

68TH ANNUAL GOLDEN TRUMPET AWARDS



How to Enter

The Golden Trumpet Awards recognize the best in communications across strategy, execution, and impact. For more than six decades, the program has set a standard for work that not only delivers results, but shapes organizations, influences audiences, and moves the industry forward.

To ensure your work is evaluated at its strongest, follow the guidance below as you prepare your submission.

1. Review the Eligibility & Rules

Before you begin, confirm your work qualifies and you're ready to submit.

- Work must be completed primarily in 2025
- Entries must be connected to the Chicagoland region in some way
- Both members and non-members may enter
- You may submit the same work to multiple categories

Related Resource: [Eligibility & Rules](#)

2. Choose the Right Category

Entries are organized into three areas:

- **Campaign Excellence:** overall strategy, planning, and effectiveness
- **Channel & Execution:** how the work was delivered across platforms
- **Sector & Mission:** the industry or audience served

Select the category where your work demonstrates the strongest performance. Many entries may be eligible in more than one category.

Related Resource: [Categories](#)

3. Prepare Your Entry Before Writing

Before drafting your submission, take time to organize your thinking. If the thinking isn't clear, the entry won't be either

- **Define your story:** What is the core challenge, and what changed as a result of your work?
- **Confirm your objectives:** Are they specific, measurable, and tied to the problem you were solving?
- **Gather your results:** Identify the metrics that best demonstrate impact (not just activity)
- **Align your narrative:** Make sure your objectives, strategy, execution, and results connect logically

Guiding Tip: *If you can't clearly explain how your results tie back to your objectives, refine your story before you start writing.*

4. Structure Your Entry Clearly

All submissions should be written as a clear, concise narrative. Strong entries are easy to follow and directly connect strategy to results. Use the following structure:

Objectives

- What was the challenge or opportunity?
- Who was the target audience?
- What were the specific, measurable goals?

Strategy & Execution

- What insights informed the approach?
- What strategy was developed?
- What tactics were executed?

Creativity

- What made the work distinctive?
- How did creativity support the strategy?

Results & Impact

- What outcomes were achieved?
- How do results connect to the objectives?
- Include measurable results (quantitative and qualitative)

Related Resource: [Judging Criteria](#)

5. What Strong Entries Do Differently

Strong entries are clear, focused, and intentional. They connect every part of the work, from the initial challenge to the final results.

Strong entries:

- Show clear alignment between objectives, strategy, execution, and results
- Use specific, measurable goals
- Demonstrate impact beyond basic outputs (not just impressions)
- Tell a clear, easy-to-follow story from start to finish

Weaker entries often:

- Use vague or implied objectives
- Present tactics without clear strategic rationale
- Rely primarily on outputs instead of outcomes
- Are dense, unclear, or difficult to follow

Guiding Tip: *The best narratives tend to be 1,000 words or less. Clarity matters. Simplicity wins.*

6. Supporting Materials

You may include links or files to support your submission. Only include materials that directly strengthen your case. More is not better.

Guiding Tip: *Use the “Related Websites” section of the application to link to a file drive or supporting content.*

Questions

If you still have questions, contact office@publicity.org.