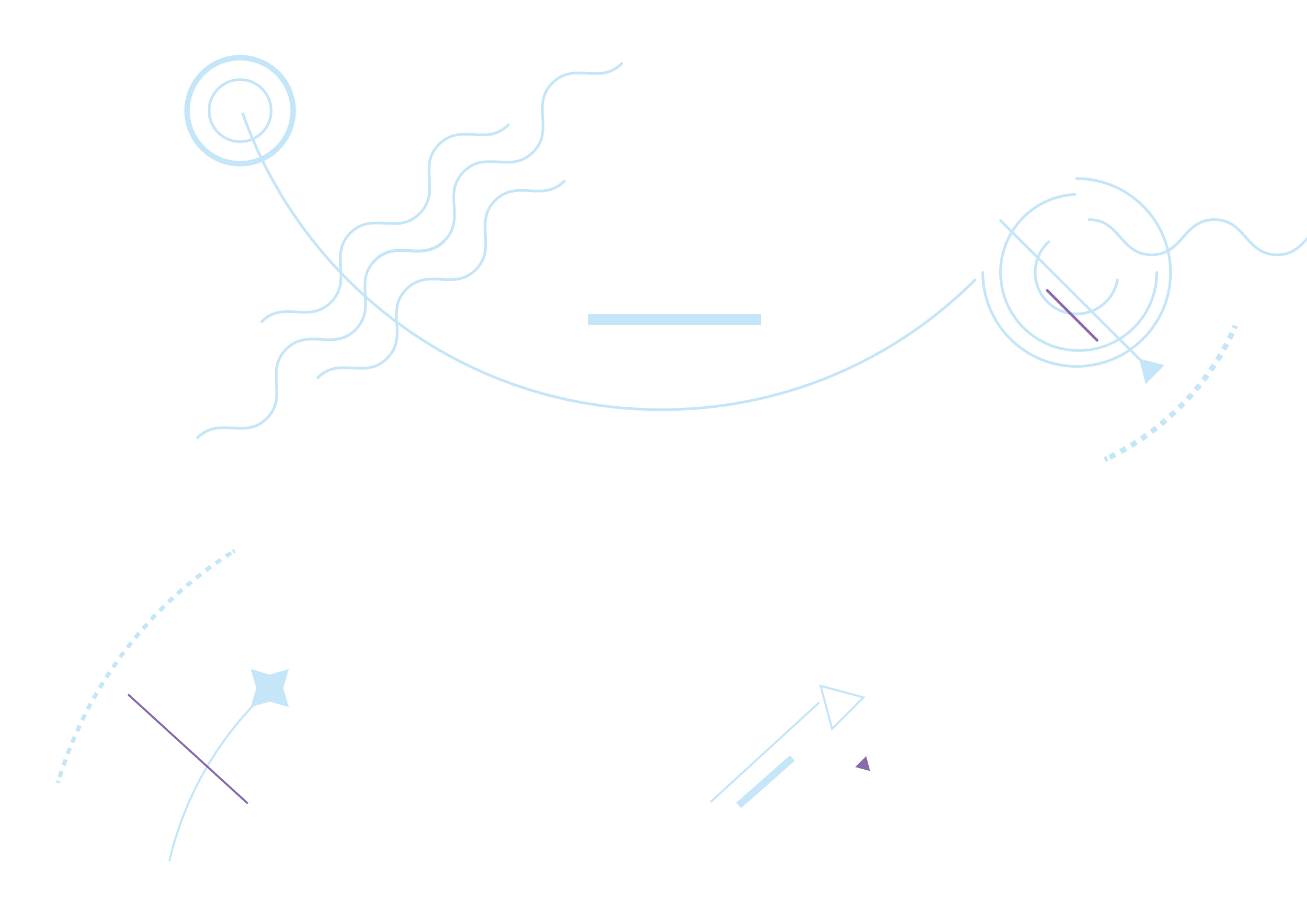




Your Entry Guide for the
LinkedIn Marketing Awards
2018



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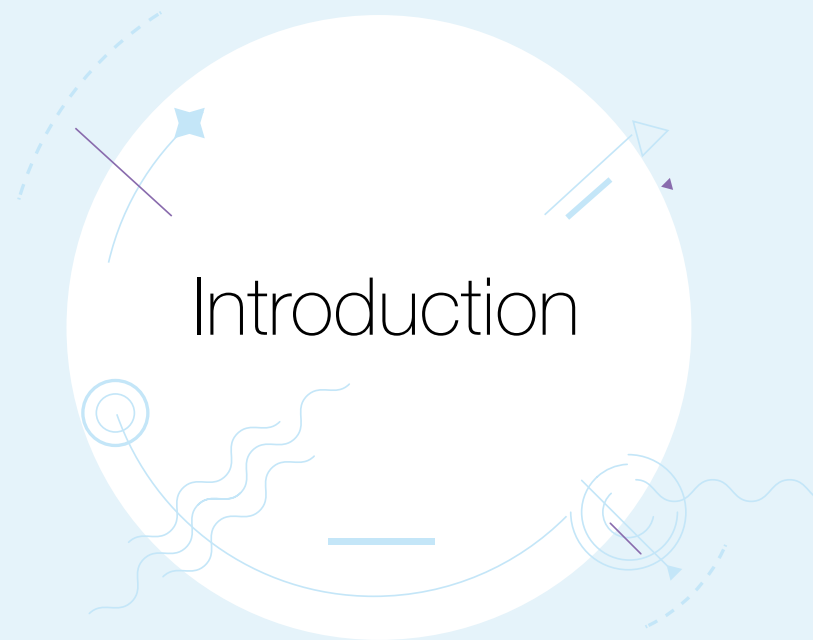
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Introduction

As a B2B marketer, the LinkedIn Marketing Awards are your time to shine – and this year, we’ve made it easier than ever to step up and do exactly that.

