

68TH ANNUAL GOLDEN TRUMPET AWARDS



Categories

The Golden Trumpet Awards recognize the best in communications across strategy, execution, and impact.

For 2026, the category structure has been updated to reflect how communications work is developed today. Campaigns are no longer defined by a single tactic or outcome. The work across our industries is built across multiple dimensions.

To better represent that work, categories are organized into three areas:

- **Campaign Excellence** recognizes the overall strategy and effectiveness of a communications program.
- **Channel & Execution** recognizes how that work was brought to life across specific platforms and formats.
- **Sector & Mission** recognizes the industry, audience, or purpose the work was designed to serve.

Many submissions may be eligible across multiple categories within these areas. Entrants are encouraged to consider where their work demonstrates strength across strategy, execution, and context.

Campaign Excellence

Recognizes the strategy, planning, and overall effectiveness of a communications program or campaign.

Advocacy

Programs that shaped public perception or influenced behavior on behalf of an organization, cause, or issue.

Community Relations

Programs that built meaningful relationships with specific communities through engagement, education, or outreach.

Crisis Communications

Programs that effectively managed issues or crises impacting reputation, operations, or stakeholder trust.

Integrated Civic Communications

Programs that combined communications, marketing, and public engagement to support civic initiatives or public awareness efforts.

Integrated Marketing Communications

Programs that unified multiple communications and marketing disciplines, including paid, earned, shared, and owned strategies, into a cohesive effort.

Internal Communications

Programs designed to inform, engage, and align employees, members, or internal stakeholders.

Multicultural Communications

Programs designed to authentically engage and connect with multicultural or diverse audiences.

Public Affairs

Programs addressing public policy, social issues, or regulatory matters through strategic communications.

Reputation Communications

Programs focused on building, protecting, or evolving organizational reputation, including corporate positioning, executive visibility, and stakeholder trust.

Channel & Execution

Recognizes excellence in how communications strategies are developed, expressed, and delivered across specific platforms and formats.

Audio/Podcast Communications

Use of audio storytelling, podcasts, or voice-driven content to engage audiences and communicate key messages.

Content Marketing

Content-driven programs designed to inform, engage, and drive audience action, including thought leadership initiatives that build credibility and authority.

Influencer/Creator Campaigns

Programs that leveraged influencers, creators, or subject-matter experts to expand reach, relevance, and credibility.

Media Relations

Strategic engagement with media to generate coverage, shape narratives, and reach

target audiences.

Publications/Longform Content

Annual reports, blogs, books, magazines, newsletters, and other longform or thought leadership content that demonstrate strong storytelling, editorial strategy, and audience engagement.

Social Media Strategy

Strategic use of social platforms to engage audiences, build community, and drive measurable outcomes.

Special Events/Experiential

Events or experiences designed to engage audiences in a meaningful and memorable way.

Video/Visual Storytelling

Use of video or visual content to communicate messages, tell stories, and enhance brand or campaign impact.

Websites/Digital Experience

Digital platforms that effectively communicate, engage users, and deliver a strong and intuitive user experience.

Sector & Mission

Recognizes excellence within specific industries, sectors, or mission-driven contexts.

Arts & Entertainment

Programs promoting arts organizations, cultural institutions, entertainment properties, media, or other creative productions.

Association Communications

Programs developed for associations, membership organizations, or professional societies.

B2B/Business Services

Programs targeting business audiences, including professional services, industrial sectors, and enterprise solutions.

Consumer/Lifestyle

Programs promoting consumer brands, products, or services aligned with lifestyle audiences.

Corporate Social Responsibility/Social Impact

Programs demonstrating organizational commitment to social, environmental, or community impact, including sustainability, philanthropy, and purpose-driven initiatives.

Education

Programs supporting educational institutions, initiatives, or learning-focused organizations.

Food & Beverage

Programs supporting food and beverage brands, products, or experiences.

Government/Public Sector

Programs developed for government entities or public institutions.

Healthcare/Medical

Programs focused on healthcare organizations, services, or public health initiatives.

Nonprofit Communications

Programs developed by or for nonprofit organizations, including fundraising, advocacy, and mission-driven initiatives.

Sports & Athletics

Programs promoting sports organizations, teams, leagues, events, or athletic initiatives.

Remaining Questions

Review the How to Enter document for best practices. If you have additional questions, contact: **office@publicity.org**.