



DIGIDAY
CONTENT MARKETING
AWARDS

2019 ENTRY KIT

Last Chance Deadline: February 22, 2019

The Digiday Content Marketing Awards

The **Digiday Content Marketing Awards** recognize the companies and campaigns connecting brands to audiences through modern approaches to content marketing.

Categories are broken into the following groups: Campaigns, Product and Platforms, Partnerships, Strategy and the coveted Grand Prix awards.

Taking home a neon trophy will put you in the same category as:

The Coca-Cola Company

rpa

McCANN
WORLDGROUP



COURAGEOUS

Edelman

havas

R/GA



REFINERY29

Disney Consumer Products

DEADLINES & ENTRY FEES

Early Deadline: January 11, 2019 - \$445 per entry

Regular Deadline: February 1, 2019 - \$545 per entry

Final Deadline: February 22, 2019 - \$695 per entry

Categories

Campaign Categories

Best Experiential Marketing Campaign

Awarding an experiential marketing campaign that has successfully increased engagement and brand loyalty via an indoor and/or outdoor experience.

Best New Product or Launch Campaign

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

Best Email Campaign

Awarding an original branded email campaign that has successfully met engagement goals and/or informed audiences in a unique way.

Best Branded Content Series

Awarding an ongoing branded content series (created by a brand, agency or publisher) that has successfully exceeded viewership goals and/or increased brand awareness.

Most Original Use of Facebook

Awarding a Facebook strategy that was successful in user targeting and/or promoting a brand, product or service.

Best Use of Instagram

Awarding an Instagram strategy that was successful in using new features (polling, Stories, etc.) to increase awareness and/or engagement for a brand, agency or publisher.

Best Use of Twitter

Awarding a Twitter strategy that was successful in using features like Twitter video, 'featured' tweets and more to increase awareness and/or engagement for a brand, agency or publisher.

Best Use of Snapchat

Awarding a Snapchat strategy that was successful in using unique features like branded lenses, Discover and Live to increase awareness and/or engagement for a brand, agency or publisher.

Best Use of Video

Awarding a video strategy that successfully delivered content, communicated messaging and increased engagement for a brand, agency or publisher.

Best Use of Real-Time Streaming Video

Awarding a video strategy that was successful in using Facebook Live, Periscope or other real-time streaming platforms to reach its existing audience and attract new viewers.

Best Use of Native Advertising/Sponsored Content

Awarding the use of native advertising or sponsored content that successfully engaged/informed audiences and/or promoted a brand, product or service.

Best User-Generated Content

Awarding the most effective and creative use of content generated by fans for increasing brand awareness.

Most Effective/Measurable Campaign

Awarding a campaign that has successfully made a proven impact on business objectives—including, but not limited to, brand equity, sales, or profits.

Best Interactive Content Piece or Series

Awarding an interactive content piece (survey, tool, infographic, etc.) or series that has successfully engaged audiences and/or increased awareness.

Most Innovative Use of Content

Awarding a content marketing format, unit or form of advertising across platforms that has successfully increased the awareness of a brand, product or service.

Product & Platform Categories

Best Branded Podcast

Awarding a podcast that has successfully met engagement goals and/or increased brand awareness.

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.

Product & Platform Categories

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 Brand Publication - Print and/or Digital

Awarding the print or digital magazine created by a brand that has successfully increased the awareness of their product or services.

Best Content Marketing Tech 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.

Partnership Categories

Best Agency/Client Collaboration

Honoring the agency-client collaboration that has successfully met goals using uniquely innovative and creative solutions.

Best Brand/Influencer Collaboration

Honoring the brand/influencer collaboration that successfully increased brand awareness and/or engagement across platforms.

Most Engaged Brand Community - NEW

Honoring the brand with the community (official or unofficial) that has been inspired to tell brand stories and spread awareness on their behalf.

Strategy Categories

Best Multi-Channel Content Distribution Strategy - NEW

Awarding the content distribution strategy (deployed across owned, earned or paid media) that has successfully increased brand awareness and/or engagement.

Grand Prix Categories

Best In-House Content/Brand Studio

Honoring the publisher or brand's in-house studio whose editorial-esque content has successfully increased the awareness of a client's brand, product or service.

Content Marketer of the Year

Honoring the content marketer that has best displayed excellence through the strength of their unique vision, marketing tactics and leadership at their company.

Best Content Marketing Agency

Honoring the standalone agency (not in-house at a media company) that has best displayed excellence through the noteworthy execution of content used to promote a client's brand, product or service.

Entry questions

Supporting Materials

Supporting materials are the same across all categories. While not all are required, they do enhance the overall quality of your entry and support your submission.

- **Company Logo** -File must be in .EPS format. If you're an agency submitting on behalf of a client, submit both.
- **Photos** - You may include up to three images that support your submission. There are no file format restrictions.
- **URLs** - You may include up to two URLs. This can be your company website, video links, etc.
- **Sizzle Reel** - We highly suggest including a video to support your submission. Must be no longer than two minutes in length. No file format restrictions apply.