In this entry guide, you’ll find all of the information you need to put together a winning entry or entries and help us celebrate the best B2B marketing on LinkedIn. Read through our awards categories, choose those most relevant for your work, use our checklist to help put together a concise and compelling entry, and then follow our instructions to submit your entry in five simple steps.

For extra guidance, our awards category descriptions include breakdowns of how each award will be scored by our judges, so you know which points to emphasise in your entry. You’ll find additional inspiration in our summary of last year’s winning campaigns, which include the points in their entries that judges were most impressed by.

We’re very proud of the great B2B marketing that takes place on LinkedIn – and we can’t wait to hear about the work that has made the biggest difference to you and your business.

STEP UP, IT’S YOUR TIME TO SHINE!

LinkedIn Marketing Award Categories 2018

The LinkedIn Marketing Awards have eight categories, which are open to any business operating in EMEA that uses LinkedIn to market to other businesses.

You can enter as many campaigns as you like, and you can enter any campaign into as many categories as you think are relevant. Some awards have categories for businesses of different sizes – others have one category that is open to all.

All award categories require you to upload creative examples from your campaign. The examples you choose can involve any use of LinkedIn formats or features, from thought-leadership posts to examples of Sponsored Content, video assets, Sponsored InMail, Text Ads, even status updates and employee profiles. You'll be asked to upload creative examples when you fill in your entry details on our Awards website (see page 13 for more details).

HERE ARE THE DETAILS OF OUR EIGHT AWARDS CATEGORIES:

1. BEST B2B BRAND CAMPAIGN

2. BEST B2B BRAND CAMPAIGN – SMB (open to businesses with fewer than 200 employees)

Recognising the most creative and effective campaigns that drive brand awareness and change perceptions on LinkedIn. Judges will look for a creative approach to achieving brand marketing objectives with a clear strategy that flows through into measurable results.

SUBMISSION BREAKDOWN	WHAT JUDGES WILL BE LOOKING FOR?	% OF VOTE
Strategy	Clear marketing and business objectives, including how you identified your target audience and their needs, the marketing challenges you overcame, and your use of research and strategic planning	30%
Execution	The details of the campaign including examples of your creative and content, and the effectiveness of your targeting and tactical placements. Include the way you leveraged the features of LinkedIn's products and platform, and your approach to optimisation	40%
Results	Compelling evidence of brand impact effectiveness. This can include CTR and audience engagement rates. However, make sure to include brand metrics like NPS, brand awareness surveys, and data on improved customer perceptions if you have them available	30%

3. BEST B2B LEAD GENERATION**4. BEST B2B LEAD GENERATION – SMB**

(open to businesses with fewer than 200 employees)

Marketing that delivers the most effective and strategic lead generation on LinkedIn. Judges will be looking for campaigns that delivered the quality and quantity of leads to meet or exceed a business's objectives, with measurable benefits to the bottom line.

SUBMISSION BREAKDOWN	WHAT JUDGES WILL BE LOOKING FOR?	% OF VOTE
Strategy	Clear lead generation objectives that are linked to your business strategy. Include how you identified the lead generation needs of your business, how you defined your target audience and how you understood their needs	30%
Execution	The details of the campaign including examples of your creative and/or content and the effectiveness of your targeting and tactical placements. Include the way you leveraged the features of LinkedIn's products and platform, and your approach to optimisation	30%
Results	Clear evidence of business benefits. This could include the quantity and quality of leads (be that inquiries, MQL, SQLs, closed deals), growth of your sales pipeline, increased pipeline velocity, ROI/ROAS calculations, the sales and revenue that you generated, and qualitative feedback from sales about the quality and value of the leads you delivered	40%

5. MOST INNOVATIVE

Recognising innovative and original work that leverages the B2B marketer's understanding of LinkedIn's insights, audience needs, product, features or platform. This may or may not include using paid media. Judges will be looking for an original approach through smart use of LinkedIn audience targeting, original storytelling or clever leveraging of LinkedIn platform capabilities.

