



DIGIDAY

MARKETING & ADVERTISING
AWARDS EUROPE



2020 ENTRY KIT

Last Chance Deadline: September 25

Digiday Marketing and Advertising Awards

Europe

The **Digiday Marketing and Advertising Awards Europe** recognize the companies, campaigns and technology modernizing European marketing and advertising. While our other awards programs recognize companies on a global scale, the Digiday Marketing and Advertising Awards Europe showcase work specific to the European market.

Over the years, the Digiday Marketing and Advertising Awards Europe have recognized companies like Refinery29, Adidas, and Havas.

Deadlines & Entry Fees

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|-----------------------------|--------------------|----------------|
| EARLY DEADLINE | August 14, 2020 | £179 per entry |
| REGULAR DEADLINE | September 4, 2020 | £250 per entry |
| LAST CHANCE DEADLINE | September 25, 2020 | £350 per entry |

Categories

Best Brand/Influencer Collaboration

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

Best Agency/Client Collaboration

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

Best Use of Social

Awarding a social media strategy that successfully achieved campaign goals on behalf of a brand.

Best Use of Video

Awarding a 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 achieved set goals.

Best Use of AI

Awarding the most effective use of AI.

Best Use of Mobile - NEW

Awarding a campaign that successfully engaged audiences on mobile.

Best Use of Data - NEW

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

Best New Product or Launch Campaign

Awarding a marketing campaign that has successfully generated buzz or increased awareness around the launch of a new product or publication.

Best Paid Social Campaign

Awarding a paid social campaign that has most effectively and efficiently achieved campaign goals.

Best Social Good Campaign

Awarding the campaign that has most successfully driven awareness, donations or promoted a cause for social good.

Best Experiential Marketing Campaign

Awarding an experiential marketing campaign that has successfully achieved set goals via an experience.

Most Effective/Measurable Campaign

Awarding the top technology platform that promotes effective marketing across multiple channels.

Categories

Best Branding Campaign - NEW

Awarding a branding campaign that has successfully achieved set goals.

Best Branded Content Series - B2C

Awarding an ongoing B2C branded content series that has successfully achieved set goals.

Best Branded Content Series - B2B

Awarding an ongoing B2B branded content series that has successfully achieved set goals.

Best Direct Response Campaign

Awarding a direct response campaign on at least one or more digital platforms with a purpose to generate leads or directly sell a product or service.

Best Search Campaign

Awarding the campaign that has been most successful in achieving its objectives through the use of search engine marketing.

Best Multi-Channel Content Distribution Strategy

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

Most Innovative Use of Content

Awarding a content marketing format, unit or form of advertising across platforms that has most successfully achieved campaign goals.

Best Creative - NEW

Awarding the best and most engaging ad creative.

Best Media Plan - NEW

Awarding the media plan that has most effectively and efficiently executed a campaign.

Most Engaged Brand Community - NEW

Awarding the brand with the most passionate community.

Agency of the Year

Awarding the agency that has most consistently met or exceeded set goals.

Best In-House Content/Brand Studio

Awarding the staffed in-house studio who has been most successful in achieving business objectives.

Submission Form

All Categories

Industry Description - Describe the end-user client, what they do and the industry they serve. If submitting on behalf of a client, please describe the client's industry. [100 words]

Overview - Provide a summary of the campaign/strategy. [200 words]

Goals - What were the goals of the campaign/strategy? [150 words]

Challenges - Were there any challenges along the way? [150 words]

Results- Describe key results and the impact made since implementing the campaign/strategy. Please quantify and be as specific as possible. [200 words]

Supporting Materials- Option to upload up to three Campaign Images, a Sizzle Reel (please keep under two minutes in length), and up to two URLs.

Agency of the Year and Best In-House Brand Studio

Industry Description - Describe the agency. If submitting on behalf of a client, please describe their business. [100 words]

Overall Achievements - Summarize achievements made by the agency this year. [300 words]

Goals - What were the agency's goals this past year? [200 words]

Challenges - What challenges did the agency have to overcome this past year? This could refer to environmental, technological, bandwidth etc. [150 words]

Results- Describe key results and the impact made on the business as it pertains to the agency's goals. [200 words]

Supporting Materials- Option to upload up to three Campaign Images, a Sizzle Reel (please keep under two minutes in length), and up to two URLs.

FAQs

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 email us at awards@digiday.com and we will respond as soon as we can.

How do I start my submission?

'Submit Now' on the program site will bring you 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 July 2019-July 2020.

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.

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

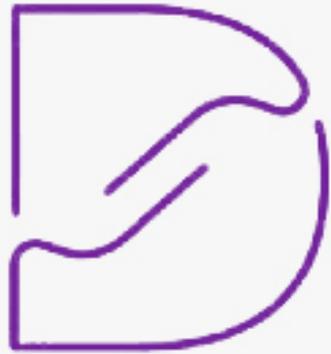
Yes. You can contact us at awards@digiday.com if there are any elements of an entry that need to be changed or updated. Please note, altering elements is only possible if the work has not yet been judged and the deadline date has not passed.

What methods of payment are accepted?

The platform 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.

When and how will finalists 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.



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CONTACT

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