

ModernRetail Awards

2020 ENTRY KIT

Last Chance Deadline: October 30

Modern Retail Awards

The **Modern Retail Awards** recognize the companies and campaigns modernizing retail in the digital age. The program will honor retailers who have best responded to changing consumer habits by tailoring experiences, producing standout campaigns and closing the gap between the physical and digital worlds. Last year, these awards honored leading work from brands such as Casper, Bombas, and SoulCycle.

Deadlines & Entry Fees

EARLY DEADLINE	September 11, 2020	\$359 per entry
REGULAR DEADLINE	October 2, 2020	\$459 per entry
LAST CHANCE DEADLINE	October 30, 2020	\$599 per entry

Categories

Most Innovative Use of Social

Awarding a unique or creative social media strategy that successfully achieved set goals.

Best Use of Social Media for Commerce- NEW

Awarding a social media commerce strategy that has successfully achieved set goals.

Best Use of Video

Awarding a video strategy that successfully promoted a product, initiative or retailer.

Best New Product Launch or Campaign

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

Best Socially Distant Campaign - NEW

Awarding the campaign that has been most successful in adapting a campaign to achieve its objectives online.

Best In-Person Experiential Marketing Campaign

Awarding the campaign that has been most successful in achieving its objectives through offline experiences.

Best Email Campaign

Awarding an original email campaign that has successfully achieved set goals.

Best Retailer/Agency Collaboration

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

Best Mobile Strategy

Awarding the retailer whose mobile strategy best engages customers and/or aids the buying process.

Best Personalization Strategy

Awarding the retailer who has been able to tailor each shopper's experience most successfully.

Best Omnichannel Strategy

Awarding the retailer who has best utilized a combination of in-store and online experiences to increase sales.

Best Customer Insight Strategy

Awarding the retailer who has most effectively employed customer feedback.

Best Customer Service Experience - NEW

Awarding the retailer with the most supportive customer service experience.

Best E-Commerce Experience

Awarding the retailer with the most seamless e-commerce experience.

Categories

Best Use of Technology

Awarding a retailer whose use of new technology has most significantly enhanced the customer experience.

Best In-House Innovation Team

Awarding the innovation team who has effectively moved their company forward through new product development, processes and technology incorporation.

Most Innovative Retail Model

Awarding the retailer who has most effectively changed the way customers shop and discover their brand(s).

Best Digital Transformation

Awarding the retailer whose transformation has allowed them to adhere to standards brought about by changing consumer habits.

Most Responsible Retailer

Awarding the retailer who, through proven initiatives, is the most socially/sustainably responsible.

Best DTC Pivot

Awarding the most successful pivot to a DTC model by a brand.

Best Digitally-Native Brand — NEW

Awarding the brand who has most successfully streamlined their efforts to sell directly to consumers.

Best Established Retailer — NEW

Awarding the retailer who has most successfully navigated changing market forces to maintain a successful brand and business.

Submission Form

Categories

Company/Industry Description - Describe the end-user client, what they do and the industry that they serve. If submitting on behalf of a client, please be sure to describe their 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 - What challenges did the team have to overcome? This could refer to issues such as environmental, technological, bandwidth etc. [\[150 words\]](#)

Results - Describe key results and the impact made since implementing the campaign/strategy. Please quantify and be as specific as possible. The results discussed in this section should relate directly to the goals presented above. [\[200 words\]](#)

Supporting Materials - Optional to upload

- Up to three Campaign Images
- Sizzle Reel (There is no min or max file size, but we ask that it is two minutes or under. MP4 videos suggested.)
- Up to two URLs

Grand Prix Categories

Company/Industry Description - Describe the brand. If submitting on behalf of a client, please be sure to describe their business. [\[100 words\]](#)

Overall Achievements- Summarize achievements made by the brand this year. [\[300 words\]](#)

Goals - What were the brand's goals this year? [\[150 words\]](#)

Challenges - What challenges did the brand have to overcome in the last year? This could refer to issues such as environmental, technological, bandwidth etc. [\[150 words\]](#)

Results - Describe key results and the impact made on the business. Please quantify and be as specific as possible. The results discussed in this section should relate directly to the goals presented above. [\[200 words\]](#)

Supporting Materials - Optional to upload

- Up to three Campaign Images
- Sizzle Reel (There is no min or max file size, but we ask that it is two minutes or under. MP4 videos suggested.)
- 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 August 2019-August 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.

ModernRetail Awards

CONTACT

awards@digiday.com