SUBMISSION BREAKDOWN	WHAT JUDGES WILL BE LOOKING FOR?	% OF VOTE
Strategy	Clearly defined marketing and business objectives and an original, innovative approach to meeting them	30%
Execution	The details of the campaign including examples of your creative, content and targeting that show how you leveraged your understanding of LinkedIn opportunities in an original way.	50%
Results	Evidence of effectiveness against marketing objectives	20%

NEW CATEGORY FOR 2018

6. BEST B2B VIDEO

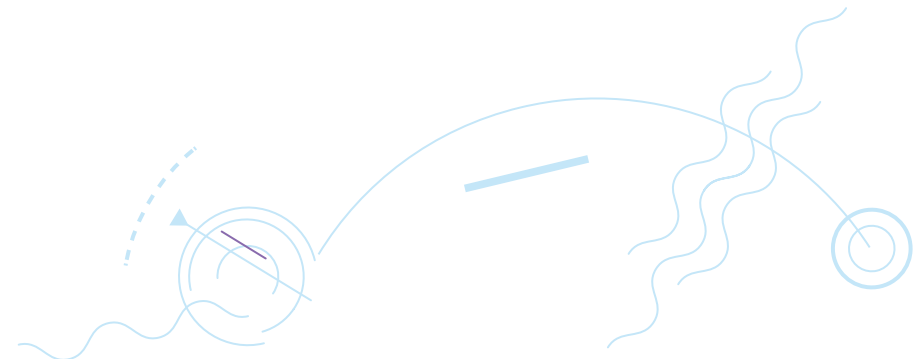
Marketers that are driving measurable results through video content on the LinkedIn platform. Examples of video content can include creative advertising, long form or short form video content, storytelling, thought-leadership content and animation. The judges will be looking for video content that achieves clearly defined marketing objectives that could include brand awareness, engagement and lead generation.

SUBMISSION BREAKDOWN	WHAT JUDGES WILL BE LOOKING FOR?	% OF VOTE
Strategy	Clear marketing and business objectives that led the development of your video content	30%
Execution	The details of the campaign including examples of your video content and the effectiveness of your targeting	40%
Results	Evidence of effectiveness against marketing objectives for example view rates, completion rates, social engagement	30%

7. BEST B2B THOUGHT LEADERSHIP CONTENT

Recognising the businesses and brands that raise awareness, own the conversation and elevate reputation through the quality of B2B content that they share on LinkedIn. The content can take any format: white papers, ebooks, video, infographics, long and short-form posts. The category is open to both content programmes that demonstrate sustained effectiveness and single items of content that achieve impact and influence. Thought leadership content can be from individuals, brands and agencies.

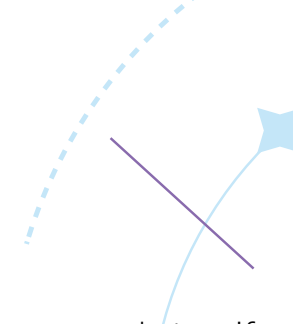
SUBMISSION BREAKDOWN	WHAT JUDGES WILL BE LOOKING FOR?	% OF VOTE
Strategy	How your content aligned to clear marketing and business objectives, and how you balanced this with an understanding of your audience's needs	30%
Execution	Submit examples to show the creativity, quality and originality of your content, and how you reached your target audience	40%
Results	Evidence of the impact and influence of your content and the business benefits it delivered. This could include view rates, engagement rates, organic reach and sharing, and evidence of success in changing customer perceptions	30%



8. PEOPLE'S CHOICE

Our final award is for the B2B marketing that most inspires B2B marketers – shortlisted by our internal judges, then decided by public vote.

The winning submission (selected from the shortlisted submissions) will be determined by the highest volume of votes from the public. Any member of the public can cast one vote on the Awards Site for any of the shortlisted finalists across all categories.



Your checklist for writing a winning entry

All of our awards share the same online entry form, with the same three sections to complete. If you want to enter your campaign for more than one award, you only need to complete the form once – and you can then copy the information to your entries for other categories (see page 13 for instructions on how to do this).

Each section of the entry form has a word limit and we have designed the form so that you can submit a winning entry using 1,000 words or less. Aim to keep the sections of your entry concise and focus on the most relevant information for the awards you are entering. You can find a description of all our awards categories, along with guidance on how each award will be judged, on pages 15 and 16.

HERE'S A QUICK CHECKLIST OF WHAT TO INCLUDE IN EACH SECTION OF THE ENTRY FORM:

SECTION 1

Strategy

Write a concise summary of your campaign's strategy.

WORD LIMIT.....300

Top tips:

- Aim to demonstrate a clear strategy with a concise description of why the campaign mattered to your business
- Stress links between your objectives, your creative approach, and the results you achieved
- Make your objectives as clear and specific as possible
- Include the KPIs that you used to monitor success

SECTION 2

Execution

Describe your creative approach, including the creative assets that you used, the approach you took to targeting, and any innovative thinking that you applied. You will need to upload relevant examples of your creative here as well.

WORD LIMIT300

Top tips:

- Use the description to explain the thinking behind your creative approach and how this related to your objectives
- Include any innovative approach that you took to using LinkedIn capabilities and formats
- Include your approach to targeting, and any personalisation of your campaign to different audiences

SECTION 3

Results

Describe the results that the campaign delivered, including metrics and KPIs that are relevant to your business objectives.

