

THE DIGIDAY AWARDS ENTRY GUIDE

EXPERT TIPS FOR CRAFTING A WINNING ENTRY

YOU WANT TO WIN

You're not here for anything else.

And if you follow the tips presented in this guide, the odds will be in your favor. Because we've seen it all. We get thousands of entries each year and one thing is for sure: there's a clear art and science to crafting an entry, and it can make all the difference between winning and losing. Keep reading, and you'll get that winning formula. Use it, and you'll score the recognition your company has been looking for.

BEFORE YOU BEGIN

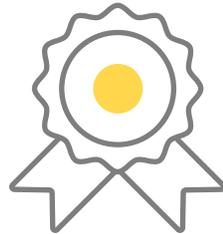
There are a few things you should know about our judges.

What they don't want to see:

Spin. Digiday judges are a network of industry leaders, influencers and specialists at today's top brands.

Read: human fluff detectors.

Tangible evidence is key.



What they want your entry to answer:

- What's different about your work?
- What sets it apart from competitors?
- What was the problem you started with and how did your work solve it?
- What metrics and results do you have available to support your case?

Did you know?

The highest scoring winner on record is R/GA, earning a perfect score for their 2017 Digiday Awards Most Innovative Agency entry.

“

For me, it's about results. We really want to see if it sold units, raised awareness, grew a fan base, drove conversation, and by how much.

”

—
Tim Dunn,

director of strategy and mobile at
Isobar and Digiday Awards judge



CRAFTING THE ENTRY

Digiday award winners share three distinctive traits: they're **direct, discerning,** and **descriptive**. Here are our tips for embodying these traits in your approach to your entry:

01

Begin with favorable odds.
Explore and plan to enter as many categories as you can.

2.9

The average number of categories entered by finalists, compared to 1.5 for non-finalists.

02

Keep your boilerplate short and sweet.
The best company descriptions are clear and concise. Judges don't need a copy-heavy boilerplate to understand how your business works.

11.3%

The average company description was 11.3% shorter for finalists compared to non-finalists in the 2017 Digiday Awards submissions.



03

Directly answer the questions at hand.
Tailor your responses to the questions being asked. It sounds obvious, but according to our judges, this is where many people begin losing points. They can tell if you're just copying and pasting from somewhere else.

04

Tell a compelling story.
Judges appreciate a good story just as much as the next person. Chronicle your work with a classic beginning-middle-end framework. Keep it relevant with a problem-solution-results approach. A good awards entry framework will show why your work was impactful and should align well with your company's core mission.



CRAFTING THE ENTRY

05

Explicitly 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.”

07

Paint a complete picture.

Don't just show pieces of your work—judges want to see the full experience. So, if you're submitting for something like Best Branded Content Site, show us the entire site.

06

Illustrate your points.

Rich media is like great coffee: it wakes us up and keeps us interested.

30%

Digiday awards entries containing some sort of supporting video scored 30% higher on average.

08

And remember, don't overdo it.

“

If there are multiple things to review, then somehow put them all together in one place. Nobody is looking at 10 links for an entry if they didn't ‘get’ or like the first two.

”

—
Tom Beeby,
principal & executive
creative director at
Beeby Clark+Meyler
and Digiday Awards
judge

REVIEWING YOUR ENTRY

09

Clone your entry.

We've made it easy to enter multiple categories. In your application, simply check the box that says "I want to submit this entry to another category," and you'll be given an option to make a copy of it for another award. Quick, simple and smart for your chances

10

Plan for a few rounds of edits.

It takes a village. A marketer's eye and a copywriter's wit might be exactly what you need to punch up your entry. Bonus points if you can get input from a few strategy experts and C-suite execs.

11

Hold a team huddle.

Get your team excited about your company's submission. Give them details on what categories you're entering and a heads up on when our Shortlist comes out. Let them know about the gala you'll attend as a finalist and explore what a Digiday award win will mean for your brand.

12

Keep in mind that it's a marathon — not a race.

It's important to take the time to perfect your entry.

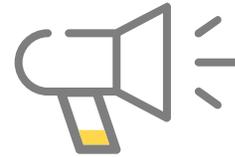
TGIF: Did you know 59% of entries come in on Fridays?

7.5%

On average, final deadline entries score 7.5% higher than regular deadline submissions, and 6.5% better than those entered at the early deadline.

GOOD LUCK!

We believe that you and your team have what it takes to claim a top honor. Follow the advice presented in this guide, and you'll be ten steps ahead of your competitors. Just keep your eye on the prize—one small neon “D” trophy for your office, one giant win for your reputation as a leader in media and marketing.



After you've entered the running:

Keep an eye out for the Shortlist announcement. It'll be up before you know it.