



**DIGIDAY**

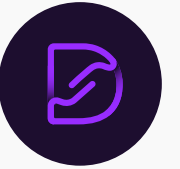
MARKETING & ADVERTISING  
AWARDS EUROPE

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**Entry Kit**  
**2022**

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# The Digiday Marketing & Advertising Awards Europe



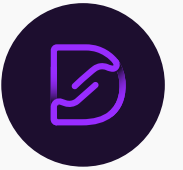
The **Digiday Marketing and Advertising Awards Europe** recognize the companies, campaigns and technology modernizing European marketing and advertising. Over the years, we've honored industry-leading work from Carat, CNN, Tastemade and more.

## Deadlines & Entry Fees

EARLY DEADLINE	5 August, 2022	£229 per entry
REGULAR DEADLINE	2 September, 2022	£319 per entry
LAST CHANCE DEADLINE	7 October, 2022	£369 per entry

# Categories

## Overall



### **Best Emerging Tech Campaign** | NEW

Awarding the use of immersive technology in a campaign, including but not limited to, AR, VR, metaverse, or NFT, to promote a product, brand or service.

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

Awarding an organic campaign that has most successfully achieved set goals.

### **Best use of Audio** | NEW

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

### **Best Influencer Collaboration**

Awarding the brand/influencer collaboration that has most successfully achieved set goals.

### **Best Collaboration**

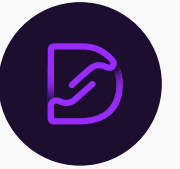
Awarding the agency/client collaboration that has most successfully achieved set goals.

### **Best Use of Social**

Awarding a social media strategy most successfully promoted a brand, product or service.

# Categories

## Overall



### **Best Use of Video**

Awarding a video strategy that most successfully promoted a brand, product or service.

### **Best Use of User-Generated Content**

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

### **Best Use of Native Advertising/Sponsored Content**

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

### **Best Use of Data**

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

### **Best Use of Technology**

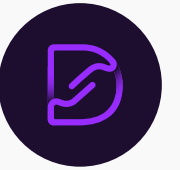
Awarding the use of technology to promote a product, brand or service.

### **Best New Product or Launch Campaign**

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

# Categories

## Overall



### **Best Paid Social Campaign**

Awarding a paid social campaign that has most successfully achieved set goals.

### **Most Effective/Measurable Campaign**

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

### **Best Branded Content Series**

Awarding an ongoing branded content series that has been most successful in achieving business objectives.

### **Best Branded Content Site**

Awarding a content destination including, but not limited to, a blog, microsite, or landing page, that has been most successful in achieving business objectives.

### **Best Search Campaign**

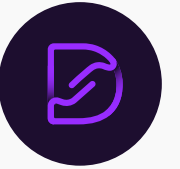
Awarding the campaign that has been most successful in achieving set goals through the utilization of search engine marketing.

### **Best Campaign Pivot**

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

# Categories

## Overall



### **Best Multi-Channel Content Distribution Strategy**

Awarding the multi-platform distribution strategy that has most successfully achieved set goals.

### **Best Community Management Strategy**

Awarding a community management strategy that most effectively engaged their community while also achieving business objectives.

### **Best Branded Podcast**

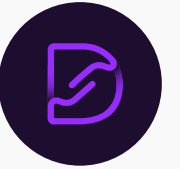
Awarding a branded podcast that has been most successful in achieving business objectives.

### **Best Creative**

Awarding the most engaging ad creative of the year.

# Categories

## Grand Prix



### **Brand of the Year** | NEW

Awarding the brand that has been most successful in achieving business objectives.

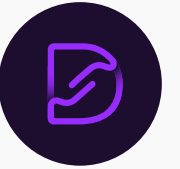
### **Best In-House Studio**

Awarding the most effective and creative in-house content or brand studio of the year.

### **Agency of the Year**

Awarding the agency that has most successfully achieved set 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?

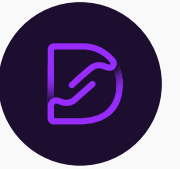
Not a problem. You can still submit to the program. We recuse judges from scoring any categories that their company submits to.

## 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.

## **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.

## **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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**Contact**

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

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