



DIGIDAY

CONTENT MARKETING AWARDS



2022 ENTRY KIT

Last Chance Deadline: February 18, 2022

The Digiday Content Marketing Awards

The Digiday Content Marketing Awards recognize the companies and campaigns using content to modernize media and marketing.

This program will honor brands, agencies, publishers technology providers and their work over the past year. Past winners hail from companies such as AMC Networks, Verizon Media, Edelman and Airbnb.

Deadlines & Entry Fees

EARLY DEADLINE		December 10, 2021		\$449 per entry
REGULAR DEADLINE		January 28, 2022		\$549 per entry
FINAL DEADLINE		February 18, 2022		\$699 per entry

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

Categories

Best Experiential Marketing Campaign

Awarding an experiential marketing campaign that has successfully achieved stated objectives via an in-person experience..

Best New Product or Launch Campaign

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

Best Influencer-Generated Content

Awarding the most effective and creative use of influencer content to promote a product, brand or service.

Best Branded Content Series - B2B

Awarding an ongoing branded content series that has successfully achieved stated objectives.

Best Branded Content Series - B2C

Awarding an ongoing branded content series that has successfully achieved stated objectives.

Best Use of Data

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

Best Use of Social

Awarding a social media strategy that has most 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 Advertising Partner for Brands

Awarding the agency that has most consistently met advertising goals on behalf of a brand.

Best Direct Response Campaign

Awarding a direct response campaign on at least one or more digital platforms that most successfully generated leads or directly sold a product or service.

Best Use of Real-Time Streaming Video

Awarding a video strategy that was most successful in using real-time streaming platforms to promote 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 stated objectives.

Categories

Best User-Generated Content

Awarding the most effective and creative use of user-generated content to promote a product, brand or service.

Most Effective/Measurable Campaign

Awarding a campaign that has successfully made the biggest tangible impact on business objectives.

Best Interactive Content Piece or Series

Awarding an interactive content piece or series that has most successfully achieved stated objectives.

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 Branded Podcast

Awarding a podcast that has most successfully met stated objectives on behalf of a brand.

Best Branded Content Site - B2B

Awarding a B2B content destination -- including, but not limited to, a blog, microsite or landing page -- that has successfully promoted a brand, product or service.

Best Branded Content Site - B2C

Awarding a B2C content destination -- including, but not limited to, a blog, microsite or landing page -- that has successfully promoted a brand, product or service.

Best Brand Publication - Print and/or Digital

Awarding the print or digital magazine that has most successfully promoted a brand, product or service.

Best Agency/Client Collaboration

Awarding the agency-client collaboration that has most successfully achieved stated objectives.

Best Brand/Influencer Collaboration

Awarding the brand/influencer collaboration that has most successfully achieved stated objectives.

Most Engaged Brand Community

Awarding the brand with the most passionate community.

Best Multi-Channel Content Distribution Strategy

Awarding the content distribution strategy that has most successfully achieved campaign goals.

Categories

Best In-House Content/Brand Studio

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

Content Marketing Partner of the Year - UPDATED

Awarding the agency or publisher that has most consistently met or exceeded client goals through content marketing campaigns.

Best Use of TikTok - NEW

Awarding the most effective use of TikTok to deliver on stated objectives.

Best Virtual Event - NEW

Awarding the virtual event that most effectively promoted a product or service.

Best Campaign Pivot

Awarding the campaign that, due to changing external factors, was most successful in delivering on stated objectives.

Best Community Building Campaign - NEW

Awarding the campaign that's been most effective in building or fostering community among customers or users.

Submission Questions

All other Categories

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

Company/Industry Description - Describe the end-user client, what they do and the industry they serve. If submitting for a client, 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? This could refer to budget, production and timeline constraints, technical issues 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

While not required, supporting materials 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, 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

Company Name - Please list exactly how you want the nomination to read publicly should you be named a finalist or winner.

URL - Please include the URL where you would like your Company Name to link out to. This can be your company website, a specific landing page, link to YouTube etc.

Twitter Handle - Please include a Twitter handle for public mention should you be named a winner, separating any additional handles with a comma.

Submission Questions

Content Marketing Partner of the Year - Grand Prix

Company/Industry Description - Describe your business and the industry they serve. If submitting on behalf of a client, please be sure to describe their business. [100 words]

Overview - Summarize the achievements made by the agency in the past year. [300 words]

Goals - What were the agency's goals in the past year? [150 words]

Challenges - What challenges did the agency have to overcome in the past year? *This could refer to budget, timeline and production constraints, technical issues, 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]

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CONTACT

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