

the

CAAP

WARDS

CUSTOMER ADVOCACY PRACTICE

2025 APPLICATION OVERVIEW



celebrating
**EXCELLENCE IN
ADVOCACY**

In a field that's always evolving, the CAP Awards are here for one thing: to spotlight the **trailblazers, big thinkers, and go-getters** who are raising the bar in customer marketing and advocacy.

Emphasizing strategy and results above all else, **the CAP Awards level the playing field.**

Forget the glitz, the big budgets, or flashy tech. What matters is smart strategy, creative thinking, and results that speak for themselves. Whether you're a solo superstar or part of a crew, the CAP Awards are your chance to stand out.

No hidden agendas. No shoe-ins. No limitations. Just authentic recognition for those who are passionate about putting customers at the heart of everything they do.



AWARD CATEGORIES





INDIVIDUAL



**ADVOCATE
OF THE
YEAR**
AWARD

INDIVIDUAL



**ADVOCACY
MINDSET**
AWARD

ORGANIZATION



**EXCEPTIONAL
ADVOCACY
PORTFOLIO**
AWARD

ORGANIZATION



**CUSTOMER
PROGRAMS
BRAND**
AWARD

ORGANIZATION



**ADVOCATE
ENGAGEMENT
CAMPAIGN**
AWARD

ORGANIZATION



**LIFECYCLE
ADVOCACY**
AWARD

ORGANIZATION



**DNA-
POWERED
PROGRAM**
AWARD

NEW

ORGANIZATION



**COMMUNITY-
INTEGRATED
ADVOCACY**
AWARD

NEW

ADVOCATE ENGAGEMENT CAMPAIGN

Where creativity meets results.

Advocacy campaigns are launched every day but only a few leave an impression on both the organization and the customer's experience.

We're looking for the most exciting, as well as the most impactful, **point-in-time advocacy campaigns** that have successfully combined great ingenuity, a memorable customer experience and measurable business and customer impact. If you've tapped into the power of a well-executed campaign to drive customer advocacy, this is an award for you.

1

Describe your customer advocacy or engagement campaign theme and goals.

2

How did you and/or your team bring the campaign to life? Explain the tools, creative process, teams and tactics.

3

What outcomes did you and/or your team achieve running this campaign?

4

What actions, if any, did you and/or your team take after the campaign to maximize the value delivered to the business or participants?

5

What do you feel makes your customer engagement campaign innovative, unique or exemplary in the field of B2B customer engagement?



CUSTOMER PROGRAMS BRAND

More than just a name.

This award honors a **standout customer engagement brand**—one that unifies and elevates multiple customer programs under a cohesive, compelling identity.

More than just a name, logo or visual identity (although those are all key parts), this brand serves as the connective tissue across your portfolio of advocacy, engagement, or customer initiatives. It telegraphs what it means to be connected to your brand, how it should feel and the value going beyond products and services.

1

Describe what your view of a strong advocacy or customer brand and why customer advocacy brands have an impact on organizations.

2

What is the name of your advocacy program portfolio brand? Why did you choose this name and how does it reflect your members and the priorities of the program?

3

What is your purpose, vision, mission and values for your programs portfolio? How did you define these elements of your program brand? Describe your process, including any internal or external research you conducted.

4

What is the value proposition of your program(s) to members? How is this value proposition manifested on a day-to-day basis?

5

How has your program brand gained recognition with your customers, your own organization and beyond? What has been the impact for you, your company, and your customers?

6

Please provide examples of your program brand in action. For example, program experiences, messaging samples and visual examples.



LIFECYCLE ADVOCACY

Tying advocacy activation to the customer journey.

This **customer advocacy programming** encapsulates the idea that *“advocacy is a practice, not a platform,”* leaning into the fact that advocacy happens everywhere, not just the spaces we create for self-admitted customer advocates. Captivate coined lifecycle advocacy, defined as “The practice of embedding and operationalizing customer advocacy into all key stages of the customer journey.”

Organizations building lifecycle advocacy workflows are leading the way in practice evolution. They look for new and innovative ways to read and leverage data to pinpoint key opportunities for high-impact moments, and they use systems to scale the discovery, nurture and activation of customers, meeting them in the normal channels of their customer journey milestones. These brands understand that advocacy truly can happen everywhere.

1

What innovative lifecycle advocacy strategies or workflows have you and/or your team implemented at your company? Include as much description of the workflows as possible, including data points used, customer journey milestones and customer experience.

2

What work did you do with other teams to implement advocacy touch points along the customer journey, specifically when those milestones are owned or managed by other teams?

3

What outcomes have you and/or your team achieved by implementing a lifecycle advocacy strategy or lifecycle advocacy workflows?

4

What platform(s) or tools do you currently use, to execute your lifecycle advocacy efforts?

5

What technology integrations or configurations have you championed to automate lifecycle advocacy, if any?



COMMUNITY-INTEGRATED ADVOCACY

Where community connection fuels advocacy.

This award recognizes organizations that have successfully **woven advocacy strategy into the fabric** of their broader online or in-person customer community.

These programs don't just operate adjacent to community—they are embedded in it. Whether through customer programs housed within online community platforms, integrated campaigns, embedded recognition systems, or organic customer-led engagement, this award celebrates programs that meet advocates where they already interact with the brand and fellow customers and invites them into deeper partnership.

1

Describe what your view of a strong advocacy or customer brand and why customer advocacy brands have an impact on organizations.

2

What is the name of your advocacy program portfolio brand? Why did you choose this name and how does it reflect your members and the priorities of the program?

3

What is your purpose, vision, mission and values for your programs portfolio? How did you define these elements of your program brand? Describe your process, including any internal or external research you conducted.