Campaign Categories

- **Company/Industry Description** - Describe the end-user client, what they do and the industry that they serve. If submitting for a client, describe the client's industry. [100 words]
- **Overview** - Provide a summary of the campaign, what it was, and its target audience. [200 words]
- **Goals** - What were the goals of the campaign? [100 words]
- **Challenges** - What challenges did the team have to overcome? [150 words]
- **Results** - How did the campaign perform? What were the results, ROI, impact on business? [200 words]

Product/Platform Categories

Platform categories must be entered from a case-study perspective that demonstrates how X client used the platform to do Y.

- **Company/Industry Description** - Describe the end-user client, what they do and the industry that they serve. If submitting for a client, describe the client's industry. [100 words]
- **Overview** - Summarize the overall product or UX feature and why it's a crucial part of your business. [200 words]
- **Goals** - What were the goals for the product or feature once implemented? How have the goals evolved? [150 words]
- **Challenges** - Were there any challenges you ran into along the way when deploying the product or feature? [150 words]
- **Results** - Describe a few key results and the impact made since implementing the product or feature. Please quantify and be as specific as possible. [200 words]

Entry questions

Partnership Categories

- **Industry Description** - Describe the end-user client, what they do and the industry that they serve. If submitting for a client, describe the client's industry. [100 words]
- **Overview** - Provide a summary of what the campaign was. [200 words]
- **Goals** - What were the goals of the campaign? [100 words]
- **Challenges** - What challenges did the team have to overcome? [150 words]
- **Results** - How did the campaign perform? What were the results, ROI, impact on business? Please quantify and be as specific as possible [200 words]



Strategy Categories

- **Company/Industry Description** - Describe the end-user client, what they do and the industry that they serve. If submitting for a client, describe the client's industry. [100 words]
- **Overview** - Summarize the overall strategy and why it's a crucial part of your business. [200 words]
- **Goals** - What were the goals of the strategy once implemented? How have the goals evolved? [150 words]
- **Challenges** - Were there any challenges you ran into along the way when deploying the strategy? [150 words]
- **Results** - Describe a few key results and the impact made since implementing the strategy. Please quantify and be as specific as possible. [200 words]

Grand Prix Categories

- **Company/Industry Description** - Describe the end-user client, what they do and the industry that they serve. If submitting for a client, describe the client's industry. [100 words]
- **Overall Achievements** - Include a summary of the team or individual achievements throughout the year. [300 words]
- **Goals** - What were the goals of the individual or team for the past year? [150 words]
- **Challenges** - What challenges did the team have to overcome over the last year? [150 words]
- **Results** - Describe the team results, impact on business, goals met, etc. [200 words]

FAQ

We know you have questions. In this FAQ, we will answer the most common questions we receive. If your question is not answered here, please just send us an email at awards@digiday.com and we will respond as soon as we can.

How do I start my submission?

Begin by creating an account with our Digiday Awards Submission platform. If you do not already have an account, you may register using this link: <https://trib.al/IbQSnRw>

Who is eligible to enter this program?

Entries must be relevant to March 2018 - March 2019. While there are no geographic limitations for this program, please note that the awards gala to recognize winners will be held in New York City.

How do I increase my chances of winning an award?

Be sure to emphasize the goals and achievements of your campaign or organization and provide supporting materials and specific examples when possible (KPIs, ROI, etc.). Please note: No data will be made public as entries are viewed only by the jury panel who will sign an NDA.

Can I submit the same campaign in multiple categories and awards programs?

Yes. You may check the additional categories you would like to submit to when beginning the entry. There is no need to re-enter all of the campaign details, if the category is in the same category grouping (ie: Strategy, Product, 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.

FAQ

What methods of payment are accepted?

The platform only accepts the following credit cards: Visa, MasterCard, American Express and Discover. If you need to use another form of payment, we must receive payment prior to the deadline date you are submitting for. Just send us an email at awards@digiday.com to arrange.

How do I know my entry was received?

After completing your entry through our system, you will receive an email confirmation that we have received your submission(s). If you do not receive confirmation within 24 hours, please email us at awards@digiday.com.

Can I make changes to my entry once it's been submitted?

Yes. You can contact us at awards@digiday.com if there are any elements of an entry that need to be changed or updated. Please note, altering elements is only possible if the work has not yet been judged and the deadline date has not passed.

Can I withdraw my entry? Will I get a refund?

Digiday is not liable to issue refunds for the entry fee. If for some reason you need to remove the entry from the program, we can allow you to re-submit the campaign (or a different entry) to another awards program. Please contact us at awards@digiday.com for further details.

When and how will winners be notified?

Finalists will be contacted via email regarding their entry, whether they have been selected for the shortlist or not. The shortlist will be announced approximately one week after judging closes. You can find the specific date in the confirmation email from your submission.

What do I receive if I win?

All winners will take home a signature neon "D" trophy from our awards gala. Further, the results of our awards programs are included in our daily coverage of media and marketing that reaches over one million users per month.



DIGIDAY
CONTENT MARKETING
AWARDS

CONTACT

awards@digiday.com