DIGIDAY CONTENT MARKETING AWARDS

Entry Kit 2026

Digiday Content Marketing Awards

The **Digiday Content Marketing Awards** recognize the companies and campaigns that are evolving media and marketing through notable content. This year, new accolades will be awarded to honor innovative use of AI in workflows and exemplary optimization strategies for content discovery. Past winners include industry leaders at companies such as Amazon, 7-Eleven, The Walt Disney Company, OMD and many others.

Deadlines & Entry Fees

EARLY DEADLINE	January 16, 2026	$499 per entry
REGULAR DEADLINE	February 27, 2026	$599 per entry
LAST CHANCE DEADLINE	April 24, 2026	$729 per entry

Best Content Optimization Strategy | NEW

Awarding the strategy that has most effectively enhanced content performance through testing, insights, and refinement to achieve set goals for changing search and discovery trends.

Best Use of AI in Content Production | NEW

Awarding the AI-driven, internal workflow and/or tool that has most effectively and creatively supported the promotion of a brand, product or service.

Best Use of AI in Personalization | NEW

Awarding the best use of AI to achieve personalization at scale to promote a brand, product or service.

Best Agency/Client Collaboration

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

Best Brand/Creator Collaboration

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

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 a B2C content destination that has successfully promoted a brand, product or service.

Best Content Marketing Platform

Awarding the best content marketing software for content creation, management, distribution and beyond.

Best Branded Podcast

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

Best Event

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

Best Community Building Campaign

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

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 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 Multi-Channel Strategy

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

Best Use of Creator Marketing

Awarding the use of creator marketing that has most effectively promoted a product, brand or service.

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 Data

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

Best Use of Long-Form Video

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

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.

Best Use of Short-Form Video

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

Best Use of Social

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

Best Use of TikTok

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

Brand Publication of the Year

Awarding the print, digital publication or newsletter that has most successfully promoted a brand, product 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 Impactful Campaign

Awarding a campaign that delivered the strongest impact or viral momentum in support of key business objectives.

Most Innovative Marketing Team

Awarding the team that has demonstrated excellence in aligning content marketing with broader marketing and business strategies, creating cohesive, multi-channel campaigns that delivered outstanding results.

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

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.

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."

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 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 2024 to April 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@digiday.com