

ModernRetail Awards

**Entry Kit
2022**

Modern Retail Awards



The **Modern Retail Awards** recognize the companies and campaigns modernizing retail in the digital age. The program will honor retailers who have best responded to changing consumer habits by tailoring experiences, producing standout campaigns and closing the gap between the physical and digital worlds. Last year, these awards honored leading work from brands such as Verizon, Pure Vida and 7-Eleven.

Deadlines & Entry Fees

EARLY DEADLINE	September 9, 2022	\$499 per entry
REGULAR DEADLINE	October 7, 2022	\$599 per entry
LAST CHANCE DEADLINE	November 11, 2022	\$729 per entry

Categories



Best Back-end E-commerce Technology | NEW

Awarding a platform or vendor that has most successfully helped e-commerce brands streamline their business and achieve set goals.

Best Fulfillment Strategy | NEW

Awarding the retailer with the most efficient, unique, and innovative use of technologies to streamline and/or automate fulfillment operations.

Founder of the Year | NEW

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

Best Brand Collaboration

Awarding the collaboration between an advertiser and a partner that has most successfully achieved set goals.

Best Community Building Strategy

Awarding the community building strategy that resulted in consistently high audience engagement and a strong sense of community built around a brand.

Best Customer Insight Strategy

Awarding the retailer who has most effectively employed new strategies using customer feedback and/or data.

Categories



Best Customer Service Experience

Awarding the retailer with the most supportive and efficient customer service experience.

Best Digital Transformation

Awarding the retailer whose transformation has allowed them to adhere to standards brought about by changing consumer habits.

Best E-Commerce Experience

Awarding the retailer with the most seamless e-commerce experience.

Best Email Campaign

Awarding an email campaign that has successfully achieved set goals.

Best Influencer Collaboration

Awarding the influencer marketing campaign that has been most creative, strategic and effective in achieving its objectives.

Best Marketing Pivot

Awarding the marketing effort that has been most successful in adapting following unforeseen market changes.

Categories



Best Mobile App

Awarding a mobile application that most successfully achieved set goals.

Best Omnichannel Experience

Awarding the retailer who has best utilized a combination of in-store and online experiences to increase sales.

Best Personalization Strategy

Awarding the retailer who has been able to tailor each shopper's experience most successfully.

Best Product, Category or Sub-Brand Launch Campaign

Awarding a launch campaign that successfully generated buzz and audience engagement around a new product.

Best Retailer/Agency Collaboration

Awarding the retailer/agency collaboration that has most successfully achieved set goals.

Best Subscription Strategy

Awarding a subscription or membership strategy that has successfully achieved set goals.

Categories



Best Use of Social

Awarding a social media strategy that best achieved set goals.

Best Use of Social Media for Commerce

Awarding a social media commerce campaign that has successfully achieved set goals.

Best Use of Technology

Awarding a use of new technology that has most significantly enhanced the customer experience.

Best Use of Video

Awarding a video strategy that successfully promoted a product, initiative or retailer.

Most Innovative Retail Model

Awarding the retailer who has most effectively changed the way customers shop and discover their brand(s).

Most Responsible Retailer

Awarding the retailer who is the most socially/sustainably responsible.

Entry Tips



Begin with favorable odds.

Search for the perfect category to enter. If you plan on entering more than one, make sure you curate your entries with intention.

Tell a compelling story.

Chronicle your work with a classic beginning-middle-end framework. Keep it relevant with a problem-solution-results approach.

Tie your results back to your campaign objectives.

Tell us what problems inspired your work, discuss how it solved them and provide KPIs for support. Remember, “the why” is just as important as “the what.”

Keep your copy short and sweet.

Award winners share three distinctive traits: they’re direct, discerning, and descriptive. Judges don’t need a copy-heavy description to get the full picture.

Paint a complete picture.

Don’t just write about your work—judges want the full experience. Include supporting materials like videos, photos, and campaign art to strengthen your story.

It takes a village.

Get your team excited about your company’s submission by planning for edits together. A marketer’s eye and a copywriter’s wit might be exactly what you need to punch up your entry.



How do I start my submission?

Submit here. You will be brought to the Modern Retail Awards submission platform where you will be asked to register if not already.

Am I eligible to enter this program?

Case studies must be relevant to September 2021 - November 2022.

How do I increase my chances of winning an award?

Be sure to emphasize the goals of your campaign, as well as the achievements. Provide supporting materials and specific examples of success when possible (KPIs, ROI, etc.)

What if my company has a juror on the judges panel?

Not a problem. You can still submit to the program. We recuse judges from scoring any categories that their company submits to.

Are the entry fees per category?

Yes. Further, if you enter the same campaign into multiple categories, which companies often do, you will be charged the entry fee per category entered.



Can I make changes to my entry once it's been submitted?

Yes. You can contact us at awards@digiday.com if there are any elements of an entry that need to be changed or updated. Please note, altering elements is only possible if the work has not yet been judged and the deadline date has not passed.

When and how will finalists be notified?

Finalists will be contacted via email regarding their entry, whether they have been selected for the shortlist or not. The shortlist will be announced approximately one week after judging closes.

What methods of payment are accepted?

The platform accepts the following credit cards: Visa, MasterCard, American Express and Discover. If you need to use another form of payment, we must receive payment prior to the deadline date you are submitting for. Just send us an email at awards@digiday.com to arrange.

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Contact
awards@digiday.com
