

GREATER GOOD AWARDS

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DIGIDAY G L O S S Y **ModernRetail**

2021 ENTRY KIT

Last Chance Deadline: October 15, 2021

Greater Good Awards

Since 2015, Digiday has awarded purpose-driven work through categories like “Best Social Good Campaign.” That goodness has permeated through to many other categories, increasing proof that companies like yours are making themselves available for causes they hold close. Whether that’s through dedicating time and resources, or becoming mainstay partners responsible for awareness or donation-driving campaigns, our three media brands, Digiday, Glossy and Modern Retail, look forward to recognizing work impacting the greater good.

Deadlines & Entry Fees

EARLY DEADLINE	August 13, 2021	\$349 per entry
REGULAR DEADLINE	September 10, 2021	\$499 per entry
LAST CHANCE DEADLINE	October 15, 2021	\$549 per entry

Interested in nonprofit pricing? [Contact us.](#)

All deadlines end at 11:59 p.m. PST

Categories by Cause

Arts and Culture

Children

Disaster Relief

Education

Environment

LGBTQ+

Gender Equality

Hospitality

Hunger

Infectious Disease

Mental Health

Racial Equality

Social Justice

Sustainability

Submission Questions

Categories

Description - Describe the cause and the connection made between the cause and the business/group. [200 words or less]

Overview - Provide a summary of the campaign/initiative. [200 words or less]

Goals - What were the goals of the campaign/initiative. [175 words or less]

Challenges - Were there any challenges along the way? (This can refer to bandwidth, fulfillment, legislative, budgetary constraints, etc.) [150 words or less]

Results - Describe key results and the impact made since implementing or launching the campaign/initiative. Please quantify and be as specific as possible. Keep in mind judges will be looking for evidence of positive impact on the cause. [200 words or less]

Credits

The following information will be made public via the shortlist announcement on digiday.com. Any changes to this section will only be considered while the submission period is still open.

Company Name - Please list exactly how you would like your nomination to read publicly should you be named a finalist or winner. Example: Digiday Media & Glossy - Launch of glossy.co

URL - Please list the URL where you would like your Company Name or campaign indicated above to link out to. This can be your company website, specific landing page, YouTube link etc. This will be made public.

Supporting Materials

They remain the same across all categories. While not required, they enhance the overall quality of your entry.

Company Logo - File must be a vector /.EPS file and no larger than 25MB. If you're an agency submitting on behalf of a client, you have the option to submit both.

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, video links, etc.

Sizzle Reel - We suggest including video to support your submission if applicable. We ask that you please keep video under two minutes in length. No file format restrictions apply.

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CONTACT

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