



2026
AMY
AWARDS



Atlanta

Award Categories & Descriptions

Entry Submission Period
December 1, 2025 – February 6, 2026

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

Live Event/Experiential

Most Innovative Partnership

Nonprofit

Outdoor/OOH

Podcast or Audio Marketing

Print Advertising

Social Media

Television

Visual Branding/Identity

Website

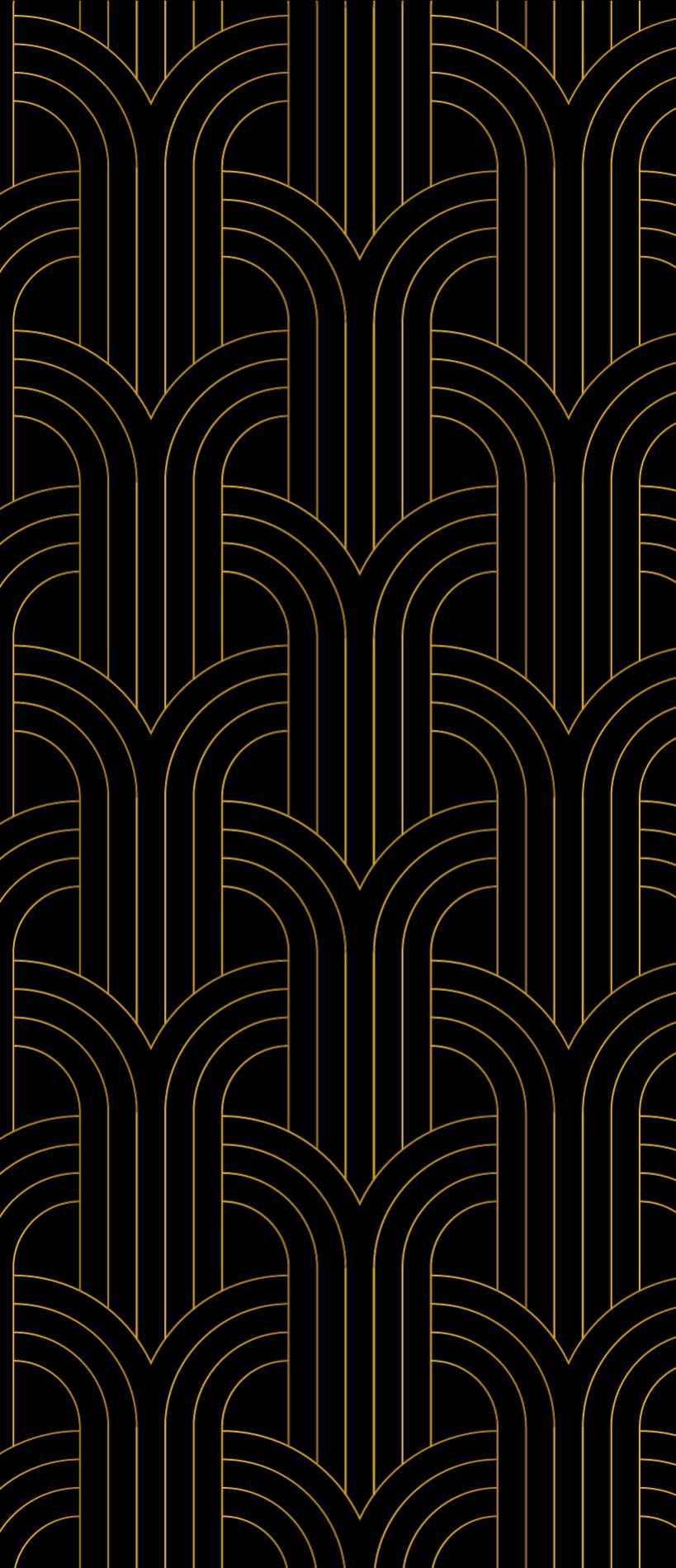
Individual Awards

Atlanta Rising Star Award

Marketer of the Year

**Lifetime Achievement Award:
Morgan Shaw Parker**





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.

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, 2025 to December 31, 2025
- Demonstration of superior contributions within and outside the organization

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.

2026 Lifetime Achievement Award Recipient

MORGAN SHAW PARKER



Morgan Shaw Parker brings nearly three decades of experience across major sports organizations including the NFL, NBA/WNBA, NCAA and NIKE, Inc. She currently serves as President and Chief Operating Officer of the WNBA's Atlanta Dream, where she oversees everything from brand and fan experience to community engagement.

Before joining the Dream, Shaw Parker was Chief Marketing Officer for Arthur M. Blank Sports & Entertainment, leading brand and communications efforts for the Atlanta Falcons and Mercedes-Benz Stadium. Her work contributed to significant revenue growth and earned her teams multiple industry awards including regional Emmys, Webby Awards, and national recognition for creative excellence.

Previously, she spent more than a decade at NIKE, Inc., contributing to multiple Olympic Games initiatives, and held leadership roles with the Kansas City Chiefs.

Shaw Parker has been recognized as one of the Atlanta Business Chronicle's "Most Admired CEOs" (2023), AdWeek's "Most Powerful Women in Sports" (2019), and a Sports Business Journal "Game Changer" (2020). She currently serves on the boards and councils of organizations advancing women, leadership, and community impact, and is a member of the Leadership Atlanta Class of 2026.



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Have questions?
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Atlanta