



DIGIDAY
VIDEO & TV
AWARDS

Entry Kit
2023

The Digiday Video and TV Awards



Over the years, the Digiday Video and TV Awards have recognized companies such as Reddit, Comedy Central, MTV and many others for campaigns and technology using video to modernize media and marketing.

This year, the **Digiday Video and TV Awards** will showcase even more of that work with the addition of new categories.

Deadlines & Entry Fees

EARLY DEADLINE	October 14, 2022	\$499 per entry
REGULAR DEADLINE	November 11, 2022	\$599 per entry
LAST CHANCE DEADLINE	January 6, 2023	\$729 per entry

Categories

Overall



Best Live Video Strategy | NEW

Awarding the live video strategy that has most successfully achieved set goals.

Best Shoppable Content Strategy | NEW

Awarding the shoppable content strategy that has most successfully achieved set goals.

Best Use of Stories | NEW

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

Best Ad

Awarding the branding or direct response ad (in-stream, in-browser or on TV) that has most successfully achieved set goals.

Best Ad Tech Innovation

Awarding the video ad technology that is most successful in delivering, measuring or supporting video content.

Best Advertiser in TV or Video

Awarding the best use of digital video or TV for branding, advertising, marketing, direct response and/or PR by a brand or advertiser.

Categories

Overall



Best Brand Film - Series

Awarding the branded film series that has most successfully promoted a product, brand or service.

Best Brand Film - Single

Awarding the branded content film that has most successfully promoted a product, brand or service.

Best Brand Studio

Awarding the publisher, TV network or streaming company that has best displayed excellence through native advertising campaign production and execution for brands.

Best Connected TV Platform

Awarding the connected TV platform that has best provided an offering beyond linear TV.

Best Digital Video Monetization Program

Awarding the most successful monetization program for digital video content.

Best Digital Video Platform

Awarding the best video syndication platform that companies and/or creators use to distribute videos.

Categories

Overall



Best Distribution Strategy

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

Best FAST Channel

Awarding the 24/7 streaming channel distributed on free, ad-supported streaming TV services that has been most successful in terms of programming, revenue generation and viewership.

Best FAST Service

Awarding the free, ad-supported streaming TV service that has been most successful in terms of programming, revenue generation and viewership.

Best Live Moment

Awarding the live digital video broadcast that made the most measurable impact on a stated objective.

Best Multi-Platform Video Campaign

Awarding the ad campaign integrated across two or more video-supported channels that has most successfully achieved campaign goals.

Best Original Programming

Awarding the original programming strategy that has most successfully achieved set goals.

Categories

Overall



Best Production Strategy

Awarding the production strategy that has most successfully achieved set goals.

Best Snapchat Show

Awarding the Snapchat Show that has most successfully met or exceeded viewership, engagement and/or ad revenue goals.

Best Snapchat Shows Producer

Awarding the producer who has been most successful in producing Snapchat Shows, as demonstrated through achieving set goals.

Best Social Video Campaign

Awarding the social media-based video campaign promoting a brand, product or service that has most successfully achieved campaign goals.

Best Streaming Service

Awarding the streaming service that has been most successful in terms of programming, revenue generation and viewership.

Best TV/Streaming Ad Sales Program or Product

Awarding the ad sales product that has been most successful in aiding the connection between the viewer and the advertiser.

Categories

Overall



Best Use of Instagram Reels

Awarding the Instagram Reels strategy that has most successfully achieved set goals.

Best Use of TikTok

Awarding the TikTok strategy that has most successfully achieved set goals.

Best Use of YouTube

Awarding the YouTube strategy that has most successfully achieved set goals.

Categories

Grand Prix



Digital Studio of the Year

Awarding the digital studio or production company that has best demonstrated excellence in production, monetization and distribution.

TV Executive of the Year

Awarding the TV executive that has best displayed excellence through outstanding and inspired work in video initiatives at their company.

Video Executive of the Year

Awarding the video executive that has best displayed excellence through outstanding and inspired work in video initiatives at their company.

Entry Tips



Begin with favorable odds.

Search for the perfect category to enter. If you plan on entering more than one, make sure you curate your entries with intention.

Tell a compelling story.

Chronicle your work with a classic beginning-middle-end framework. Keep it relevant with a problem-solution-results approach.

Tie your results back to your campaign objectives.

Tell us what problems inspired your work, discuss how it solved them and provide KPIs for support. Remember, “the why” is just as important as “the what.”

Keep your copy short and sweet.

Award winners share three distinctive traits: they’re direct, discerning, and descriptive. Judges don’t need a copy-heavy description to get the full picture.

Paint a complete picture.

Don’t just write about your work—judges want the full experience. Include supporting materials like videos, photos, and campaign art to strengthen your story.

It takes a village.

Get your team excited about your company’s submission by planning for edits together. A marketer’s eye and a copywriter’s wit might be exactly what you need to punch up your entry.

FAQ



How do I start my submission?

Submit here. You will be brought to the Digiday Video and TV 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 October 2021 to January 2023.

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 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?

Entrants 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 to arrange.



DIGIDAY
VIDEO & TV
AWARDS

Contact

awards@digiday.com
