



THE  
**DIGIDAY**  
AWARDS

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Entry Kit 2025

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# The Digiday Awards

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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 11, 2025	\$499 per entry
REGULAR DEADLINE	May 30, 2025	\$599 per entry
LAST CHANCE DEADLINE	July 11, 2025	\$729 per entry

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**Best Use of Emerging Tech | NEW**

Awarding the use of immersive technology in a campaign, including but not limited to, AR, VR, or the metaverse, to promote a product, brand or service.

**Campaign of the Year | NEW**

Awarding the campaign that has most successfully achieved campaign goals.

**Founder of the Year | NEW**

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

**Technology Executive of the Year | NEW**

Awarding a technology executive who has best demonstrated leadership, innovation and results on behalf of their company.

**Agency Executive of the Year**

Awarding an individual who has best demonstrated leadership, innovation and results on behalf of their agency and across the industry.

**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 Collaboration

Awarding the collaboration between an advertiser and a partner that has most successfully achieved stated objectives.

## Best Creative

Awarding the best and most engaging ad creative of the year.

## Best E-Commerce Strategy

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

## Best Event

Awarding the virtual, hybrid and/or live event that most successfully combined creativity, engagement and execution to deliver a memorable experience for a brand or publisher.

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## Best Experiential Campaign

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

## Best Gaming/Esports Campaign

Awarding the gaming and/or esports campaign that has been most successful in achieving set goals.

## Best In-Game Advertising Strategy

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

## Best Multi-Platform Campaign

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

## Best Partnership

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

## 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 AI

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

## 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 Retail Media

Awarding the use of retail media that most effectively utilized media channels to drive awareness, engagement and/or sales.

## Best Use of Social

Awarding the social media 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.

## Marketing Executive of the Year

Awarding a marketing executive who has best demonstrated leadership, innovation and results on behalf of their brand.

## Most Committed to Sustainability

Awarding the organization that has excelled most in implementing eco-friendly practices and environmental awareness.

## 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 has been most successful in building a brand and achieving business objectives through innovative marketing, advertising and customer



## **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

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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.

## 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.

## Tell a compelling story.

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

## 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.

## 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.”

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 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 2024 to July 2025.

## 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.)

## Where do I sign up for deadline reminders?

Sign up here and we'll keep you informed on all things Digiday Awards.

## Need help deciding what categories are the best fit?

Request a 15-minute call with our team by emailing [amy@digidaymedia.com](mailto:amy@digidaymedia.com).

## 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@digidaymedia.com](mailto:awards@digidaymedia.com).



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