Evidence can include results data and/or testimonials and feedback from internal customers. Stronger entries will clearly explain the impact that their work has had on their organization’s objectives.

4. A supplementary video / video selfie AND document
   You must submit two supplementary items in your entry:
   - A video or video selfie - utilize the entry you have already prepared with the above 3 criteria to convey, in a video format, in 30 seconds or less, why your project/campaign/initiative has been valuable to your organization.
   - A document – share something that you have used within your project/campaign/initiative to compliment your video on screen
Overview

The only thing that’s constant is change — a cliché, yet true, nonetheless. The COVID-19 crisis created a tidal wave of change, and while many continue to evolve from short term changes to long term strategies, conventional drivers of change such as dynamic market events, fierce business expectations and evolving technology continue to reshape the organizational landscape. Communicators remain on the front lines, providing communication support to leaders while ensuring that employees understand the change and feel committed to and capable of taking action.

Sound familiar? Has your team persevered through difficult organizational change such as hybrid work, merger and acquisition, restructuring or a strategy overhaul? If so, we are looking for teams that have:

- Partnered effectively with leaders to help them align to a clear vision for the change and its implications for employee activities and culture
- Demonstrated an ability to recognize emerging risks and course-correct communication plans
- Supported leaders and managers in creating clear and compelling change communication
- Sensitively handled existing employee change fatigue and information overload
- Helped drive employee understanding of the change and capability in taking supportive action

Entry criteria

1. Synopsis of business-related outcomes (100 words max.)
   In this section, summarize the business problem that your work helped solve. Include a brief description of the organizational objectives that you supported with this work.

2. Full entry description (500 words max.)
   Provide full details of your entry, including information on:
   - Your strategic approach to communicating the change — especially regarding partnering with leaders and managers, building employee capability for change and tracking change adoption/course-correcting as needed
   - The specific activities used to carry out your strategy
   - Roadblocks that you encountered and how you overcame them
   - Alternative approaches and/or activities considered and dismissed

3. Demonstration of the impact of your efforts (400 words max.)
   Use this section to add evidence of your impact on employee attitudes and behaviors, and business outcomes. Evidence can include results data and/or testimonials and feedback from internal customers. Stronger entries will clearly explain the impact that their work has had on their organization’s objectives.

4. A supplementary video / video selfie AND document
   You must submit two supplementary items in your entry:
   - A video or video selfie - utilize the entry you have already prepared with the above 3 criteria to convey, in a video format, in 30 seconds or less, why your project/campaign/initiative has been valuable to your organization.
   - A document – share something that you have used within your project/campaign/initiative to compliment your video on screen
Category
Excellence in Communications Measurement and Reporting

Overview
Excellence in measurement is the bedrock of impactful communications. It can simplify strategic planning, provide early warning signs of a failing tactic, clarify where scarce resources are best invested and maximize the ROI of activities.

The most valuable measurement efforts are outcomes-focused, going beyond volumetrics (likes, shares, open rates) to capture actual behavior change and business impact. We’re looking for entries that measure and/or report these outcomes in effective ways. Submissions may include but are by no means limited to:

• Measurement plans of any altitude (function- or project-level) that use metrics and measurement methods tailored to desired behavioral and/or business outcomes
• Stories of collaboration with business partners to develop outcomes-focused metrics and/or measurement methods for communications projects
• Dashboards that make it easy for teams to overview their function’s/project’s performance on key metrics
• Data visualizations that creatively report measurement results
• Reports that clearly outline to leaders how Communications has supported key business outcomes

Entry criteria
1. Synopsis of business-related outcomes (100 words max.)
   Summarize the business and/or behavioral change you were trying to effect and how your measurement efforts were uniquely tailored to support that.

2. Full entry description (500 words max.)
   • Provide context for the business/behavioral problem you were trying to solve.
   • Give an outline of the proposed solution.
   • Explain the measurement plan devised:
     • What metrics did you use and how did you come up with them?
     • What measurement methods did you use and how did you decide on them?
     • How did you track metrics and use the data gathered?

3. Demonstration of the impact of your efforts (400 words max.)
   Focus here more on the impact of your measurement than on the success of your communications activities themselves. If your measurement told you early on that a tactic was failing, and that enabled you to redirect resources or change tactics for even moderately better outcomes, that’s successful measurement — even if you wish the project itself had been more impressive.

4. A supplementary video / video selfie AND document
   You must submit two supplementary items in your entry:
   • A video or video selfie - utilize the entry you have already prepared with the above 3 criteria to convey, in a video format, in 30 seconds or less, why your project/campaign/initiative has been valuable to your organization.
   • A document – share something that you have used within your project/campaign/initiative to compliment your video on screen

© 2021 Gartner, Inc. and/or its affiliates. All rights reserved. RO_1576164
Overview
Have you strengthened employee connection to the company — and improved your organization’s performance goals — with a smart communication strategy? Improved engagement and collaboration across geographies, working styles or business units? Redefined your internal brand and seen your culture, employee commitment and ability to meet customer needs become stronger and more competitive? Approached employee communications with a CX mindset, including persona development, journey mapping, or message sequencing?