WORD LIMIT300

Top tips:

- Evidence of effectiveness is an important criteria in all awards – include specific metrics where you can
- Check the Awards Categories descriptions on pages 4, 5 and 6 for the types of metrics that judges will be looking for
- You can be creative in the type of evidence you put forward – but some evidence will be needed
- Adding evidence of the benefit to the business bottom line will make your entry stronger
- In the lead generation categories, try to look beyond simple volume of leads to provide evidence of lead quality and business benefit

Inspiration from last year's winners

The campaigns that went home with LinkedIn Marketing Awards last time around are a great benchmark for what makes a winning entry. Here's a quick summary of some of last year's winners – and what impressed the judges in each case:



Drawbotics

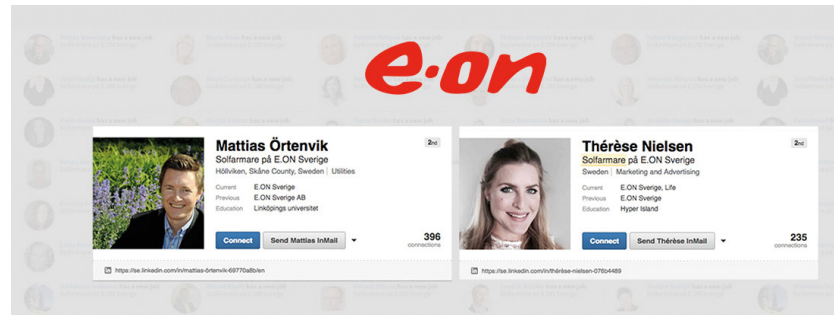
WINNER IN:

The Most Innovative Category (200 employees or fewer)

Belgium's online real estate marketplace generated hours of free media coverage by creating 3D floor plans for the sets of popular TV shows, and driving sharing on LinkedIn.

Why did it win?

Judges loved the strong, central creative concept, the innovative ways that it showcased Drawbotics' capabilities and the deliberate hook into popular culture designed to drive virality, sharing and media coverage.



E.ON

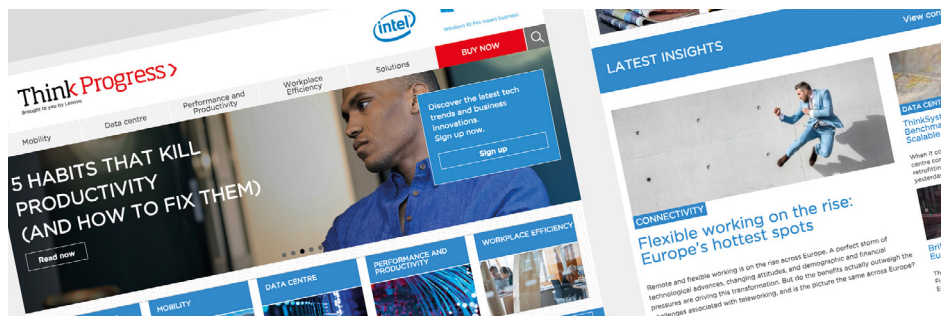
WINNER IN:

The Most Innovative Category (over 200 employees)

E.ON unlocked the power of its employees' LinkedIn networks when it asked them to add a new title, Sunfarmer, to their LinkedIn profiles. Within just a few hours, LinkedIn updates had raised awareness of the company's commitment to renewable energy amongst tens of thousands of members.

Why did it win?

Innovative use of the natural dynamics of LinkedIn to drive organic reach with no media spend.



Lenovo

WINNER IN:

Best B2B brand campaign (over 200 employees)

Lenovo's thought-leadership content under the Think Progress brand includes a mix of styles, tones and content types to engage at all points of the buying journey.

Why did it win?

Lenovo's entry showed a clear strategy for its brand-building content marketing that included understanding and aligning to local audiences' needs and interests.



ETF Securities

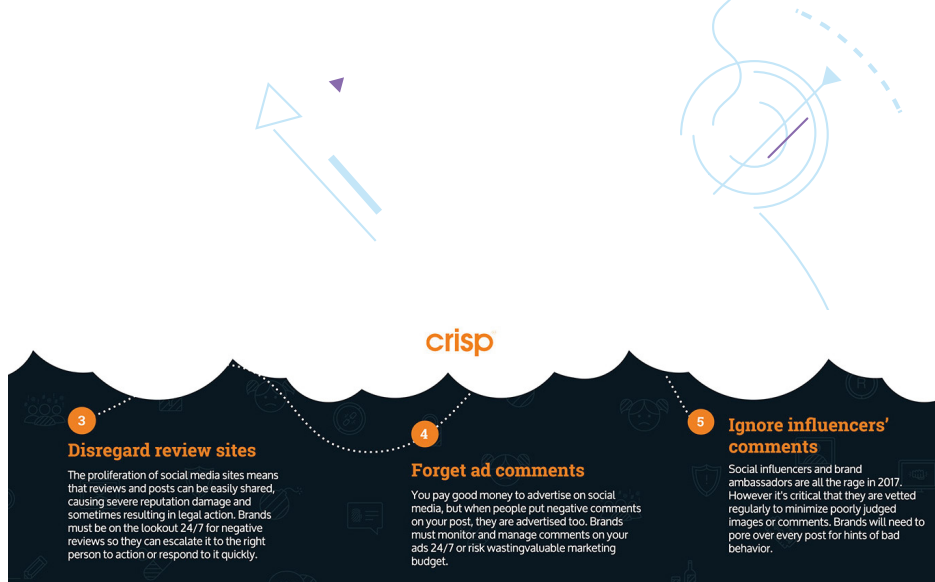
WINNER IN:

Best B2B brand campaign (200 employees or fewer)

ETF Securities created investor-related content with a difference, moving away from dry messaging with animated videos and infographics that provided weekly updates and helped to explain key investment themes.

