



DIGIDAY

MEDIA BUYING &
PLANNING AWARDS

Entry Kit
2023

The Digiday Media Buying & Planning Awards



Agencies have grappled with updates to the traditional business model brought forth by the pandemic while remaining focused on demonstrating their value to brand clients eager to bring efforts in-house. **The Digiday Media Buying and Planning Awards** will recognize the output of these agencies as they navigate the path forward.

Deadlines & Entry Fees

EARLY DEADLINE	December 2, 2022	\$499 per entry
REGULAR DEADLINE	January 13, 2023	\$599 per entry
LAST CHANCE DEADLINE	February 10, 2023	\$729 per entry

Categories

Overall



Best Audio Activation | NEW

Awarding the strategy that has most successfully achieved campaign goals through an audio-based media activation.

Best Creator Partnership | NEW

Awarding the strategy that has most successfully achieved campaign goals through a creator/influencer partnership.

Best Digital Out-of-Home Campaign | NEW

Awarding the strategy that has most successfully achieved campaign goals through digital out-of-home (DOOH) placements.

Best First-to-Market Strategy | NEW

Awarding the most impactful first-to-market placement that best gained brand recognition and a competitive advantage.

Best High Impact Creative | NEW

Awarding the best high-impact video and/or static creative that has most successfully achieved campaign goals.

Best Multi-Channel Experience | NEW

Awarding the strategy that has most effectively and efficiently achieved campaign goals using multiple channels.

Categories

Overall



Best CSR Initiative

Awarding the CSR initiative that has been most successful in demonstrating a positive environmental or social impact.

Best Digital Media Campaign

Awarding the brand integration that has most successfully achieved campaign goals through digital media placements.

Best E-commerce Strategy

Awarding the e-commerce strategy that has most successfully achieved campaign goals.

Best Media Agency Pivot

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

Categories

Overall



Best Traditional Media Campaign

Awarding the brand integration that has most successfully achieved campaign goals through traditional media placements.

Best use of Data

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

Best use of Emerging Media

Awarding the brand integration into emerging media that has most successfully achieved campaign goals.

Best use of Technology

Awarding the strategy that, through the use of technology, most successfully achieved campaign goals.

Categories

Grand Prix



Media Agency of the Year

Awarding the media agency that has best displayed industry excellence through outstanding performance and innovative work.

Media Plan of the Year

Awarding the media plan that has most effectively and efficiently achieved campaign goals.

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 Media Buying and Planning 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 February 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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