

Greater Good Awards

DIGIDAY

G L O S S Y

ModernRetail

worklife

Entry Kit
2022

Greater Good Awards



It's never been more important for companies to stand for something more than their bottom line. From racial equality to the environment to social justice, many businesses are focused on having a positive impact on the world and we're recognizing those companies and their work.

The **Greater Good Awards**, presented by Digiday, Glossy, Modern Retail and WorkLife, will showcase the work being done around social causes, its impact and ultimately those working toward the greater good.

Deadlines & Entry Fees

EARLY DEADLINE	August 12, 2022	\$399 per entry
REGULAR DEADLINE	September 9, 2022	\$549 per entry
LAST CHANCE DEADLINE	October 14, 2022	\$599 per entry

Categories

Animal Welfare | NEW

Awarding a campaign or initiative centered around aiding animals and/or wildlife in need.

Anti-Violence | NEW

Awarding a campaign or initiative that focuses on keeping communities safe.

Local Community Betterment | NEW

Awarding a campaign or initiative that gives back to the community by advocating for change in social, economic, environmental, and cultural policies/practices.

Water | NEW

Awarding a campaign or initiative focused on water conservation, sustainability and/or accessibility.

Arts and Culture

Awarding a campaign or initiative designed to preserve fine arts and culture.

Children

Awarding a campaign or initiative that advances the safety, health and wellbeing of children.

Categories

Education

Awarding a campaign or initiative that supports learning inside and/or outside of the classroom.

Emergency Aid

Awarding a campaign or initiative that provides relief and resources to communities affected by hardship and/or tragedy.

Environment

Awarding a campaign or initiative executed to promote, protect, and preserve our environment.

Gender Equality

Awarding a campaign or initiative that encourages and fights for equal rights for all genders.

LGBTQ+

Awarding a campaign or initiative fighting against discrimination based on sexual orientation or gender identity.

Mental Health

Awarding a campaign or initiative which promotes the importance of emotional and psychological wellbeing.

Categories

Public Health

Awarding a campaign or initiative that promotes the science and art of preventing disease, prolonging life and promoting health.

Racial Equality

Awarding a campaign or initiative that has helped combat systemic discrimination based on race.

Social Justice

Awarding a campaign or initiative that seeks to address the present social inequalities and promote equal rights, opportunity and treatment.

Sustainability

Awarding a campaign or initiative that is delivering the most sustainable, green solutions.

World Hunger

Awarding a campaign or initiative focused on providing people with access to food.

How do I start my submission?

[Submit here](#). You will be brought to the Greater Good 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.

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

Yes. You can contact us at 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.

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 to arrange.

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.

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