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Chief Marketer Announces the 2023 Pro Award Finalists

Recognizing campaigns demonstrating promotional marketing excellence.

New York, NY (November 15, 2023)—Chief Marketer, the marketing industry’s power portal for marketers that brings together ideas and perspectives from the industry at large, is pleased to unveil the 2023 Pro Award Finalists. Each year, an exclusive group of agencies are selected to represent the best and brightest firms in PR and Communications.

The 2023 Pro Award Winners include:

- Octagon Agency and Mastercard
- Factory 360 and Meta
- Infinity Marketing and HP, Inc.
- Quench and Sun-Maid
- Zenith and Walmart
- HelloFresh
- X-FCTR and Target
- Jack Morton Worldwide and Adidas
- Opus Agency and Google Cloud
- Legacy Marketing and Babybel
- Upshot and Modelo
- Inspira Marketing and Barone Fini
- Nonsense and Trimble
- TLC Worldwide and Tommy Hilfiger
- HANGAR12 and Kernel Season’s
- EWI Worldwide and Subaru

[View all winners and honorable mentions.](#)

“This year’s winners demonstrate promotional marketing’s evolution and innovation, which continues to deliver exceptional campaign results for some of the world’s top brands,” says Kaylee Hultgren, Content Director at Chief Marketer. “Through combining tried-and-true tactics like contests and sampling with newer trends, from sonic branding to gamification to metaverse marketing, these impressive campaigns are shining examples of promotional marketing’s ability to drive demand amid an increasingly fragmented marketplace.”

For questions about advertising, contact Dara Brooks at dbrooks@accessintel.com. For questions about entering a campaign for the 2024 program, contact Megan Sigg at msigg@accessintel.com

About Chief Marketer

Chief Marketer is one-stop “power portal” for marketers that brings together ideas and perspectives from the industry at large. Our audience trusts our editors to curate information for them—so they don’t have to. Chief Marketer is owned by Access Intelligence, a leading worldwide information, and marketing company that provides unparalleled business intelligence and integrated marketing solutions in nearly a dozen global market sectors. For more information, visit www.chiefmarketer.com.