



DIGIDAY

CONTENT MARKETING
AWARDS

Entry Kit

2023

The Digiday Content Marketing Awards



The **Digiday Content Marketing Awards** recognize the companies and campaigns using content to modernize media and marketing.

In the past, the Digiday Content Marketing Awards have honored companies such as HBO, Airbnb, Kellogg's, Rogers & Cowan PMK and many more.

Deadlines & Entry Fees

EARLY DEADLINE	December 9, 2022	\$499 per entry
REGULAR DEADLINE	February 10, 2023	\$599 per entry
LAST CHANCE DEADLINE	March 3, 2023	\$729 per entry

Categories



Best Content Marketing Platform | NEW

Awarding a technology platform that has been successful in using mobile, video, data, analytics, social or visual storytelling to increase brand awareness and/or engagement.

Best Metaverse Campaign | NEW

Awarding the metaverse campaign that most successfully achieved set goals.

Best use of AI Generated Content | NEW

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

Best use of Shoppable Content | NEW

Awarding the most effective use of shoppable content used to promote a product, brand or service.

Best Advertising Partner

Awarding the agency that has most consistently met advertising goals on behalf of a brand.

Best Agency/Client Collaboration

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

Categories



Best Brand Publication

Awarding the print or digital publication that has most successfully promoted a brand, product or service.

Best Brand/Influencer Collaboration

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

Best Branded Content Series - B2B

Awarding an ongoing branded content series that has most successfully promoted a brand, product or service.

Best Branded Content Series - B2C

Awarding an ongoing branded content series that has most successfully promoted a brand, product or service.

Best Branded Content Site - B2B

Awarding a B2B content destination -- including, but not limited to, a blog, microsite or landing page -- that has successfully promoted a brand, product or service.

Best Branded Content Site - B2C

Awarding a B2C content destination -- including, but not limited to, a blog, microsite or landing page -- that has successfully promoted a brand, product or service.

Categories



Best Branded Podcast

Awarding a podcast that has most successfully achieved set goals on behalf of a brand.

Best Campaign Pivot

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

Best Community Building Campaign

Awarding the campaign that's been most effective in building or fostering community among customers or users.

Best Event

Awarding the virtual, hybrid and/or live event that most effectively promoted a brand, product or service.

Best Experiential Marketing Campaign

Awarding an experiential marketing campaign that has successfully achieved set goals via an in-person experience.

Best In-House Content/Brand Studio

Awarding the in-house studio that has been most successful in achieving set goals.

Categories



Best Influencer-Generated Content

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

Best Interactive Content Piece or Series

Awarding an interactive content piece or series that has most successfully achieved set goals.

Best Multi-Channel Strategy

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

Best Product Launch Campaign

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

Best Real-Time Strategy

Awarding a real-time strategy on at least one or more digital platforms that most successfully generated leads or directly sold a product or service.

Best Use of Data

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

Categories



Best Use of Native Advertising/Sponsored Content

Awarding the use of native advertising or sponsored content that most successfully promoted a brand, product or service.

Best Use of Social

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

Best Use of TikTok

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

Best Use of Video

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

Categories



Best User-Generated Content

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

Content Marketing Partner of the Year

Awarding the agency or publisher that has most consistently met or exceeded client goals through content marketing campaigns.

Most Effective/Measurable Campaign

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

Most Innovative Use of Content

Awarding a format, unit or form of advertising that has most successfully promoted a brand, product or service.

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 Content Marketing 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 December 2021 to March 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?

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

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.



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Contact

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