



DIGIDAY

MEDIA AWARDS
EUROPE



2021 ENTRY KIT

Last Chance Deadline: April 2, 2021

The Digiday Media Awards **Europe**

The **Digiday Media Awards Europe** recognize the companies, campaigns and technology modernizing European media. These awards have honored industry-leading work from Hearst UK, Culture Trip, Politico Europe and more.

Deadlines & Entry Fees

EARLY DEADLINE		February 5, 2021		£209 per entry
REGULAR DEADLINE		March 5, 2021		£299 per entry
LAST CHANCE DEADLINE		April 2, 2021		£349 per entry

Categories

Best Story

Awarding the best single editorial article created by a newsroom.

Best Editorial Package - NEW

Awarding the best editorial package created by a newsroom for the reader.

Best Brand Partnership

Awarding a brand/publisher partnership that has successfully promoted a brand, product or service across publisher channels.

Best Branded Content Program

Awarding the most outstanding branded content program created by a publisher.

Best Virtual Event - NEW

Awarding the best execution of a single virtual event that served as an extension of the publisher's brand.

Best Virtual Virtual Series - NEW

Awarding the best execution of a virtual event series that served as an extension of the publisher's brand.

Best Use of Social

Awarding a social media strategy that has most successfully achieved campaign goals on behalf of a publisher.

Best Use of Video

Awarding the video (single or series) that most successfully delivered on set goals.

Best Use of YouTube - NEW

Awarding the YouTube strategy that has successfully met or exceeded viewership, engagement and/or revenue goals.

Best Video Campaign - NEW

Awarding the video campaign that has been most successful in achieving its objectives.

Best Podcast

Awarding a podcast that has most successfully met set goals on behalf of an editorial brand.

Best Site Design

Awarding a design that is successful in delivering the best overall user experience through its display of content and advertising across devices..

Best Use of Audience Insights

Awarding a strategy that has successfully deployed audience insights to grow set KPIs.

Best Custom Advertising

Awarding non-standard advertising options that best serve a combination of user experience and commercial goals.

Best Ad Tech Platform

Awarding the ad tech platform that has most successfully helped publishers meet set goals.

Best Video Platform

Awarding the video platform that has most successfully helped publishers meet set goals.

Best Publisher Platform

Awarding a technology that is most successful in helping publishers meet set goals.

Best Subscription or Membership Product

Awarding a paid subscription/membership product that has successfully increased revenue and /or enhanced audience engagement.

Best Digital Product Innovation - NEW

Awarding the digital property innovation that best enhanced user experience and improved content or ad delivery.

Categories

Best Video Distribution and Programming Strategy - NEW

Awarding the video distribution and programming strategy that has most successfully reached its target audience.

Best Revenue Diversification Strategy - NEW

Awarding the publisher that has most successfully created opportunities for revenue growth outside of advertising.

Video Team of the Year

Awarding the video team that has produced the highest quality video and visual journalism.

Editorial Team of the Year

Awarding the editorial team that has delivered the highest quality reporting in pursuit of their editorial mission.

Publishing Executive of the Year - NEW

Awarding the senior publishing executive that has best displayed excellence through outstanding and inspired work at their company.

Best New Vertical or Brand

Awarding a new publishing vertical or brand that has best displayed excellence through editorial quality and growth.

Best Content Studio

Awarding the in-house content team that has successfully met set goals via innovative and engaging production and distribution.

Most Engaged Community - NEW

Awarding the publisher that has enjoyed consistently high audience engagement and a strong sense of community built around its content.

Media Brand of the Year

Awarding the media brand that has been most strategic, knowledgeable and effective in achieving their goals.

Publisher of the Year

Awarding a publisher that best displays original thinking, creativity and overall excellence in its approach to media.

Submission Questions: Overall

Company/Industry Description

Describe the end-user client, what they do and the industry they serve. If submitting on behalf of a client, please be sure to describe their business.

[100 words]

Overview

Provide a summary of the the platform. [200 words]

Goals

What were the goals of the platform or technology once implemented? [150 words]

Challenges

Were there any challenges along the way? This could refer to environmental, bandwidth, implementation issues, etc.

[150 words]

Results

Describe key results and the impact made since implementation. Please quantify and be as specific as possible. The results discussed in this section should relate directly to the goals presented above. [200 words]

Supporting Materials

Option to upload up to three campaign images, a sizzle reel under two minutes in length, and up to two URLs. No file format restrictions apply.

GET STARTED

Submission Questions: Team/Grand Prix

Company/Industry Description

Describe the end-user client, what they do and the industry they serve. If submitting on behalf of a client, please be sure to describe their business.

[100 words]

Overview

Include a summary of the team achievements throughout the year. [300 words]

Goals

What were the goals of the team for the past year? [150 words]

Challenges

What challenges did the team have to overcome in the last year? This could refer to environmental, bandwidth, technology issues, etc.

[150 words]

Results

Describe the team results, impact on business, goals met, etc. Please quantify and be as specific as possible. [200 words]

Supporting Materials

Option to upload up to three campaign images, a sizzle reel under two minutes in length, and up to two URLs. No file format restrictions apply.

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CONTACT

awards@digiday.com