

Company: Cognizant Technology Solutions

Company Description: We are the Marketing Services team from Cognizant MomentTM . With a globally networked team, we provide Digital & Digital Marketing services at scale for our customer across industries and geographies. We are with our clients at every step from ideation to execution & even beyond.

Nomination Category: Marketing Organization / Professional Categories

Nomination Sub Category: Marketing Department of the Year

Nomination Title: Cognizant Moment Marketing & Advertising Services

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated department since 1 January 2023, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

Please see attached document for evidence and our capabilities showcase -

[Cognizant_Moment_Nomination_G01_Marketing_Department_of_The_Year_Stevie_Awards_2025.pdf](#)

3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated department: its history and past performance (up to 200 words):

Total 199 words used.

The Marketing and Advertising Services team at Cognizant Moment™ is where strategy meets storytelling, and execution meets excellence. We blend proven marketing strategy and creative skills with deep AI & technology capabilities, enabling us to evolve with the times and often ahead of them.

Historically rooted in traditional marketing services, the team has rapidly advanced to become a leader in AI-powered marketing, recognized by prestigious accolades such as the 2024 MarCom Platinum Award and The Drum Awards.

Our end-to-end marketing & advertising services include strategy, research, content creation, campaign execution, and MarTech optimization to deliver personalized, data-driven omnichannel experiences across offline, websites, apps, email, social, and paid media to maximize engagement and performance.

Our in-house proprietary tools like Campaign+, an end-to-end GenAI campaign management platform, exemplify our commitment to scalable, personalized, and data-driven marketing.

Our department has managed over \$10B in Ad spends, onboarded 2.5M SMBs, curated 2M+ assets, and activated 10,000 brands, generating significant revenue streams. Our work spans industries and geographies, with standout engagements to drive measurable impact through strategic insight, creative excellence, and technological innovation.

With this, we are elated to nominate our Marketing & Advertising services team, driving end-to-end marketing for our clients.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the department's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 211 words used.

Since early 2023, Cognizant's Marketing and Advertising Services team has delivered exceptional growth and innovation, resulting in industry recognition. The department has scaled its global operations to over **15000+ specialists**, integrating creative, strategic, and marketing technological expertise to serve clients across industries and geographies.

Key achievements include:

- **Award-Winning Recognition:** The team earned the **2024 MarCom Platinum Award, 2025 AVA Digital Awards 2025, Stevie Awards 2019** and accolades from **The Drum Awards**, affirming its leadership in content innovation and AI-powered marketing.
- **Global Presence through association with Cannes Lions** – We are proud sponsors of Cannes Lions 2025 where best creative minds and exceptional technological teams come together to celebrate varied works across world.
- **AI Marketing Leadership:** Launched **Campaign+**, a proprietary GenAI-powered platform enabling end-to-end campaign management—from ideation to performance analysis—redefining marketing efficiency and personalization at scale.
- **Massive Operational Impact:**
 - Managed **\$10B+ in ad spend**
 - Onboarded **2.5M SMBs** to digital platforms
 - Curated **2M+ localized ad assets**
 - Activated **10,000 brands**, generating **\$225M+ in new revenue streams**
- **Client-Centric Innovation:** Delivered transformative marketing solutions for global brands, integrating creative strategy, omnichannel execution, and campaign optimization.

These accomplishments reflect a department that not only adapts to the evolving marketing landscape but actively shapes themselves to deliver measurable business outcomes through creativity, technology, and strategic insight.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the department's past performance (up to 250 words):

Total 210 words used.

Unlike traditional marketing service models, Cognizant Moment Marketing & Advertising Services Team integrates AI, human intelligence, and marketing prowess to deliver holistic, AI-powered marketing solutions across industries.

We work with our clients as strategic partners, offering solutions from strategy, curation, execution to optimization of campaigns with experts having skills across the end-to-end marketing lifecycle and domains.

Our ability to manage \$10B in ad spend and \$9B in orders reflects operational maturity and trust from global clients. Compared to industry peers, few can match this scale while also onboarding 2.5M SMBs and activating 10,000+ high-performing brands. These figures represent not just volume but value, each brand generating over \$25M annually.

What truly differentiates us is our AI-forward innovation infrastructure at Global scale. With 10+ innovation labs, 30 marketing studios, and 4 collaboration labs, we've created a modular ecosystem that accelerates ideation to execution. Our Innovation Centres are not static showcases, but they are dynamic environments where clients co-create solutions with our AI specialists across strategy, design, and marketing.

In contrast to competitors who offer siloed services, Cognizant Moment empowers clients to reimagine marketing by blending AI with human ingenuity, delivering omnichannel experiences. Our department is not just keeping pace, but we are rewiring the marketing offerings to lead it.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 13 words used.

Please see attached document for evidence and our capabilities showcase -

[Cognizant_Moment_Nomination_G01_Marketing_Department_of_The_Year_Stevie_Awards_2025.pdf](#)



Attachments/Videos/Links:

[Cognizant_Moment_Marketing_&_Advertising_Services](#)

[REDACTED FOR PUBLICATION]