We’re looking for entries that demonstrate employee experience at its most effective, creative and tangible. Consider examples of fresh thinking around EVP, powerful engagement campaigns that connect employees across the business, and increased organizational performance and productivity.

Your entry should include:
• Measurement methods, results — such as internal communication KPIs, employee engagement or performance data — along with ROI outcomes
• Clear links to business benefits and associated value
• The role and influence of internal communication — specifically, in improving the employee experience

Entry criteria

1. Synopsis of business-related outcomes (100 words max.)
   In this section, please summarize the business problem that your project/initiative helped solve. Include a brief description of the organizational objectives that you supported with this work.

2. Full entry description (500 words max.)
   Provide full details of your entry, including information on:
   • Your strategic approach to tackling this business challenge
   • A clear overview of how you and your organization defined employee experience
   • How you enhanced employee understanding of, and alignment to, the organizational narrative or internal brand

3. Demonstration of the impact of your efforts (400 words max.)
   Use this section to add evidence of your impact on employee attitudes and behaviors, and business outcomes. Evidence can include results data and/or testimonials and feedback from internal customers.

4. A supplementary video / video selfie AND document
   You must submit two supplementary items in your entry:
   • A video or video selfie - utilize the entry you have already prepared with the above 3 criteria to convey, in a video format, in 30 seconds or less, why your project/campaign/initiative has been valuable to your organization.
   • A document – share something that you have used within your project/campaign/initiative to compliment your video on screen

© 2021 Gartner, Inc. and/or its affiliates. All rights reserved. RO_1576164
Category
Excellence in ESG, Sustainability and DEI Communications

Overview
Whether it be ESG (Environmental, Social, Governance), Sustainability, DEI (Diversity, Equity, and Inclusion), or broader initiatives that support societal issues, the expectations of stakeholders for organizations to be proactive and highly effective in their messaging continues to climb. But while communicating on these topics can significantly improve how connected your stakeholders are to your organization, getting it wrong can present significant risks in the form of stakeholders boycotting - or even worse - actively criticizing your organization.

Has your team found an innovative way for Communications to support ESG, Sustainability, or DEI initiatives that have led to business outcomes? Have you recently refreshed your sustainability communications strategy, or found an effective way to engage your most important stakeholders using ESG, sustainability, or DEI communications? Have you found an effective way to report on your ESG commitments and progress that has supported what your organization is trying to achieve?

Winning entries might cover these or similar topics:
• Created or refreshed your ESG, sustainability, or DEI communications strategy that has had a tangible impact on your organization.
• Found innovative ways to use ESG, sustainability, or DEI communications to connect with and influence your most important audiences.
• Collaboration with other teams (such as Marketing, Sales, HR, or ERM) to amplify the value of your organization’s ESG, sustainability, or DEI commitments.
• Creation of highly effective reports on your ESG, sustainability, or DEI commitments and achievements.

Entry criteria
1. Synopsis of business-related outcomes (100 words max.)
   In this section, summarize the business problem that your work helped solve, including a brief description of the organizational objectives.

2. Full entry description (500 words max.)
   Provide full details of your entry, including information on:
   • Your strategic approach to contribute to the relevant organizational objectives, being clear about Communications’ contribution to the outcome.
   • An explanation of what innovative tactics, campaign elements, or ideas/partnerships you used.
   • How you measure the impact of your activities.

3. Demonstration of the impact of your efforts (400 words max.)
   Use this section to demonstrate the measurable behavioral outcomes and/or business impact of your activities. Evidence can include results data and/or testimonials and feedback from internal customers. Stronger entries will clearly explain the impact that their work has had on their organization’s objectives.

4. A supplementary video / video selfie AND document
   You must submit two supplementary items in your entry:
   • A video or video selfie - utilize the entry you have already prepared with the above 3 criteria to convey, in a video format, in 30 seconds or less, why your project/campaign/initiative has been valuable to your organization.
   • A document – share something that you have used within your project/campaign/initiative to compliment your video on screen.
Overview
The pandemic has dramatically accelerated a cultural shift to digital. As more consumers gravitate towards online channels, companies and industries have responded in turn. Increasingly, marcomm leaders depend on automated and targeted communications and marketing techniques. Innovative use of artificial intelligence (AI) and data-driven strategies now separates the leaders from the pack.

