

## Gerety 2022 launches B2B Cut

The Gerety Awards deadline has been extended to 15 April. In addition to its normal categories, it has also announced a new category for B2B, that will celebrate the best in creativity for advertising of products and services between two businesses.



Source: Bizcommunity

In announcing the B2B Cut, executive jury member, Katharina Maun, founder & CCO, DODO, Austria explains that B2B marketing being treated as the unloved stepchild of creative advertising, is a thing of the past.

"Realising that we live in a globalised world where businesses need to build relationships with partners around the world, opens up a huge field of creative opportunities. Especially when addressing really niche target groups, creatives are challenged to find new ways of communicating.

"And the cliché that B2B advertising is unemotional and boring is passé: businesses are people. They read your stuff. So be nice, surprising and creative," says Maun.



### Gerety Awards 2022 jury announced

22 Nov 2021



TV/Cinema, Print, Alternative, Online Films, Digital, Radio, Product & Packaging Design, Mobile and Integrated campaigns can be entered into any of the Cuts including the new B2B Cut. Judging is based on the entries received in each Cut, regardless of medium, except for the Craft Cut which is judged by craft type.

The Gerety shortlist as well as the agency and production company of the year by country will be announced in June along with live jury insight panels in partnership with leading ad publications around the world.

Gerety gets points for key rankings including the prestigious World Creative Ranking. Past winners have reflected that of other major award shows, with one important difference, being a Gerety winner is proof that the work resonates with a female audience.

Enter the 2022 Gerety Awards [here](#)

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