

WOMEN IN RETAIL MEDIA AWARDS EVENING 2026

5TH NOVEMBER 2026 | BUNGA 90, LONDON

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IN 2026 WE'RE CONTINUING TO DO THINGS DIFFERENTLY



FREE ENTRY

We want to focus on the superstars, the unsung heroes and the allies driving forward our industry. ALL of them.

PUBLIC VOTING

Nominations will be generated by popularity vote and judged by our expert panel

BRING YOUR #1 FAN

We will give each shortlisted nominee the chance to bring a +1 so their #1 fan can see how amazing they are

TRAILBLAZER OF THE YEAR

WHAT'S IT FOR?

Celebrates someone who has broken new ground in retail media and made a significant, lasting contribution to the industry. This is about changing how the industry thinks, operates or creates value — not simply delivering a successful project.

WHO SHOULD APPLY?

Established leaders with a strong track record of pioneering change and influencing the wider industry.

WHAT MAKES A STRONG ENTRY?

Strong entries will show how the nominee has challenged established thinking, created new opportunities, built something that didn't previously exist, influenced others or fundamentally changed how retail media works. Evidence of sustained industry impact is particularly important.

IN SHORT

"I have changed the industry, not just my organisation."



RISING STAR



WHAT'S IT FOR?

Recognises a someone early in their retail media career who is already making an exceptional impact and showing clear potential to become a future industry leader.

WHO SHOULD APPLY?

Emerging talent who may not have years of experience but can demonstrate significant achievements, influence and momentum.

WHAT MAKES A STRONG ENTRY?

Strong entries will show what the nominee has achieved relative to their career stage, how they have taken initiative, influenced others, solved problems, delivered results and demonstrated leadership potential.

IN SHORT

“I’m early in my career, but I’m already making a big impact.”

CREATIVE EXCELLENCE

WHAT'S IT FOR?

Celebrates outstanding creativity in retail media — from campaigns and experiences to new ways of connecting brands, retailers and consumers.

WHO SHOULD APPLY?

Someone working in creative, marketing, media, content, campaign or client roles who have produced distinctive, effective creative work.

WHAT MAKES A STRONG ENTRY?

Strong entries will demonstrate original thinking, creative ambition, execution and impact. Show what made the work different, why the creative approach mattered and what it achieved for the brand, retailer or consumer.

IN SHORT

“I created exceptional, distinctive work that made an impact.”



TECH PIONEER

WHAT'S IT FOR?

Recognises someone using technology to push retail media forward — through AI, automation, platforms, ad tech, martech, product development or other technical capabilities.

WHO SHOULD APPLY?

Someone whose primary contribution is technology-led, including those working in product, engineering, ad tech, platforms, AI or technical innovation.

WHAT MAKES A STRONG ENTRY?

Strong entries will show what technology problem was being solved, what was built or introduced, how it changed what was possible and the resulting impact. The technology should be central to the achievement.

IN SHORT

“I build or use technology to change what retail media can do.”



DATA & MEASUREMENT PIONEER



WHAT'S IT FOR?

Celebrates someone transforming how retail media uses data — from measurement and attribution to analytics, insights, audience strategy and proving commercial effectiveness.

WHO SHOULD APPLY?

Someone working in data, analytics, measurement, insights, audience strategy or effectiveness.

WHAT MAKES A STRONG ENTRY?

Strong entries will show how the nominee has made data more useful, improved measurement, created better insights, solved attribution challenges or helped demonstrate the true value of retail media.

IN SHORT

“I use data and measurement to understand, optimise and prove what retail media is doing.”

ALLY OF THE YEAR

WHAT'S IT FOR?

Recognises a man or non-binary person in retail media who actively champions women, creates opportunities for them to succeed and uses his influence to drive meaningful change. This is about action and impact — not simply being supportive.

WHO SHOULD APPLY?

Someone at any career stage who can demonstrate a sustained and tangible contribution to supporting, developing and advancing women in retail media.

WHAT MAKES A STRONG ENTRY?

Strong entries will show specific examples of mentoring, sponsorship, advocacy, creating opportunities, challenging bias, improving women's visibility or helping women progress. Being supportive isn't enough — there should be meaningful action and impact.

IN SHORT

"I don't just support women — I actively use my influence to help them succeed."



RETAIL MEDIA LEADER OF THE YEAR

WHAT'S IT FOR?

Celebrates exceptional leadership within retail media — inspiring teams, setting a clear vision, delivering results and helping shape the future of a business or organisation.

WHO SHOULD APPLY?

Senior leaders with responsibility for people, strategy and/or significant commercial outcomes.

WHAT MAKES A STRONG ENTRY?

