

EMA Announces the Winners of the 2023 MARKeting and Creative Excellence (MARCE) Awards

The Experience Marketing Association (EMA) is pleased to announce the winners of the 2023 MARKeting and Creative Excellence (MARCE Awards) Competition.

This independently judged international competition was presented to the producers of the year's best products in several difference categories: Messages On Hold (MOH), Scent Marketing, and Interactive Voice Response (IVR) Experiences. These marketing tools are versatile, cost-effective and cutting edge experiences for organizations to use to promote their products and services. It can also be used to support a company's brand identity, answer frequent caller questions, shorten perceived hold times, and even entertain callers.

The awards were presented during the EMA's annual conference held in Annapolis, Maryland on September 19th, 2023.

The 2023 MARCE winners are

- Best Branding Message On Hold was awarded to Dynamic Productions for Vancouver Canucks
- Best Problem Solved with Scent was awarded to Aroma Impressions for Oaklawn Racing Casino and Resort
- Best Scent Pairing was awarded to Aroma Impressions for Tides Equities
- Best Holistic Scent Experience was awarded to Aroma Impressions for Tarantino Senior Living & Memory Care
- Most Effective Interactive Voice Response Prompt was awarded to Premier CX for Cambridge City Council
- Most Effective Message On Hold was awarded to Premier CX for Welsh Water
- Most Entertaining Message On Hold was awarded to Dynamic Productions for Pit Stop
- Most Unique Scent Placement was awarded to Aroma Impressions for Mobay Spice Restaurant
- The Best in Show (overall best rated submission) was awarded to Premier CA for Welsh Water
- The Judges Choice Award was presented to BusinessVoice for Lakeland Auto and Marine

The Experience Marketing Association thanks all companies that submitted for the 2023 awards and welcomes anyone interested in learning more about this field to visit the web site at www.expma.org and for more information about the MARCE Awards visit [MARCEs](#).