

2022 ENTRY KIT

Last Chance Deadline: March 18, 2022

The Glossy Beauty Awards

The Glossy Beauty Awards recognize the companies transforming the beauty and wellness industries through campaigns, initiatives products and practices.

This program has honored names like Sephora, IPSY, eos and many more. This year, we look forward to honoring the companies innovating to make impact.

Deadlines and Entry Fees

EARLY DEADLINE		January 21, 2022		\$449 per entry
REGULAR DEADLINE		February 18, 2022		\$549 per entry
FINAL DEADLINE		March 18, 2022		\$699 per entry

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

Categories

Best Influencer Partnership

Awarding an influencer partnership that has most successfully achieved campaign goals.

Best Use of Technology

Awarding a brand whose use of new technology has most significantly enhanced the customer experience. Note: One winner will be selected, by Glossy, from those submissions to this category in both the Glossy Fashion and Glossy Beauty Awards.

Best Strategy Pivot

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

Best Use of Customization or Personalization

Awarding the beauty brand with the best customization or personalization offering.

Best Sustainability Initiative

Awarding an initiative that was successful in decreasing a company's carbon footprint through eco-friendly products or mission-driven marketing.

Best Brand Collaboration

Awarding a collaboration (brand x brand or brand x agency) that has most successfully achieved campaign goals.

Best Multi-Platform Campaign

Awarding a campaign integrated across two or more channels that has successfully achieved campaign goals.

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 Digital Event Series

Awarding the best execution of a digital event series that served as an extension of the brand.

Best Product Launch Campaign - NEW

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 Brand or Sub-Brand Launch Campaign - NEW

Awarding a launch campaign that successfully generated buzz and audience engagement around a new product.

Most Engaged Brand Community

Awarding the brand that has enjoyed consistently high engagement and a strong sense of community built around its products, services or content.

Categories

Best Use of TikTok

Awarding a TikTok strategy that most successfully achieved goals.

Best Use of an Emerging Digital Platform

Awarding the use of an emerging digital platform that successfully achieved goals.

Best Use of Instagram

Awarding an Instagram strategy (Shop, Live, Stories) that most successfully achieved goals.

Best E-Commerce Experience

Awarding the e-commerce strategy that has successfully driven revenue and/or engagement for a beauty brand.

Best Use of Video

Awarding a video strategy that most effectively drove audience engagement for a beauty brand.

Best Omni-Channel Experience

Awarding the brand that has provided the most cohesive and on brand experience for customers across channels.

Best Use of Liveshopping - NEW

Awarding a liveshopping campaign that most effectively drove sales for a beauty brand.

Founder of the Year

Awarding the founder that has best displayed excellence through outstanding and inspired work at their company.

Beauty Brand of the Year

Awarding the beauty brand that has most consistently met or exceeded set goals.

Best Breakthrough Beauty Startup

Awarding the emerging beauty brand that has successfully established a core following in the industry.

Wellness Brand of the Year

Awarding the wellness brand that has most consistently met or exceeded set goals.

Best Breakthrough Wellness Startup - NEW

Awarding the emerging beauty brand that has successfully established a core following in the industry.

Breakout Clean Beauty Brand of the Year - NEW

Awarding the beauty brand that has most successfully implemented clean beauty initiatives or launches.

Beauty Influencer of the Year - Presented by Glossy Pop - NEW

Awarding the influencer that has been most successful in helping beauty brands reach business objectives.

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.

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/team/initiative. [200 words]

Goals - What were the goals of the campaign/team/initiative? [100 words]

Challenges - Were there any challenges in the past year? [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 will 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 of the nominated company or companies for public mention should you be named a winner, separating any additional handles with a comma. Limit three per submission.

Submission Questions

Person or Team Categories - Grand Prix

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]

Overall Achievements - Include a summary of the individual/team achievements throughout the year. [300 words]

Goals - What were the goals of the individual/team over the past year? [150 words]

Challenges - What challenges did the individual/team have to overcome in the past year? [150 words]

Results - Describe the individual/team results, impact on business, goals met, etc. Please quantify and be as specific as possible. [200 words]

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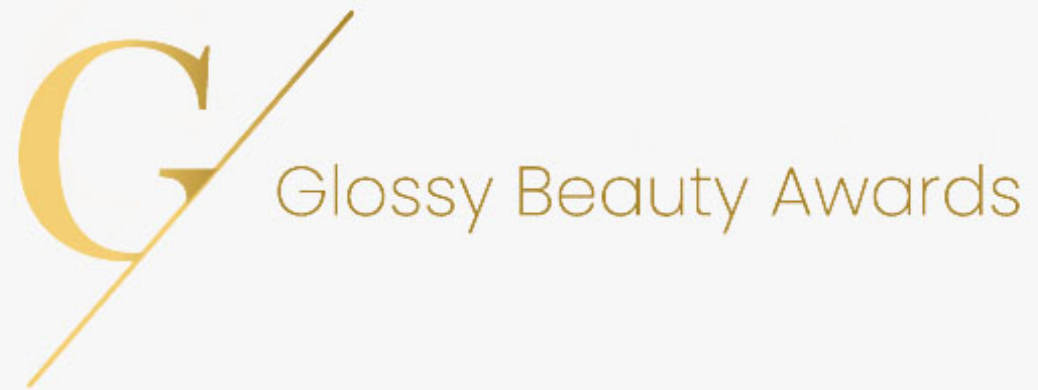
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CONTACT

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