Why did it win?

ETF Securities was able to demonstrate how its bold approach delivered significant brand benefits that flowed through to the business bottom line. The campaign beat KPI benchmarks, doubled follower numbers and drove measurable increases in take-up of investment products.



Crisp Thinking

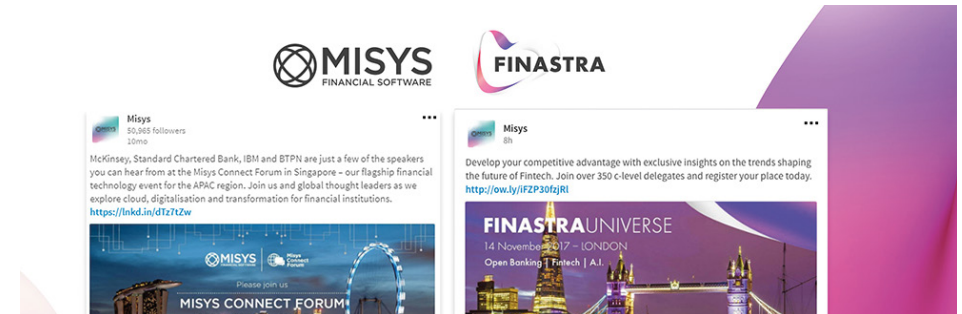
WINNER IN:

Best B2B Lead Generation (200 employees or fewer)

Crisp Thinking toolkits and guides leveraged original data and expert advice. They established the business as a global authority on social media risk, addressed target audiences' concerns directly, and generated leads.

Why did it win?

The campaign drove eye-catching results by delivering 258% of its lead generation targets and halving CPL. The entry showed how this was linked to the strategy that the business developed, and the way it developed content to meet priority audience needs.



Finastra (formerly Misys)

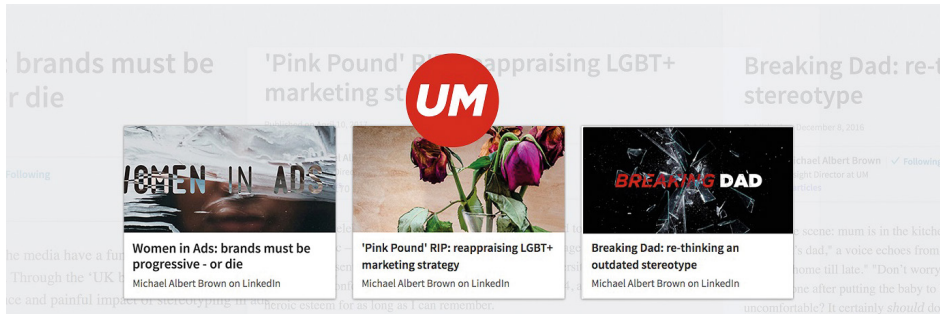
WINNER IN:

Best B2B Lead Generation (over 200 employees)

Leveraging Sponsored Content and Sponsored InMail helped the financial services software business drive event registrations amongst a specific C-suite audience.

Why did it win?

This campaign had a clear objective around driving event registrations, and its use of Sponsored Content, Sponsored InMail and LinkedIn Lead Gen Forms was perfectly designed for this purpose. Results were very strong as well, with a focus on lead quality as well as quantity.



UM

WINNER IN:

Best B2B Thought Leadership (over 200 employees)

The 'UK by UM' series of provocative LinkedIn Influencer posts challenged the stereotypes perpetuated by the advertising industry, and generated extremely strong engagement levels for the creative media agency.

Why did it win?

Judges responded to the bold use of LinkedIn's publishing platform, including striking use of creative imagery. Using employees as ambassadors for the content broadened the scope of the discussion, and a KPI for each post to be 'trolled' at least once helped to keep the campaign true to its strategy.

How to submit your entry in five simple steps

Ready to submit your LinkedIn Marketing Awards entry?
Just follow these five steps to get your work to us:

STEP 1

Register on our Awards website by visiting

<https://linkedinmarketing.awardsplatform.com>

to create your account.

STEP 2

You'll receive a confirmation email to activate your account. Click on the link to complete your registration and you'll be ready to start submitting your entry.

STEP 3

Click 'Start Entry', choose your category and entry name and then click 'Save and Next'. Your awards entry is now saved and you can return to it at any time and complete it at your own pace.

STEP 4

Fill in the submission form. Don't forget to submit your creative examples when prompted and agree to the terms and conditions. When you've completed the form, click 'Submit Entry.'

STEP 5

If you'd like to submit the same campaign for other awards categories, you can do this with just a few clicks. Go to the 'My Entries' section of the Awards website homepage, tick the box beside your entry name and click 'Copy'. A copy of your entry will appear, and you can click into this to change the category to the next award you want to enter. You can also update your entry name, and any other details that you want to adapt for the new category.

If you have any questions on the entry process, please contact the LinkedIn team at linkedinmarketingawards@linkedin.com.

The LinkedIn Marketing Awards are waiting for you to show just how creative, innovative and important great B2B marketing is. We can't wait to celebrate the best of the work running on our platform. Step up and put yours forward.
It's your time to shine!