Strong entries will demonstrate leadership of people, strategic direction, business performance and organisational impact. Judges should see how the nominee has built teams, made important decisions, navigated challenges and delivered results through others.

IN SHORT

“I lead people, strategy and performance exceptionally well.”



COMMERCIAL IMPACT AWARD



WHAT'S IT FOR?

Recognises someone who has delivered exceptional, measurable business results through retail media — whether through revenue growth, advertiser performance, new business, efficiency, profitability or another commercial outcome.

WHO SHOULD APPLY?

Someone at any career stage who can demonstrate clear and measurable commercial results.

WHAT MAKES A STRONG ENTRY?

Strong entries will clearly show the challenge, action and quantified outcome. Revenue, growth, profitability, efficiency, client results, advertiser performance or other meaningful commercial measures should be evidenced wherever possible.

IN SHORT

“Here are the measurable business results I delivered.”

INNOVATION AWARD

WHAT'S IT FOR?

Celebrates someone who has introduced a genuinely new idea, approach, proposition or way of working that has moved retail media forward.

WHO SHOULD APPLY?

Someone at any career stage who can demonstrate meaningful innovation. This could be a product, proposition, business model, process, campaign or approach.

WHAT MAKES A STRONG ENTRY?

Strong entries will explain what was genuinely new, what problem it solved, why it was different, how it was implemented and what changed as a result. Innovation doesn't have to mean technology — it means doing something meaningfully differently.

IN SHORT

“I introduced something genuinely new — and it changed what was possible.”



PEOPLE & CULTURE CHAMPION

WHAT'S IT FOR?

Recognises someone who is making retail media a better place to work through leadership, inclusion, talent development, wellbeing, culture, progression or creating opportunities for others.

WHO SHOULD APPLY?

People leaders, HR and talent professionals, managers and anyone actively improving the experience and opportunities of others.

WHAT MAKES A STRONG ENTRY?

Strong entries will demonstrate tangible improvements to people's experiences, progression, development, inclusion, retention, wellbeing or access to opportunity. The strongest entries will show evidence of what changed because of the nominee's actions.

IN SHORT

"I have changed the experience and opportunities for people around me."



INDUSTRY BUILDER AWARD



WHAT'S IT FOR?

Celebrates someone who goes beyond their own organisation to build and strengthen the wider retail media industry through communities, education, events, standards, mentoring, collaboration or advocacy.

WHO SHOULD APPLY?

Someone actively contributing to the wider retail media ecosystem rather than focusing solely on their own organisation.

WHAT MAKES A STRONG ENTRY?

Strong entries will demonstrate how the nominee has brought people together, shared knowledge, developed talent, created communities, raised standards, supported collaboration or helped build the infrastructure of the industry.

IN SHORT

“I have actively built the retail media community and ecosystem.”

VOICE OF RETAIL MEDIA

WHAT'S IT FOR?

Recognises someone who is shaping the industry's conversation and influencing how retail media is understood, debated and developed.

WHO SHOULD APPLY?

Thought leaders, speakers, writers, commentators, educators and advocates who have developed a distinctive and influential voice.

WHAT MAKES A STRONG ENTRY?

Strong entries will demonstrate reach, credibility and influence. This could include speaking, writing, research, education, commentary, social content, media appearances or other platforms — but the key is evidence that the nominee is genuinely influencing how people think about retail media.

IN SHORT

“I influence the industry's thinking and conversation.”



WHICH AWARD IS BEST FOR YOU?

Have I changed the industry?

TRAILBLAZER

Am I early in my career but already making an exceptional impact?

RISING STAR

Have I created exceptional, distinctive work?

CREATIVE

Am I early in my career but already making an exceptional impact?

TECH

Have I used data and measurement to understand, optimise or prove retail media?

DATA

Am I a man who actively uses my influence to help women succeed?

ALLY

Do I lead people, strategy and performance exceptionally well?

LEADER

Can I prove exceptional measurable business results?

COMMERCIAL

Have I introduced something genuinely new?

INNOVATION

Have I improved people's experience, development or opportunities?

CULTURE

Have I helped build the wider retail media ecosystem?

BUILDER

Do I influence how the industry thinks and talks about retail media?

VOICE

FAQS



WHO CAN APPLY

Our awards are open to all women, including trans women, as well as non-binary people. The ally award is aimed at men and non-binary people.

CAN I NOMIATE MYSELF

Yes, absolutely. At Women in Retail Media we encourage this - if you meet the criteria for an award.

ENTRIES

The awards are based in London, but nominations are open globally.

THANK YOU & GOOD LUCK

For more information, sponsorship opportunities or ticket enquiries
please contact us:



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