4

What is the value proposition of your program(s) to members? How is this value proposition manifested on a day-to-day basis?

5

How has your program brand gained recognition with your customers, your own organization and beyond? What has been the impact for you, your company, and your customers?

6

Please provide examples of your program brand in action. For example, program experiences, messaging samples and visual examples.



DNA-POWERED PROGRAM

Advocacy excellence in action

This award celebrates a **standout advocacy program**—purpose-built for a specific audience—that exemplifies what it means to discover, nurture and activate customer advocates with intention and impact. From executive councils and customer award programs to user groups, reference programs and everything in between, this award honors the strategy, creativity and execution behind a single, well-defined program.

Your program should demonstrate a deep understanding of your target audience and a thoughtful approach to every phase of engagement. It should bring your brand's customer advocacy DNA to life and create lasting value for both your company and your customers.

- 1 What is the purpose of your program (why must it exist), and who is it designed for?
- 2 How does this program embody the methodology of advocate discovery, nurture and activation? Please share details of your approach.
- 3 What makes this program effective for the specific audience it serves? What is the value proposition to target members?
- 4 What business and customer outcomes have been achieved through this program?
- 5 How are you ensuring the ongoing organizational impact, sustainability and growth of the program? (ie. internal awareness and enablement, program measurement, recruitment motions, program resourcing, etc.)
- 6 What aspects of this program do you feel make it exemplary or innovative within the customer engagement and advocacy practice?
- 7 What tools, channels or platforms are integral to the execution of your customer program?



EXCEPTIONAL ADVOCACY PORTFOLIO

A holistic customer engagement programs strategy.

You've long-since discovered that there is no one-size-fits-all approach to building relevant customer nurture and engagement that leads to advocacy. By honing in deeper on the individuals who make up your customer base and focusing on relevance at scale, you've developed a **holistic advocacy portfolio**, housing multiple advocacy programs, *aligned by a strong brand, overarching metrics, collaborative processes and team resourcing*. Your advocacy portfolio exhibits the evolution of the customer advocacy practice and the teams that support it.

1

What innovative lifecycle advocacy strategies or workflows have you and/or your team implemented at your company? Include as much description of the workflows as possible, including data points used, customer journey milestones and customer experience.

2

What work did you do with other teams to implement advocacy touch points along the customer journey, specifically when those milestones are owned or managed by other teams?

3

What outcomes have you and/or your team achieved by implementing a lifecycle advocacy strategy or lifecycle advocacy workflows?

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What platform(s) or tools do you currently use, to execute your lifecycle advocacy efforts?

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What technology integrations or configurations have you championed to automate lifecycle advocacy, if any?



THE ADVOCACY MINDSET

Think value first.

This **professional** embodies the advocacy mindset by developing, executing or championing advocacy strategies that lead with customer value first and have an outsized impact on organizational growth.

They have an innate ability to nurture deep relationships with their customers, while at the same time understanding how to harness the power of relationship to lead to business growth. They have contributed to the advocacy practice; designed, built or managed exceptional advocacy strategies, exhibited strong leadership at their organization for championing a customer-powered enterprise, or grown exceptional customer marketing, engagement and advocacy practices and teams.

1

In your own words, what does embracing an Advocacy Mindset mean to you?

2

How have you exhibited an Advocacy Mindset through your work with customers?

3

What are you doing to instill an Advocacy Mindset inside your business?

4

What are some measurable outcomes you have experienced from leading with an Advocacy Mindset?

5

How have you participated in and contributed to the growth of the broader customer advocacy community and practice?



ADVOCATE OF THE YEAR

Recognizing the advocate behind advocacy.

A chance to shine the spotlight where it truly belongs - on **your customer.**

This advocate partnered with your organization and advocacy team to drive value for both your organization and for themselves. *They exhibit the ideal customer any vendor would be lucky to have.* Whether they've played a high-profile role in telling their customer experience story or have quietly worked behind the scenes as an extension of your team, now is your chance to recognize them for their commitment to customer collaboration and support of your customer advocacy initiatives. This award is designed to pay it forward to those who make our profession possible and who make it so much damn fun to do.

1

Who is your advocate of the year? You will need to provide name, title, organization, email, and name of your program(s) they're a member of.

2

What makes this advocate special to you and your organization?

3

How have you and your organization delivered value to this advocate?

4

How has this advocate created value for your organization?



OUR JUDGES

**CHRISTINA
GARNETT**

Chief Customer &
Communications Officer

NEUEMOTION



**MARK
HUBER**

VP, Marketing

USEREVIDENCE



**DEREK
ANDERSEN**

co-Founder

BEVY



**BRITTANY
HILLARD**

SVP, Customer
Experience

WALKME



**BO
BANDY**

Chief Marketing
Officer

ALCHEMER



**AMY
BILLS**

VP & Principal
Analyst

FORRESTER



**CHRISTINE
GILLIES**

Chief Product &
Marketing Officer

BACKLINE SAFETY



**NICK
BENNETT**

Founder

NB MARKETING



*Our 2025
judges*



TIMELINE



CAP AWARDS TIMELINE

**July 14 -
August 22**

Application Period

1

Applications are open for submission. You are able to save and return to your application if you create an account.



**August 26 -
September 5**

Round 1 Judging

2

the Captivate Collective team will complete an initial round of judging. The top 3-4 finalists in each category will advance.



**September 9 -
September 10**

Finalists Announced

3

Finalists will be notified via email first. We will then post finalists on social (LinkedIn) the following day.



**September 9 -
September 19**

Round 2 Judging

4

Each judge will review and score finalists in three categories. Judges scores are averaged together to determine winners.



October 8

CAP Awards Day

5

It's celebration day! We will announce winners across all eight categories. Whether you're a finalist or not, join us!