2018 Key Dates

CLOSING DATE

September 20th 2018

There will be lots of time to create and edit your award entries but make sure to submit before the closing date of 20 September 2018.

SHORTLIST ANNOUNCED

October 18th 2018

All entries will be examined by LinkedIn's experts, with a shortlist announced around 18 October 2018.

WINNERS ANNOUNCED

December 5th 2018

Shortlisted entries are then judged by an independent, external panel made up of B2B marketers and agencies, with our winners announced on or around 5 December 2018.

TERMS AND CONDITIONS

No Purchase Necessary; Nomination Instructions. No purchase or payment of any money is necessary to enter. A purchase will not improve the chances of winning.

Between 9:00 am London Time on 20 July 2018 and 11:59 pm London Time on 20 September 2018 (the "Nomination Period"), you (the "entrant") may nominate any company that has a business-to-business (B2B) brand ("Nominee") that ran marketing activity on LinkedIn between 8 September 2017 and 20 September 2018 ("Marketing Period") for a LinkedIn Marketing award in any of the five categories: (a) Best B2B Lead Generation; (b) Best B2B Brand Campaign; (c) Most Innovative; (d) Best B2B Video; or (e) Best B2B Thought Leadership using the website available at <http://lnkd.in/marketingawards> (the "Awards Site") by completing the Awards Site entry form (your "Submission"). The same Nominee may be nominated for multiple categories.

All Submissions must meet the following criteria:

- Your Submission must not contain confidential information of any entity or individual;
- Your Submission must be original, exclusively created and owned by entrant or Nominee, and the entrant must have all rights necessary to post and submit the Submission. This includes getting all necessary permissions from any person or company that has rights in the Submission, including the company creating the campaign client for whom the campaign was created;
- Your Submission must be submitted in English;
- Your Submission may only be submitted by uploading through the Awards Site.

LinkedIn Ireland Unlimited Company ("Sponsor") reserves the right to reject any nomination for any reason, including where a nomination has not been submitted via the Awards Site. By entering a Submission, you and Nominee give consent to receive messages from Sponsor relating to the Awards and grant Sponsor and its affiliates a nonexclusive, worldwide license to use, display, reprint, reproduce, modify, distribute, publish, and process the content of your Submission and the content of your LinkedIn profile for any LinkedIn business purpose in any medium, including for marketing materials or research papers. Your Submission may be modified, such as for spelling and grammar, before being used by LinkedIn. The LinkedIn Marketing Awards Terms and Conditions are subject to change at any time.

Nomination Period. All Submissions must be received during the dates and times specified in the Nomination Period. Sponsor will make awards based on skill – this is not a sweepstakes. Odds of a Nominee being named a Finalist or Winner (as defined below) depend on the number and quality of eligible Submissions received during the Nomination Period. Sponsor's computer is the official timekeeping device for the Nomination Period.

Eligibility. In order to be eligible, each entrant must be at least 18 years old and the age of majority in his or her jurisdiction of residence and have the right to nominate and bind a Nominee to these Terms and Conditions. Each Nominee must (i) have an office located in Austria, Belgium, Bhutan, Bosnia-Herzegovina, Bulgaria, Czech Republic, Denmark, Egypt, Finland, France, Germany, Greece, Ireland, Italy, Montenegro, Morocco, the Netherlands, Norway, Poland, Portugal, Romania, Russia, Saudi

Arabia, Slovakia, Spain, Sweden, Switzerland, Turkey, South Africa, or the United Kingdom; and (ii) must have run marketing activity (either paid media or organic posts) on LinkedIn during the Marketing Period.

Winner Selection and Prize. Sponsor will select approximately three (3) Nominees in each category that will be named finalists ("Finalists"). Eligible Finalists must provide written confirmation of their agreement to the Terms and Conditions and provide any additional requested information in order to be eligible to be a Winner (as defined below). Each Finalist will be announced on or about 18 October 2018 on the Awards Site. From the Finalists, the panel of independent judges ("Judges") will select one winner from each category ("Winners"), with the exception of the People's Choice Award, which will be decided by public votes cast on the Awards Site. Winner announcement will take place on or about 5 December 2018. Sponsor will notify Finalists and Winners within approximately ten (10) days following selection. Sponsor is not responsible for any delay or failure to receive notification for any reason. Finalists or Winners must then respond to Sponsor within fourteen (14) days. Should a Finalist or Winner fail to respond to Sponsor, Sponsor reserves the right to disqualify that Finalist or Winner and select a new one. Each winner will receive a trophy (ARV: £200).

Finalist and Winner(s) will be determined based on the following:

- Best B2B Lead Generation - SMB (up to 200 employees)**
- Best B2B Lead Generation (200 employees and over)**
 - Marketing that delivers the most effective

and strategic lead generation on LinkedIn. Campaigns that delivered the quality and quantity of leads to meet or exceed a business' objectives, with measurable benefits to the bottom line.

Best B2B Brand Campaign - SMB (up to 200 employees)

Best B2B Brand Campaign (200 employees and over)

- Recognising the most creative and effective campaigns on LinkedIn that drive brand awareness and change perceptions. Judges will be looking for a creative approach to achieving brand marketing objectives with a clear strategy that flows through into measurable results.

