



AM> | Atlanta

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THE AMY AWARDS



2024 Award Categories & Descriptions

March 28, 2024 | 5:30pm - 9pm | Delta Flight Museum

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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 below to learn more.

AI-Generated

B2B Marketing

B2C Marketing

Branded Entertainment

Broadcast

Corporate Communications

Digital/Mobile

For Good

Gaming/Esports Integration

Influencer Marketing

Live Event/ Experiential

Outdoor, Print & Publishing

Purpose Driven Marketing

Most Innovative/Brave

Most Innovative Partnership

Social Media & Marketing

SUBMIT ENTRIES

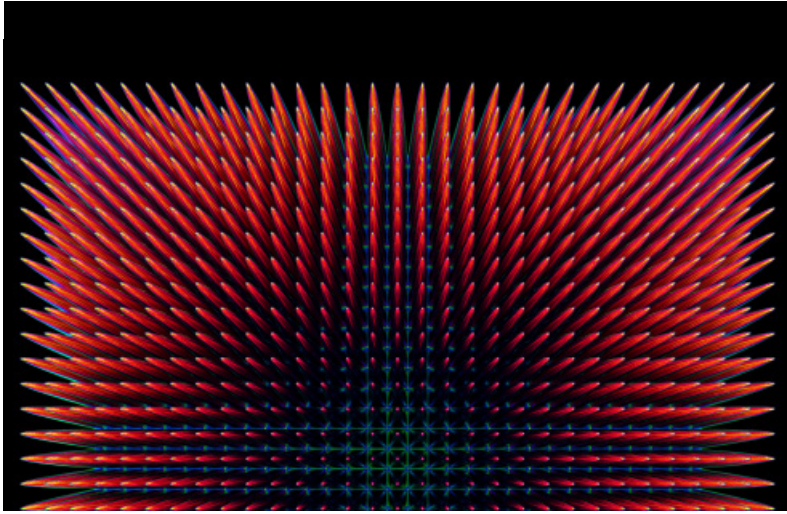
Individual Awards

- Marketer of the Year
- Rising Star Award
- Marketer for Good
- Cindy Underwood Volunteer of the Year Award
- Jana Ferguson Mentorship Awards
- Lifetime Achievement Award — Steve Koonin

Entry Submission Period:

December 13, 2023 – February 23, 2024
12pm EST





AI-Generated

Campaigns that harness AI-generated content and technology to push the boundaries of creativity and effectiveness within the marketing landscape.

B2B Marketing

B2B campaigns that seamlessly integrate multiple channels and strategies to reach and engage B2B audiences, driving measurable results in defined KPIs.

B2C Marketing

B2C campaigns that seamlessly integrate multiple channels and strategies to reach and engage B2C audiences, driving measurable results in defined KPIs.

Branded Entertainment

Content that is created as an integral part of, and naturally fits into, entertainment programming.

Broadcast

Best use of TV or Radio broadcast advertising (creative content and media placement) to reach a target audience(s) and affect a desired audience response.

Corporate Communications

Exceptional corporate communication strategy/campaigns that excel in strategic messaging, brand narratives, reputation management, and stakeholder engagement.



Digital/Mobile

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

For Good

For Good acknowledges a nonprofit or 501(c)3 marketing project or company that positively affected the Atlanta community in 2023.

Gaming/Esports Integration

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



Influencer Marketing

Best use of an influencer in a campaign to generate leads or desired target audience response for a product or service

Live Event/Experiential

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

Outdoor, Print & Publishing

Traditional media campaigns that successfully leverage the tangible power of outdoor spaces and printed materials to captivate audiences, convey compelling messages, and drive results.



Purpose Driven Marketing

Best use of marketing tactics to support either health and wellness, community or sustainable-driven marketing initiative

Most Innovative/Brave

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

Most Innovative Partnership

This award honors the use of a Brand-to-Organization Partnership 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.

Social Media and Marketing

Best use of a social campaign that demonstrated both creativity and meaningful performance.



Individual Awards

Marketer of the Year

These 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.

Rising Star Award

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.

Marketer for Good

The Marketer for Good award recognizes an Georgia-based marketer that has gone above and beyond, dedicating their time and efforts to causes and organizations that are making a significant difference in the greater community.

Cindy Underwood Volunteer of the Year

Volunteer of the Year is an individual who has shown exemplary effort to help and promote the AMA Atlanta chapter throughout 2023.

Jana Ferguson Mentorship Awards

This award is given annually to recognize one Mentor and one Mentee who have gone above and beyond in giving their time and commitment to career development.

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.

Individual Awards

Lifetime Achievement Award Recipient — Steve Koonin

CEO of the Atlanta Hawks & State Farm Arena since April, 2014. Under Koonin's leadership, the Hawks have transformed their brand, building and presence in Atlanta. The Atlanta Hawks have used innovation and strategic partnerships to "Build Bridges through Basketball" and re-imagine the Atlanta Hawks Foundation, which has forged authentic and meaningful relationships with Atlanta communities and provided for the underserved in their greatest times of need.

- Hawks first franchise in the city to own an eSports team, entering the NBA 2K League with Hawks Talon GC in 2018 and in 2019 the College Park Skyhawks, an NBA G League franchise, made their debut, playing their games on the south side of Atlanta at the Gateway Center at College Park.
- Spent 14 years with Turner Broadcasting
- Helmed the marketing and worldwide advertising operations at Coca-Cola
- Serves as the Chairman of the Board for the Georgia Aquarium, is on the board of Atlanta Police Foundation and is an Executive Committee Member of the MACoC
- Former recipient of Sports Business Journal Sports Executive of the Year
- Named 100 Most Influential Atlantans by Atlanta Business Chronicle
- Atlanta Magazine's Most Powerful People Shaping Atlanta



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Have questions? Contact nross@toprightpartners.com

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