

2025 MARCE Awards Announced: Celebrating Innovation in Experiential Marketing

The 2025 MARCE Awards recognize excellence in experiential marketing, culminating in a celebration at the Experiential Marketing Conference, March 13-14, 2025.

MIAMI, FL, UNITED STATES, January 30, 2025 /EINPresswire.com/ -- The 2025 [MARCE](#) Awards, presented by the Experience Marketing Association ([EMA](#)), are now open for entries, recognizing the brightest minds and

most creative campaigns in the experiential marketing industry. With eight diverse categories, the awards provide an opportunity for individuals and agencies to showcase their innovative work that has redefined the customer experience across multiple industries.

The MARCE Awards, held annually, celebrate the intersection of creativity, technology, and consumer engagement. Entries are currently open, and the winners will be announced during a special ceremony at the Experiential Marketing Conference ([EMC](#)) in March 2025, taking place at the Kovens Conference Center at Florida International University.

The EMC event, scheduled for March 13-14, 2025, promises to be a must-attend for marketing professionals, offering exclusive insights into the future of experiential marketing. Attendees will learn from top-tier speakers and industry leaders, gaining knowledge and strategies on how to connect with consumers in innovative ways. Topics will include everything from sensory marketing and digital engagement to storytelling and brand activation.

"We are thrilled to merge the MARCE Awards with the EMC, providing attendees with the opportunity to not only celebrate the top marketing campaigns but also discover what's next in the world of experiential marketing," said Dana Justus, EMC Board Member. "This collaboration allows us to elevate the industry by showcasing both the outstanding work of our peers and the cutting-edge ideas that will shape the future of marketing."

The EMA is a global community of like-minded entrepreneurs, salespeople, and business leaders



who share ideas, solve problems, and drive creative innovation together. Since its inception in 2005, the EMA has provided a platform for professionals to collaborate and share industry-leading customer experience solutions. Through the MARCE Awards, the EMA has honored the year's most innovative projects, setting the standard for excellence in experiential marketing. Their commitment to advancing the industry and creating meaningful experiences is evident in every aspect of the awards and the work they support.

The EMC is designed to give brands and marketers the tools they need to stay ahead in an ever-evolving landscape, while the MARCE Awards will honor those who have made a lasting impact through their creative and successful campaigns. We encourage all professionals in the field to join us for this exciting event, and to submit their entries for the MARCE Awards to gain recognition for their exceptional work.

About the MARCE Awards

The MARCE Awards celebrate excellence in experiential marketing, recognizing campaigns that have engaged consumers through unique, immersive, and impactful experiences. The awards honor creativity, innovation, and results, with a focus on those who are pushing the boundaries of marketing across multiple platforms. The awards will culminate in an unforgettable event at the Experiential Marketing Conference 2025. To enter your projects in the 2025 MARCE award competition, please register at <https://expma.org/marces>.

About the Experience Marketing Association

The Experience Marketing Association (EMA) is a global network of professionals dedicated to advancing the field of experiential marketing. EMA members leverage cutting-edge technology, industry trends, and creative solutions to deliver exceptional customer experiences. Since 2005, the EMA has presented the MARCE Awards, celebrating the most impactful campaigns and creative productions in the experiential marketing industry. The EMA continues to shape the future of marketing, providing a community for networking, learning, and growth.

For additional details, or to become a member of the Experience Marketing Association, please visit www.expma.org or email us at info@expma.org. For more information on registration, sponsorship opportunities, and the latest conference updates, visit www.experientialmarketingconference.com or email us at info@experientialmktgconf.com.

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