Most Innovative

- Recognising innovative and original work that leverages the B2B marketer's understanding of LinkedIn insights, audience needs, product, features or platform. This may or may not include using paid media. Campaigns that take an original approach through smart use of LinkedIn audience targeting, original storytelling or clever leveraging of LinkedIn platform capabilities.

Best B2B Thought Leadership Content

- Recognising the businesses and brands that raise awareness, own the conversation and elevate reputation through the quality of B2B content that they share on LinkedIn. The content can take any format: white papers, ebooks, video, infographics, long and short-form posts. The category is open to both content programmes that demonstrate sustained effectiveness and single items of content that achieve impact and influence. Thought

TERMS AND CONDITIONS

leadership content can be from individuals, brands and agencies.

Best B2B Video

- Marketers that are driving measurable results through video content on the LinkedIn platform. Examples of video content can include creative advertising, long form or short form video content, storytelling, thought-leadership content and animation. The judges will be looking for video content that achieves clearly defined marketing objectives that could include brand awareness, engagement and lead generation.

The People's Choice

- The winning submission (selected from the shortlisted submissions) will be determined by the highest volume of votes from the public. Any member of the public can cast one vote for any of the shortlisted finalists across all categories. Members of the public will be able to cast votes on the Awards Site after registering his or her email address.

The Winners will be announced on or about 5 December 2018. The Judges' decision is final and no correspondence or discussion will be entered into regarding the selection of Finalists or Winners.

Conditions of Participation; Reservation of Rights. By submitting a nomination for awards, you and your Nominee agree to abide by these Terms and Conditions and any decision Sponsor makes regarding the awards, which Sponsor shall make in its sole discretion.

Intellectual Property. Ownership of the pre-existing underlying intellectual property of the entrant or Nominee remains the property of the entrant or Nominee subject to Sponsor's rights to reprint, display, reproduce, perform, publish, use, and process the nomination and materials

and information submitted, for the purpose of administering and promoting the awards. Each entrant and Nominee hereby warrants that any nomination and other materials and information provided by him, her or it are original with entrant or Nominee and do not violate or infringe upon the copyrights, trademarks, rights of privacy, publicity, moral rights or other intellectual property or other rights of any person or entity, and do not violate any Terms and Conditions or regulations. If the nomination or information or materials provided by entrant or Nominee contain any material or elements that are not owned by entrant or Nominee and/or which are subject to the rights of third parties, entrant and Nominee each represents he, she or it has obtained, prior to submission of the nomination and information or materials, any and all releases and consents necessary to permit use of the nomination and information and materials by Sponsor in the manner set forth in the Terms and Conditions without additional compensation. Each entrant and Nominee warrants that the nomination and materials and information provided do not contain information considered by entrant, its employer, Nominee or any other third party to be confidential.

Disclaimer, Release and Limit of Liability. SPONSOR MAKES NO REPRESENTATIONS OR WARRANTIES OF ANY KIND, EXPRESS OR IMPLIED, REGARDING ANY PRIZE OR YOUR OR ANY NOMINEE'S PARTICIPATION IN THE AWARDS. BY ENTERING THE AWARDS OR RECEIPT OF ANY PRIZE, TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, EACH ENTRANT AND NOMINEE AGREES TO RELEASE AND HOLD HARMLESS SPONSOR, AND ITS SUBSIDIARIES, AFFILIATES, SUPPLIERS, DISTRIBUTORS, ADVERTISING/PROMOTION AGENCIES, AND EACH OF THEIR RESPECTIVE PARENT COMPANIES AND EACH SUCH COMPANY'S OFFICERS, DIRECTORS,

EMPLOYEES AND AGENTS (COLLECTIVELY, THE "RELEASED PARTIES") FROM AND AGAINST ANY CLAIM OR CAUSE OF ACTION, INCLUDING, BUT NOT LIMITED TO, PERSONAL INJURY, DEATH, OR DAMAGE TO OR LOSS OF PROPERTY, ARISING OUT OF PARTICIPATION IN THE AWARDS OR RECEIPT OR USE OR MISUSE OF ANY PRIZE. THE RELEASED PARTIES ARE NOT RESPONSIBLE FOR:

(1) ANY INCORRECT OR INACCURATE INFORMATION, WHETHER CAUSED BY ENTRANTS, PRINTING ERRORS OR BY ANY OF THE EQUIPMENT OR PROGRAMMING ASSOCIATED WITH OR UTILIZED IN THE AWARDS;

(2) TECHNICAL FAILURES OF ANY KIND, INCLUDING, BUT NOT LIMITED TO MALFUNCTIONS, INTERRUPTIONS, OR DISCONNECTIONS IN PHONE LINES OR NETWORK HARDWARE OR SOFTWARE;

(3) UNAUTHORIZED HUMAN INTERVENTION IN ANY PART OF THE NOMINATION PROCESS OR THE AWARDS;

(4) TECHNICAL OR HUMAN ERROR WHICH MAY OCCUR IN THE ADMINISTRATION OF THE AWARDS OR THE PROCESSING OF ENTRIES; OR

(5) ANY INJURY OR DAMAGE TO PERSONS OR PROPERTY WHICH MAY BE CAUSED, DIRECTLY OR INDIRECTLY, IN WHOLE OR IN PART, FROM ENTRANT'S OR NOMINEE'S PARTICIPATION IN THE AWARDS.

