



**DIGIDAY**  
CONTENT MARKETING  
AWARDS

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Entry Kit **2024**

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# Digiday Content Marketing Awards

The **Digiday Content Marketing Awards** recognize the companies and campaigns using content to modernize media and marketing. Over the years, the awards have honored industry-leading work from R/GA, Chipotle, Airbnb, Atlantic re: think and more.



2024

## Deadlines & Entry Fees

EARLY DEADLINE	December 8, 2023	\$499 per entry
REGULAR DEADLINE	January 19, 2024	\$599 per entry
LAST CHANCE DEADLINE	March 1, 2024	\$729 per entry



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## Best Personalization Strategy | NEW

Awarding a campaign that have effectively tailored content to individual user preferences and behaviors, creating a highly personalized experience.

## Best Use of Discord | NEW

Awarding a Discord strategy that most successfully promoted a brand, product or service.

## Best Use of Facebook | NEW

Awarding a Facebook strategy that most successfully promoted a brand, product or service.

## Best Use of Instagram | NEW

Awarding a Instagram strategy that most successfully promoted a brand, product or service.

## Best Use of Live Video | NEW

Awarding a live video strategy that most successfully promoted a brand, product or service.

## Best Use of Long Form Video | NEW

Awarding a long form video strategy that most successfully promoted a brand, product or service.



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## Best Use of Short Form Video | NEW

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

## Best Use of YouTube | NEW

Awarding a YouTube strategy that most successfully promoted a brand, product or service.

## Best Advertising Partner

Awarding the agency that has most consistently met advertising goals on behalf of a brand.

## Best Agency/Client Collaboration

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

## Best Brand Publication

Awarding the print or digital publication that has most successfully promoted a brand, product or service.

## Best Brand/Influencer Collaboration

Awarding the brand/influencer collaboration that has most successfully achieved set goals.



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## Best Branded Content Series - B2B

Awarding an ongoing branded content series that has most successfully promoted a brand, product or service.

## Best Branded Content Series - B2C

Awarding an ongoing branded content series that has most successfully promoted a brand, product or service.

## Best Branded Content Site - B2B

Awarding a B2B content destination -- including, but not limited to, a blog, microsite or landing page -- that has successfully promoted a brand, product or service.

## Best Branded Content Site - B2C

Awarding a B2C content destination -- including, but not limited to, a blog, microsite or landing page -- that has successfully promoted a brand, product or service.

## Best Branded Podcast

Awarding a podcast that has most successfully achieved set goals on behalf of a brand.

## Best Community Building Campaign

Awarding the campaign that's been most effective in building or fostering community among customers or users.



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## Best Content Marketing Platform

Awarding a technology platform that has been successful in using mobile, video, data, analytics, social or visual storytelling to increase brand awareness and/or engagement.

## Best Event

Awarding the virtual, hybrid and/or live event that most effectively promoted a brand, product or service.

## Best Experiential Marketing Campaign

Awarding an experiential marketing campaign that has successfully achieved set goals via an in-person experience.

## Best In-House Content/Brand Studio

Awarding the in-house studio that has been most successful in achieving set goals.

## Best Influencer-Generated Content

Awarding the most effective and creative use of influencer content to promote a product, brand or service.

## Best Interactive Content Piece or Series

Awarding an interactive content piece or series that has most successfully achieved set goals.



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## Best Multi-Channel Strategy

Awarding the content distribution strategy that has most successfully achieved set goals.

## Best Product Launch Campaign

Awarding a content marketing campaign that has successfully generated buzz or increased awareness around the launch of a new product or publication.

## Best Use of AI Generated Content

Awarding the most effective and creative use of AI generated content used to promote a product, brand or service.

## Best Use of Data

Awarding a content strategy that, through the use of data, most successfully achieved set goals.

## Best Use of Native Advertising/ Sponsored Content

Awarding the use of native advertising or sponsored content that most successfully promoted a brand, product or service.

## Best Use of Shoppable Content

Awarding the most effective use of shoppable content used to promote a product, brand or service.



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## Best Use of Social

Awarding a social media strategy that has most successfully promoted a brand, product or service.

## Best Use of the Metaverse

Awarding the most effective use of the metaverse used to promote a product, brand or service.

## Best Use of TikTok

Awarding a TikTok strategy that most successfully promoted a brand, product or service.

## Best Use of User-Generated Content

Awarding the most effective and creative use of user-generated content to promote a product, brand or service.

## Content Marketing Partner of the Year

Awarding the agency or publisher that has most consistently met or exceeded client goals through content marketing campaigns.

## Most Effective/Measurable Campaign

Awarding a campaign that has made the biggest tangible impact on business objectives.

## Most Innovative Use of Content

Awarding a format, unit or form of advertising that has most successfully promoted a brand, product or service.



# ENTRY TIPS

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### **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





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## How do I start my submission?

[Submit here](#). You will be brought to the Digiday Content Marketing 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 December 2022 to March 2024.

## 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.

## Do you offer a discount for non-profit organizations?

Digiday Media is offering a discount code to all non-profits to help aid in their submission process. If you are a non-profit organization and want to learn more, please email us at [awards@digiday.com](mailto:awards@digiday.com).



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