



Forrester Research Announces The 2015 Forrester Groundswell Award Winners For Excellence In Social Media

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Recipients Honored At Forrester's 2015 Forum For Marketing Leaders

NEW YORK--(BUSINESS WIRE)--Apr. 14, 2015-- Today, [Forrester Research, Inc.](#) (Nasdaq: FORR) honored five [Forrester Groundswell Award](#) winners for excellence in social marketing. The winners were announced at [Forrester's Forum For Marketing Leaders in New York](#). The ninth annual Forrester Groundswell Awards support and recognize the principles outlined in the Forrester books *Groundswell: Winning in a World Transformed by Social Technologies* (Harvard Business Press, 2008) and *Empowered: Unleash Your Employees, Energize Your Customers, and Transform Your Business* (Harvard Business Review Press, 2010).

"Social marketing in 2015 isn't about driving engagement -- it's about creating business success," said [Forrester Vice President and Principal Analyst Nate Elliott](#). "This year's Forrester Groundswell Award winners and finalists used social reach marketing to drive discovery and increased awareness; they used social depth marketing to convert prospects into customers; and they used social relationship marketing to increase customer loyalty and lifetime value. Our 2015 winners prove that when used strategically, social media can drive the business outcomes that CMOs and other marketing leaders demand."

This year, there were nearly 100 Forrester Groundswell Award entries. The five awards presented today represent the top entries in the Business-To-Consumer (B2C) and Business-To-Business (B2B) divisions.

Winners of the Forrester Groundswell Awards were chosen across a range of categories based on Forrester's [Marketing RaDaR research](#), and they represent the strategic goals that Forrester advises organizations to consider when using social media to interact with their customers. A detailed overview of each winning entry, along with the finalists in each category, is available on the [Forrester Blog](#).

Here are the winners of the 2015 Forrester Groundswell Awards:

Business-To-Consumer (B2C) Division:

- Social Reach: Facebook Couples by Wilkinson Sword and The Social Partners
- Social Depth: Consorsbank Customer and Prospect Community by Consorsbank and Lithium
- Social Relationship: Pumpkin Spice Latte Fall 2014 by Starbucks and Swift

Business-To-Business (B2B) Division:

- Social Reach: Relationship Beyond the Contract Campaign by HCL Technologies
- Social Relationship: Expert Elite and Knowledge Network Communities by Autodesk

Forrester's Forum For Marketing Leaders 2015

More than 800 people attended [Forrester's Forum For Marketing Leaders in New York](#), which explored real-world solutions to the critical challenges marketing leaders face in the [age of the customer](#). Marketing professionals received practical advice for building and leading next-generation marketing organizations focused on customer obsession. The Forum served marketing and strategy executives in a variety of professional roles, including marketing leaders with brand responsibilities, VPs and directors of marketing communications and media, VPs and directors of digital and interactive marketing, and senior marketing leaders responsible for marketing innovation.

About Forrester Research

Forrester Research (Nasdaq: FORR) is one of the most influential research and advisory firms in the world. We work with business and technology leaders to develop customer-obsessed strategies that drive growth. Forrester's unique insights are grounded in annual surveys of more than 500,000 consumers and business leaders worldwide, rigorous and objective methodologies, and the shared wisdom of our most innovative clients. Through proprietary research, data, custom consulting, exclusive executive peer groups, and events, the Forrester experience is about a singular and powerful purpose: to challenge the thinking of our clients to help them lead change in their organizations. For more information, visit [www.forrester.com](#).

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