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Entry Kit  
**2022**

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# The Digiday Awards



The **Digiday Awards** is the industry's annual recognition of the companies, campaigns and creatives modernizing media and marketing. Over the years, these awards have honored industry-leading work from Edelman, VICE, HP and more.

## Deadlines & Entry Fees

EARLY DEADLINE	July 22, 2022	\$499 per entry
REGULAR DEADLINE	August 19, 2022	\$599 per entry
LAST CHANCE DEADLINE	September 23, 2022	\$729 per entry

# Categories

## Campaign



### **Best Audio Campaign**

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

### **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 Collaboration**

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

### **Best Creative**

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

### **Best Experiential Campaign** | **NEW**

Awarding the campaign that has been most successful in achieving its objectives through either online or offline experiences.

# Categories

## Campaign



### **Best Gaming/Esports Campaign**

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

### **Best Metaverse Marketing Campaign** | NEW

Awarding the campaign that has been most successful in achieving its objectives through metaverse marketing.

### **Best Multi-Platform Campaign**

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

### **Best Organic Marketing Campaign** | NEW

Awarding the best organic marketing campaign that garnered the most attention across the internet.

### **Best PR Campaign**

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

### **Best Product Launch Campaign**

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

# Categories

## Campaign



### **Best Search Campaign**

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

### **Best Strategy Pivot**

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

### **Best Use of Influencer Marketing**

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

### **Best Use of NFT** | NEW

Honoring the most effective use of NFT's by a brand or agency.

### **Best Use of Social**

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

### **Best Use of Video**

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

# Categories

## Grand Prix



### **Leader of the Year**

Awarding the most creative and innovative executive who has most successfully led their team both in strength and forward-thinking.

### **Most Innovative Brand**

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

### **Most Innovative Independent Agency**

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 Publisher**

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

### **Most Innovative Technology Platform**

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

# FAQ



## How do I start my submission?

[Submit here](#). You will be brought to the Digiday Awards submission platform where you will be asked to register if not already.

## Am I eligible to enter this program?

Case studies must be relevant to July 2021-July 2022.

## How do I increase my chances of winning an award?

Be sure to emphasize the goals of your campaign, as well as the achievements. Provide supporting materials and specific examples of success when possible (KPIs, ROI, etc.).

## What if my company has a juror on the judges panel?

Not a problem. You can still submit to the program. We recuse judges from scoring any categories that their company submits to.

## Are the entry fees per category?

Yes. Further, if you enter the same campaign into multiple categories, which companies often do, you will be charged the entry fee per category entered.

# FAQ



## Can I make changes to my entry once it's been submitted?

Yes. You can contact us at [awards@digiday.com](mailto:awards@digiday.com) if there are any elements of an entry that need to be changed or updated. Please note, altering elements is only possible if the work has not yet been judged and the deadline date has not passed.

## When and how will finalists be notified?

Finalists will be contacted via email regarding their entry, whether they have been selected for the shortlist or not. The shortlist will be announced after judging closes.

## What methods of payment are accepted?

The platform accepts the following credit cards: Visa, MasterCard, American Express and Discover. If you need to use another form of payment, we must receive payment prior to the deadline date you are submitting for. Just send us an email at [awards@digiday.com](mailto:awards@digiday.com) to arrange.





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Contact

[awards@digiday.com](mailto:awards@digiday.com)

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