The release against death and personal injury does not apply to the extent such release is not allowed by the laws of entrants respective countries. If for any reason an entrant's nomination is confirmed to

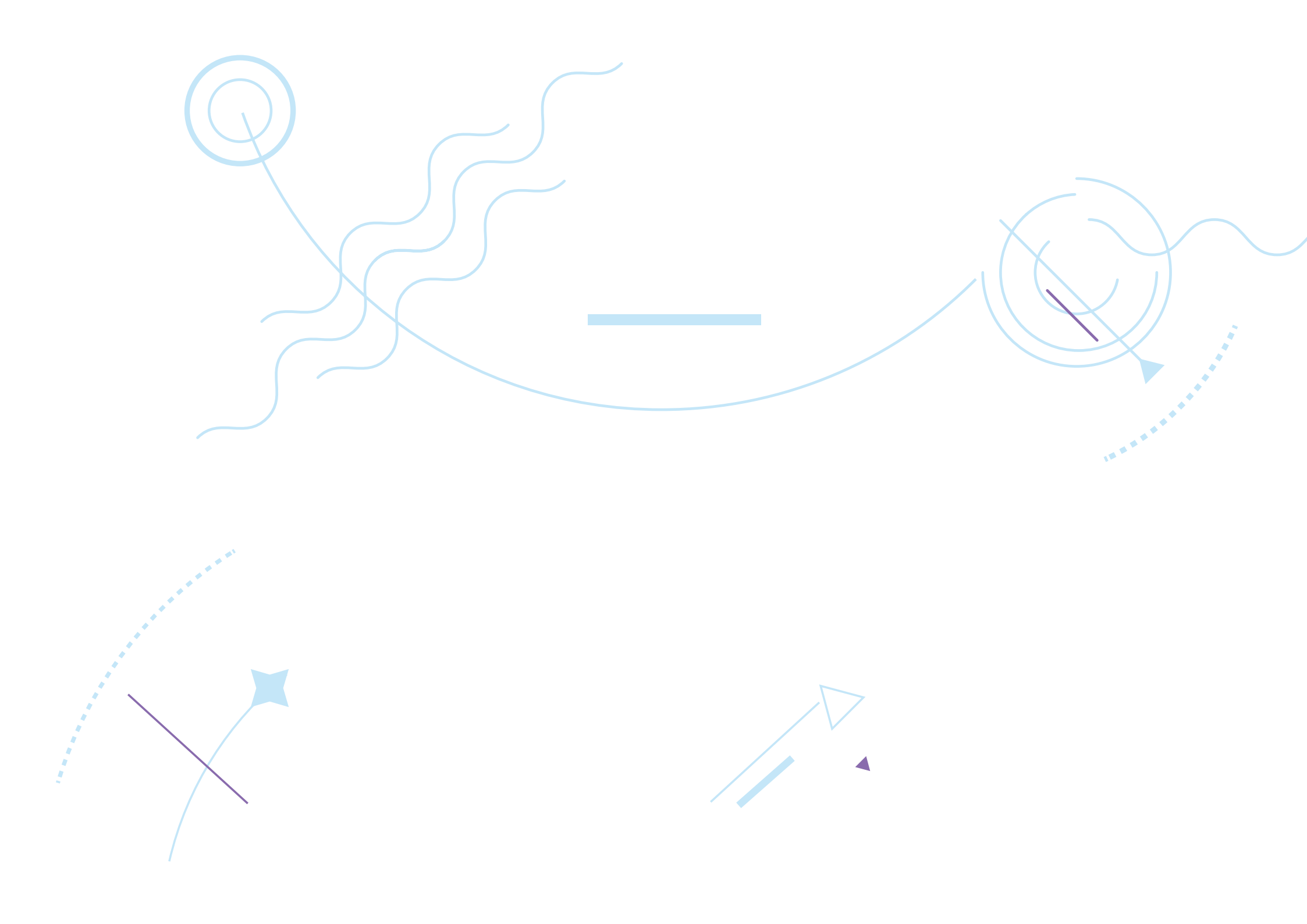
have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another nomination in the awards.

Privacy and Use of Information. Sponsor collects and uses the personal information you provide when you enter the awards for the purposes of administering the awards and prize fulfillment in accordance with its privacy policy, which may be found at http://www.linkedin.com/static?key=privacy_policy&trk=hb_ft_priv.

Governing Law; Disputes. THE AWARDS IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF IRELAND, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN THE COURTS OF DUBLIN, IRELAND. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN THE COURTS OF DUBLIN, IRELAND. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL, OR INCIDENTAL DAMAGES, INCLUDING ATTORNEY'S FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF.

Winners' List. Individuals may view the names of the winners by visiting the Awards Site.

SPONSOR. Sponsor of the awards is LinkedIn Ireland U.C., Wilton Plaza, Wilton Place, Dublin 2.





The LinkedIn Marketing Awards are waiting for you to show just how creative, innovative and important great B2B marketing is. We can't wait to celebrate the best of the work running on our platform.

Step up and enter. **It's your time to shine!**