



DIGIDAY

MEDIA BUYING &
PLANNING AWARDS

Entry Kit **2026**

Digiday Media Buying and Planning Awards

The **Digiday Media Buying and Planning Awards** recognize companies, campaigns and technology that have been most successful in the modern media landscape. Over the years, these awards have honored industry-leading work from Aveeno, Havas, Zenith, Nielsen and more.



2026

Deadlines & Entry Fees

EARLY DEADLINE	December 19, 2025	\$499 per entry
REGULAR DEADLINE	January 30, 2026	\$599 per entry
LAST CHANCE DEADLINE	March 20, 2026	\$729 per entry

Best AI Platform | NEW

Awarding the AI platform that has most effectively empowered brands or agencies to optimize media performance, streamline operations and deliver measurable business results.

Best Creative Use of AI | NEW

Awarding the campaign or initiative that has most successfully harnessed artificial intelligence in a creative application, driving innovation and enhancing audience engagement.

Best Use of AI in Planning | NEW

Awarding the campaign that has most successfully applied AI-driven insights or automation to inform, enhance or optimize media planning and strategy.

Best Use of AI in Research | NEW

Awarding the strategy that has most successfully leveraged AI to uncover insights, predict trends or inform decision-making, including the creation of synthetic audiences.

Best Use of AI in Search | NEW

Awarding the campaign that has most effectively utilized AI to optimize search strategies, enhance targeting precision, and maximize visibility and performance.

Best Use of Audio | NEW

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



CEO of the Year | NEW

Awarding the CEO who has most successfully led their organization through innovation, strategic growth and industry impact.

B2B Media Campaign of the Year

Awarding the campaign that has most successfully achieved business goals within the B2B sector by leveraging targeted media strategies, delivering high-quality leads, and driving measurable outcomes.

Best Agency Partnership

Awarding the agency partnerships that most successfully and consistently achieved set goals.

Best Connected/Streaming TV Campaign

Awarding the campaign that most effectively leveraged connected/streaming TV platforms to achieve campaign goals.

Best Creative

Awarding the best high-impact video and/or static creative that has most successfully achieved campaign goals.

Best CSR Initiative

Awarding the CSR initiative that has been most successful in promoting an environmental or social cause.



Best E-Commerce Strategy

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

Best Emerging Technology Campaign

Awarding the use of emerging tech, including but not limited to, AR, VR or Metaverse that most successfully achieved set goals.

Best First-to-Market Strategy

Awarding the most impactful first-to-market product offering that best gained brand recognition and a competitive advantage.

Best Influencer Partnership

Awarding the strategy that has most successfully achieved campaign goals through a creator/influencer partnership.

Best Omnichannel Campaign

Awarding the campaign that most seamlessly integrated multiple channels to deliver a cohesive and immersive experience.

Best Out-of-Home Campaign

Awarding the strategy that has most successfully achieved campaign goals through out-of-home placements.



Best Retail Media Strategy

Awarding the retail media strategy that has most successfully achieved campaign goals.

Best Social Commerce Strategy

Awarding the strategy that most successfully drove sales through social media platforms.

Best Use of Data

Awarding the strategy that, through the use of data, most successfully achieved campaign goals.

Best Use of Media Mix Modeling

Awarding the campaign that most successfully uses aggregated data to measure and plot out the most effective multi-channel campaign delivering significant ROI.

Best Use of Technology

Awarding the use of technology that has most significantly impacted campaign performance.

Media Campaign of the Year

Awarding the campaign that has most successfully achieved campaign goals through the use of traditional and/or digital media placements.



Media Plan of the Year

Awarding the best overall media plan that has most effectively and efficiently achieved campaign goals.

Most Innovative Independent Media Agency

Awarding the independent media agency that has best displayed industry excellence through outstanding performance and innovative work.

Most Innovative Media Agency

Awarding the media agency that has best displayed industry excellence through outstanding performance and innovative work.

Planning Executive of the Year

Awarding the media planning lead who has most successfully led campaign planning efforts, balancing strategic objectives with market insights to deliver innovative and high-performing media plans.

Strategy Executive of the Year

Awarding the media strategy lead who has most successfully guided the strategic vision of campaigns, driving innovative approaches to meet business objectives and market challenges.



2023

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.

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.



2023

SUBMISSION QUESTIONS

How do I start my submission?

[Submit here.](#) You will be brought to the Digiday Media Buying and Planning 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 2024 to March 2026.

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.

Need help deciding what categories are the best fit?

Request a 15-minute call with our team by emailing amy@digiday.com.



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Contact awards@digidaymedia.com
