



Entry Kit **2023**



The Digiday Awards

The **Digiday Awards** is the industry's annual recognition of the companies, campaigns and creatives modernizing media and marketing. Over the years, these awards have honored industry-leading work from Edelman, VICE, HP and more.

Deadlines & Entry Fees

EARLY DEADLINE	April 27, 2023	\$499 per entry
REGULAR DEADLINE	June 9, 2023	\$599 per entry
LAST CHANCE DEADLINE	July 21, 2023	\$729 per entry



Best E-Commerce Strategy | NEW

Awarding the e-commerce strategy that has most successfully achieved set goals.

Best In-Game Advertising Strategy | NEW

Awarding the in-game advertisement strategy that has most successfully achieved set goals.

Best Metaverse Gaming Activation | NEW

Awarding the best gaming activation or experience within the metaverse.

Best Partnership | NEW

Awarding the partnership that has most successfully promoted a brand, product, or service.

Best Use of AI | NEW

Awarding the most effective use of AI by a brand, agency or publisher.

Best Audio Campaign

Awarding the campaign that has been most successful in achieving its objectives through audio mediums including podcasts, streaming content and radio.



Best Branding Campaign B2B

Awarding an ongoing B2B branded content series that has most successfully achieved set goals.

Best Branding Campaign B2C

Awarding an ongoing B2C branded content series that has most successfully achieved set goals.

Best Experiential Campaign

Awarding the campaign that has been most successful in achieving its objectives through either online or offline experiences.

Best Metaverse Marketing Campaign

Awarding the campaign that has been most successful in achieving its objectives through metaverse marketing.

Best Multi-Platform Campaign

Awarding the campaign that has been most successful in achieving its objectives through a multi-channel strategy and approach.

Best Organic Marketing Campaign

Awarding the marketing campaign that has most successfully achieved stated objectives without the use of paid advertising.



Best PR Campaign

Awarding the campaign that has been most successful in achieving its objectives by generating buzz, earned media and positive publicity.

Best Product Launch Campaign

Awarding the campaign that has most successfully launched a new brand, product or service.

Best Search Campaign

Awarding the campaign that has been most successful in achieving its objectives through the utilization of search engine marketing.

Best Use of Influencer Marketing

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

Best Use of Video

Awarding a video strategy that most effectively drove audience engagement for a brand, agency or publisher.

Leader of the Year

Awarding the most creative and innovative executive who has most successfully led their team both in strength and forward-thinking.



Most Innovative Agency

Awarding the agency that has been most strategic, original and effective in helping partners achieve their goals.

Most Innovative Brand

Awarding the brand that is modernizing the industry through innovative marketing, advertising and customer engagement strategies.

Most Innovative Publisher

Awarding a publisher that best exemplifies original thinking and creativity in editorial, audience development and revenue generation.

Most Innovative Technology Platform

Awarding the technology platform that has been most effective in helping partners achieve their goals.



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. It takes a village.

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.



SUBMISSION QUESTIONS



How do I start my submission?

[Submit here.](#) You will be brought to the Digiday 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 April 2022 to July 2023.

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.



Contact awards@digiday.com
