THE DIGIDAY AWARDS

2021 ENTRY KIT

Last Chance Deadline: September 24, 2021

The Digiday Awards

The **Digiday Awards** is the industry's annual recognition of the companies, campaigns and creative modernizing media and marketing. Over the years, these awards have honored leading work from brands, agencies, publishers and tech providers such as Comedy Central, VICE, The New Yorker, Netflix and more.

Deadlines & Entry Fees

EARLY DEADLINE	July 23, 2021	$449 per entry
REGULAR DEADLINE	August 20, 2021	$549 per entry
LAST CHANCE DEADLINE	September 24, 2021	$699 per entry

Categories

Best Creative

Awarding the best and most engaging ad creative of the year.

Best Collaboration

Awarding the collaboration between an advertiser and a partner that has most successfully achieved set goals.

Best Use of Social

Awarding the social media strategy that has been most creative, strategic and effective in achieving its objectives.

Best Use of Influencer Marketing - NEW

Awarding the influencer marketing strategy that has been most creative, strategic and effective in achieving its objectives.

Best Use of Mobile

Awarding a campaign that has most successfully engaged audiences on mobile.

Best Use of Video

Awarding a video strategy that most effectively drove audience engagement for a brand, agency or publisher.

Best Strategy Pivot - NEW

Awarding the strategy that, following changes due to external factors, was ultimately able to successfully deliver desired goals.

Best Product Launch Campaign

Awarding the campaign that has most successfully launched a new brand, product or service.

Best Branding Campaign B2B

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

Best Branding Campaign B2C

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

Best Multi-Platform Campaign

Awarding the campaign that has been most successful in achieving its objectives through a multi-channel strategy and approach.

Best Search Campaign

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

Best Audio Campaign

Awarding the campaign that has been most successful in achieving its objectives through audio mediums including podcasts, streaming content and radio.

Categories

Best PR Campaign

Awarding the campaign that has been most successful in achieving its objectives by generating buzz, earned media and positive publicity.

Best Gaming/esports Campaign - NEW

Awarding the campaign that has been most successful in achieving its objectives through gaming or esports.

Most Innovative Publisher

Awarding a publisher that best exemplifies original thinking and creativity in editorial, audience development and revenue generation.

Most Innovative Independent Agency - NEW

Awarding the independent agency that has been most strategic, original and effective in helping partners achieve their goals.

Most Innovative Media Agency

Awarding the media agency that has been most strategic, original and effective in helping partners achieve their goals.

Most Innovative Brand

Awarding the brand that is modernizing the industry through innovative marketing, advertising and customer engagement strategies.

Most Innovative Technology Platform

Awarding the technology platform that has been most effective in helping partners achieve their goals.

Leader of the Year - NEW

Awarding the executive who has most successfully led their team both in strength and forward-thinking through a tumultuous year.

Submission Form

Submission Questions - Overall Categories

Company Logo - File must be in .EPS format. If you're an agency submitting on behalf of a client, submit both unless you prefer to be omitted.

Industry Description - Describe the industry you serve and who the end-user client is. Note: If you are an agency submitting on behalf of a client, please describe their industry. [100 words or less]

Goals - Describe what the campaign, agency or platform aims to achieve. [150 words or less]

Challenges - Describe any challenges the team or overall company had to overcome (examples include technological issues, bandwidth, budget restraints etc.) [150 words or less]

Results - Describe results, impact on business and ROI for business or client.

Supporting Materials

While not required, they enhance the overall quality of your entry.

Images - 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, a link out to a case study, video links, etc.

Sizzle Reel - We suggest including a video to support your submission if possible. No longer than two minutes in length. No file format restrictions apply.

Credits

This section reflects what you will see in any public-facing mention should you be named a finalist or winner.

Please list your Company Name exactly how you want the nomination to read publicly.

Example: Adobe — Adobe Analytics.

Please list the URL where you would like your Company Name to link out to.

Example: https://business.adobe.com/products/analytics/adobe-analytics.html

Twitter Handle - Please include a Twitter handle for public mention on @DigidayAwards should you be named a winner, separating any additional handles with a comma. Limit three per submission.

Submission Form

Leader of the Year and Most Innovative Publisher/Independent Agency/Media Agency/ Brand/ Technology Platform

Submission Questions - Grand Prix Categories

Company Logo - File must be in .EPS format. If you're an agency submitting on behalf of a client, submit both unless you prefer to be omitted.

Industry/Leader Description - Describe the industry you serve and who the end-user client is. Note: If you are an agency submitting on behalf of a client, please describe their industry. [100 words or less]

Goals - Describe what the company or leader aims to achieve. [150 words or less]

Challenges - Describe any challenges the overall company or leader had to overcome (examples include technological issues, bandwidth, budget restraints etc.) [150 words or less]

Results - Describe results, impact on business and ROI for business or client.

Supporting Materials

While not required, they enhance the overall quality of your entry.

Images - You may include up to three images that support your submission. If submitting a leader for consideration, please upload a headshot here. There are no file format restrictions.

URLs - You may include up to two URLs. This can be your company website, a link out to a case study, video links, etc.

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CONTACT

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