



**DIGIDAY**

MEDIA BUYING &  
PLANNING AWARDS

**2022 ENTRY KIT**

Last Chance Deadline: January 14, 2022

# The Digiday Media Buying & Planning Awards

The Digiday Media Buying and Planning Awards recognize the companies, brand integrations and technology modernizing media buying and planning.

This program will honor the agencies and their work over the past year as they navigate a path forward through changes to the traditional business model.

## Deadlines & Entry Fees

**EARLY  
DEADLINE**

November 12, 2021

\$449 per entry

**REGULAR  
DEADLINE**

December 10, 2021

\$549 per entry

**LAST CHANCE  
DEADLINE**

January 14, 2022

\$699 per entry

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

# Categories

## **Best Media Plan**

Awarding the media plan that has most effectively and efficiently delivered on a campaign's goals.

## **Most Diverse Spending**

Awarding the media plan that has most effectively reached an underserved audience.

## **Best Brand Integration into Gaming/esports**

Awarding the brand integration that has been most successful in achieving its objectives through gaming/esports.

## **Best Brand Integration into Traditional Media**

Awarding the brand integration that has been most successful in achieving its objectives through traditional media (TV, radio, OOH, print).

## **Best Brand Integration into Digital Media**

Awarding the brand integration that has been most successful in achieving its objectives through digital media (Connected TV, streaming, mobile, search).

## **Best Use of Emergent Media**

Awarding the brand integration that has been most successful in achieving its objectives through emergent media (TikTok, Snap, Clubhouse, Podcasts).

## **Best CSR Initiative**

Awarding the CSR initiative that was most successful in acknowledging a company's environmental or social impact and working to offset it.

## **Best Ecommerce Strategy**

Awarding the ecommerce strategy that has most successfully driven revenue and/or engagement.

## **Best Use of Technology**

Awarding the use of technology that has most significantly positively impacted campaign performance.

## **Best Use of Data**

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

## **Best Media Agency Pivot**

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

## **Media Executive of the Year**

Awarding the senior executive that has best displayed excellence through outstanding and innovative work at their company.

# Submission Questions

## Overall Categories

**Company/Industry Description** - Describe the end-user client, what they do and the industry they serve. If submitting on behalf of a client, be sure to describe their business.

[100 words or less]

**Overall Achievements** - Provide a summary of the initiative/strategy/plan. [200 words or less]

**Goals** - What were the goals of the initiative/strategy/plan? [150 words or less]

**Challenges** - Were there any challenges along the way? \*This could refer to environmental, bandwidth, technological issues etc.\* [150 words or less]

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

## Supporting Materials

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

**Company Logo** - File must be in .EPS format. If you're an agency submitting on behalf of a client, submit both (up to two).

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

**URLs** - You may include up to two URLs. This can be your company website, 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.

# Submission Questions

## Grand Prix - Media Executive of the Year

**Company/Industry Description** - Describe the company/leader. If submitting on behalf of a client, please be sure to describe their business. [100 words or less]

**Overall Achievements** - Summarize achievements made by the individual over the past year. [300 words or less]

**Goals** - What were the individual's goals over the past year? [150 words or less]

**Challenges** - What challenges did the individual have to overcome in the past year? [150 words or less]

**Results** - Describe the individual's results, impact made on business, goals met etc. Please quantify and be as specific as possible. [200 words or less]

## Supporting Materials

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

**Company Logo** - File must be in .EPS format. If you're an agency submitting on behalf of a client, submit both (up to three).

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

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**CONTACT**

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