




MARK AWARDS 2026 CATEGORY ROAD MAP.


STRATEGY.


Honouring strategic mastery that transforms brands, reshapes businesses, and redefines industry standards with visionary solutions.

 Brand Strategy


 Content Strategy


 B2B Strategy


 Effectiveness


 Acquisition / Retention


 Media Planning

 SEO & Search

 Internal

 Change for Good

 Creator & Influencer

 Go to Market

PR STRATEGY


 Crisis / Issues Management

 Employee Communications

 Financial Communications

 Media Relations


 Public Affairs / Gov Relations

 Integrated PR Strategy


INNOVATION.


Honouring bold, game-changing ideas that push boundaries, redefine marketing, and inspire new industry standards.


 Product Innovation


 Brand Innovation

 Campaign Innovation


 Customer Experience (CX)

 Business Model

 Media Innovation

 Creative Process Innovation


 Commerce & Retail Experience


 Data Led Creative

TECHNOLOGY.

Honouring transformative technology that powers marketing performance, enhances capability, and unlocks new possibilities for growth and innovation.


 Early Stage Technology

 AI & Machine Learning

 Data Science & Analytics

 Creative Tech & Code Craft

 MarTech

 AdTech


 Emerging Technology

DESIGN.

Honouring expertly crafted design that elevates brands and drives impact through creativity and excellence.

 Integrated Campaign


 B2B

 Packaging

 Retail & POS

 Best Website

 Mobile Marketing

 eCommerce Marketing

 Digital Advertising

 Social


 B2C Content Marketing


 B2B Content Marketing


 Visual Arts


 Film


 Audio

 Copywriting

 OOH/DOOH


 Culture

 Animation


 Ai Enabled Creative

EXPERIENCE.


Honouring immersive campaigns that elevate CX, UX, and brand engagement through design and technology.

 Customer Experience (CX)

 User Experience (UX)

 Acquisition / Retention

 Touchpoints


 AR / VR

 Gamification & Entertainment


 Gaming & Marketing

IMPACT & PURPOSE.

Honouring initiatives that create meaningful, measurable change for communities, society, and the environment.

 Community Transformation

 Sustainability & Environmental Impact

 Health, Wellness & Accessibility


 Diversity, Equity & Inclusion


 Tech for Good


 Brand Purpose


LEADERSHIP.

Celebrating Leaders who drive change, redefine industry standards, and achieve measurable success through innovation and influence.

 Brand Leader

 Agency Leader

 Agency of the Year (S/M/L)

 Brand of the Year

 Rising Star - Agency


 Rising Star - Marketer

 Rising Star - Innovator

 Fair Pitch Governance

 Progressive Agency Appointment

GROWTH & PARTNERSHIP

 Partnering for Growth

MARK AWARDS
2026

POWERED BY:

rainmaker 2014

ENDORSED BY:

PRISA
PUBLIC RELATIONS INSTITUTE
OF SOUTHERN AFRICA