



WOMEN IN RETAIL MEDIA

AWARDS EVENING 2025

The background image shows a river scene in London. On the left, the London Eye is visible. In the center, there are historic buildings along the riverbank. On the right, a blue and red tugboat is docked. The text is overlaid on this scene.

6TH NOVEMBER 2025

TATTERSHALL CASTLE,

LONDON

A photograph of three women in conversation, overlaid with a semi-transparent red filter. The woman in the center is looking towards the right, while the woman on the right is looking towards the center. The woman on the left is partially visible in profile. The text is centered over the image in a large, bold, white sans-serif font.

**LET'S HAVE AN AWARDS
NIGHT, BUT MAKE IT FAIR**

64% OF BUSINESS
AWARDS REQUIRE
AN ENTRY FEE



**SO HOW CAN WE MAKE AWARDS
OPEN TO EVERYBODY?**



**WE MAKE IT FREE
TO ENTER**

HOW WOMEN IN RETAIL MEDIA IS CHANGING IT UP

FREE ENTRY

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

APPLICANTS

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

#1 FAN

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

A photograph of four women in conversation, overlaid with a semi-transparent red filter. The women are positioned around the frame, with one in the center foreground looking towards the camera and smiling. The others are in profile or three-quarter view, engaged in conversation. The text 'HOW TO NOMINATE' is centered over the image in a large, white, bold, sans-serif font.

HOW TO NOMINATE

HOW TO NOMINATE

CHOOSE

The right award for you or your colleague. (yes, you can and should nominate yourself)

APPLY

Fill out the nominations form on our website - [Women in Retail Media Awards 2025](#)

SHARE

ALL nominations will go through to a public vote before a judges vote - so share with your network

WHAT TO SHARE

ELEVATOR PITCH

Word count
(150)

Provide a concise executive summary of the nominee capturing their key achievements and impact they've had. This should be a brief compelling description of who they are, what they've accomplished, and the value they bring. This will be shared for the public vote.

KEY ACHIEVEMENTS AND RECOGNITION

Word count
(500)

In this section provide a detailed overview of the nominee's key accomplishments and how they achieved them.

PROVE IT

Word count
(300)

Provide evidence and metrics that support the nominee's achievements and impact.



TOP TIPS

Be specific – use real examples and measurable results.

Tell a story – make it engaging and inspiring.

Keep it clear – avoid unnecessary jargon.

*Back up your claims – with evidence or testimonials **upload files***

KEY DATES

Nominations
open

21st August

Nominations
close

16th September

Voting open

17th September

Voting close

1st October

Judges Vote

2nd October -
8th October

Final nominees
shared

9th October

Awards Evening

6th November

A photograph of four women in professional attire, smiling and engaged in conversation. The image is overlaid with a semi-transparent red filter. The word "AWARDS" is centered in white, bold, sans-serif capital letters.

AWARDS

AWARDS

Trailblazer of the Year

Recognising a woman who has led ground breaking initiatives in retail media.

Rising Star Award

Celebrating emerging talent showing exceptional promise and ambition in retail media.

Creative Excellence Award

Recognising outstanding creativity in a retail media campaign, from concept to execution.

Tech & Data Pioneer

Celebrating innovation in technology, data analytics, or automation that drives retail media performance.

Ally of the Year

Recognising a person (any gender) who has shown exceptional support and advocacy for women in retail media.

TRAILBLAZER OF THE YEAR

Recognising a woman who has led ground breaking initiatives in retail media

Entry Requirements:

- Must have at least 3 years of experience in retail media.
- Demonstrated innovation, leadership, and measurable industry impact in the past 12 months.
- Evidence of a project or campaign that significantly shifted strategy, revenue, or engagement.

RISING STAR AWARD

Celebrating emerging talent showing exceptional promise and ambition in retail media.

Entry Requirements:

- Must have under 5 years' industry experience.
- Demonstrated measurable achievements or leadership in at least one major project.
- Strong potential for long-term industry impact.

CREATIVE EXCELLENCE AWARD

Recognising outstanding creativity in a retail media campaign, from concept to execution.

Entry Requirements:

- Campaign launched within the last 12 months.
- Demonstrated measurable engagement or sales uplift.
- Clear evidence of innovative storytelling, design, or creative strategy.

TECH AND DATA PIONEER

Recognising outstanding creativity in a retail media campaign, from concept to execution.

Entry Requirements:

- Contribution must have been implemented within the last 18 months.
- Measurable impact on efficiency, targeting accuracy, or ROI.
- Evidence of innovation's scalability or influence on industry best practice.

ALLY OF THE YEAR

Recognising a person (any gender) who has shown exceptional support and advocacy for women in retail media.

Entry Requirements:

- Evidence of mentorship, sponsorship, or advocacy for women in the industry.
- Measurable positive outcomes from their support.
- Peer or mentee testimonials encouraged.

FAQS

Who can apply Our awards are open to all women, including trans women, as well as non-binary people. For the ally award, this is also open to men.

Can I nominate 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.

Supporting Material You can submit supporting material alongside your entry. You have the freedom to supply any other relevant support material that you feel will strengthen the entry. This may include (but is not limited to) infographics, charts, financial data, imagery, video content, creative output, reference material and testimonials. Recommendations and testimonials are welcomed.

A group of people, mostly women, are shown in profile or semi-profile, facing right. The image is heavily filtered with a solid red color, making the subjects appear as silhouettes with some internal detail visible. They are arranged in a cluster, suggesting a social gathering or a group photo.

THANK YOU

ELLIE@WOMENINRETAILMEDIA.CO.UK

SUZY@WOMENINRETAILMEDIA.CO.UK