Technology is a mission-critical component of the modern organization. This award will recognize those companies that have leveraged technology to fundamentally change the way they communicate. “Out of the box” is not differentiating. We’re looking for examples of innovation not only in what technology enables but also in how technology has been rolled out, adopted and adapted to strategically support the organization. Winning entries will demonstrate success at one or more of the following:

- Execution of technology that has enabled innovative experiences for customers, employees or other stakeholders
- Execution of technology that has demonstrated a clear return on investment for the organization and/or enabled new business opportunities
- Strategic collaboration between IT, CX, sales, customer service or other internal or external partners
- Adaptive processes that enable broad adoption of new technology

Entry criteria
1. Synopsis of business-related outcomes (100 words max.)
   Please summarize the business problem that your project/initiative helped solve. Include a brief description of the organizational objectives that you supported with this work.

2. Full entry description (500 words max.)
   Provide full details of your entry, including information on:
   - Your strategic approach to tackling this business challenge
   - A clear overview of how you selected and implemented technology as part of your solution, including rollout and adoption
   - Why MarComm tech was essential to your approach

3. Demonstration of the impact of your efforts (400 words max.)
   Use this section to add evidence of your impact on stakeholder attitudes and behaviors, and on business outcomes. Evidence can include results data and/or testimonials and feedback from internal customers. Stronger entries will clearly explain the impact that their work has had on their organization’s objectives.

4. A supplementary video / video selfie AND document
   You must submit two supplementary items in your entry:
   - A video or video selfie - utilize the entry you have already prepared with the above 3 criteria to convey, in a video format, in 30 seconds or less, why your project/campaign/initiative has been valuable to your organization.
   - A document – share something that you have used within your project/campaign/initiative to compliment your video on screen
Overview

Internally and externally, reputation is a critical asset in the drive to achieve business goals. As the guardian of this precious asset, Communications holds the power to generate more supportive behaviors from every stakeholder group that is relevant to your organization’s goals. But harnessing that power is complex, encompassing everything from brand architecture, agency management, to investor, media, influencer, and community relations.

Has your team coordinated its reputation-building efforts in a particularly smart or efficient way? Have you found a means to measure the impact of your reputation-related activities on the business’s bottom line? Did you recently refresh your reputation management strategy, corporate narrative, stakeholder engagement strategy with strong outcomes?

Winning entries might cover these or similar topics:
• Worked with an agency/vendor to develop a more sophisticated approach to reputation measurement
• Refreshed a public or media relations strategy to build a stronger reputation with key audiences
• Launched a brand journalism or employee ambassador program that supported business outcomes
• Developed a corporate narrative to improve stakeholder advocacy

Entry criteria

1. Synopsis of business-related outcomes (100 words max.)
   In this section, summarize the business problem that your project/initiative helped solve. Including a brief description of the relevant organizational objectives.

2. Full entry description (500 words max.)
   Provide full details of your entry, including information on:
   • How Communications chose to approach the business problem
   • How the function executed its strategy
   • How you measured the impact of your activities

3. Demonstration of the impact of your efforts (400 words max.)
   Use this section to demonstrate the measurable behavioral and/or business impact of your activities. Evidence can include results data and/or testimonials and feedback from internal customers. Stronger entries will clearly explain the impact that their work has had on their organization’s objectives.

4. A supplementary video / video selfie AND document
   You must submit two supplementary items in your entry:
   • A video or video selfie - utilize the entry you have already prepared with the above 3 criteria to convey, in a video format, in 30 seconds or less, why your project/campaign/initiative has been valuable to your organization.
   • A document – share something that you have used within your project/campaign/initiative to compliment your video on screen
Overview
Sometimes big things come from humble beginnings. Small tweaks, improvements and innovations can translate into major impact on internal and external audiences. Did you or your team have a “small idea, big impact” moment last year? Did your organization reap outsize rewards from a small change?

This award recognizes the impact of teams, big and small, who have seen and felt the power of small but savvy ideas.

Winning entries will demonstrate the following:

• Small idea. Changes and initiatives of modest resource commitment and outlay.

• Big impact. Demonstrated impact on audience attitudes and behaviors, as well as organizational outcomes.

Entry criteria

1. Synopsis of business-related outcomes (100 words max.)
   In this section, summarize the business problem that your project/initiative helped solve. Including a brief description of the relevant organizational objectives.

2. Full entry description (500 words max.)
   Provide full details of your entry, including information on:
   • How Communications chose to approach the business problem
   • How the function executed its strategy
   • How you measured the impact of your activities

3. Demonstration of the impact of your efforts (400 words max.)
   Use this section to demonstrate the measurable behavioral and/or business impact of your activities. Evidence can include results data and/or testimonials and feedback from internal customers. Stronger entries will clearly explain the impact that their work has had on their organization’s objectives.

4. A supplementary video / video selfie AND document
   You must submit two supplementary items in your entry:
   • A video or video selfie - utilize the entry you have already prepared with the above 3 criteria to convey, in a video format, in 30 seconds or less, why your project/campaign/initiative has been valuable to your organization.
   • A document – share something that you have used within your project/campaign/initiative to compliment your video on screen