



Entry Kit **2023**

The Digiday Awards Europe

Digiday is proud to introduce the **Digiday Awards Europe**, a new program that combines the Digiday Media Awards Europe and the Digiday Marketing and Advertising Awards Europe to recognize the companies, campaigns and technology modernizing European media and marketing.



2023

Deadlines & Entry Fees

EARLY DEADLINE	September 15, 2023	€319 per entry
REGULAR DEADLINE	October 27, 2023	€409 per entry
LAST CHANCE DEADLINE	December 8, 2023	€469 per entry



Best E-Commerce Strategy | NEW

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

Best Experiential Campaign | NEW

Awarding the campaign that has been most successful in achieving its objectives through either online or offline experiences.

Best Use of AI | NEW

Awarding the most effective use of AI by a brand, agency or publisher.

Best Use of TikTok | NEW

Awarding the TikTok strategy that most successfully achieved set goals.

Leader of the Year | NEW

Awarding the most creative and innovative executive who has most successfully led their team both in strength and forward-thinking.

Ad Operations Team of the Year

Honoring the team that has been most effective in supporting day-to-day advertising operations, partnering with clients and ultimately, growing a media company's advertising business.



Agency of the Year

Awarding the agency that has most successfully achieved set goals.

Best Ad Tech Platform

Awarding the ad tech platform that has most successfully helped publishers meet set goals.

Best Brand/Publisher Partnership

Awarding a brand/publisher partnership that has most successfully promoted a brand, product or service.

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 Collaboration

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



Best Contextual Targeting Offering

Recognizing the contextual advertising offering that is most effective in helping clients achieve business objectives.

Best Creative

Awarding the best and most engaging ad creative of the year.

Best Custom Advertising

Awarding non-standard advertising options that best serve a combination of user experience and commercial goals.

Best Digital Product Innovation

Awarding the digital product innovation that best enhanced user experience and improved content or ad delivery.

Best Event

Awarding the best execution of a single event that served as an extension of the publisher's brand.

Best First-Party Data Strategy

Recognizing the strategy and use of first-party that has most successfully put a media company in position to engage audiences and generate revenue for themselves and their clients.



Best Influencer Collaboration

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

Best 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.

Best Multi-Platform Campaign

Awarding the campaign that has been most successful in achieving its objectives through a multi-channel strategy and approach.

Best Podcast

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

Best Publisher Platform

Awarding a technology that is most successful in helping publishers meet set goals.

Best Search Campaign

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



Best Story

Awarding the best single editorial article created by a newsroom.

Best Use of Audio

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

Best Use of Data - Advertiser

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

Best Use of Emerging Technology

Awarding the use of immersive technology in a campaign, including but not limited to, AR, VR, or the metaverse, 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 Social

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



Best Use of Technology

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

Best Use of Video

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

Brand of the Year

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

Editorial Team of the Year

Honoring the editorial team that has been most successful in producing content in alignment with their company's editorial mission.

Most Effective/Measurable Campaign

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

Publisher of the Year

Awarding a publisher that best displays original thinking, creativity and overall excellence in its approach to media.

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. It takes a village.

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.

SUBMISSION QUESTIONS



How do I start my submission?

[Submit here](#). You will be brought to the Digiday Awards Europe 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 September 2022 to December 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.

Do you offer a discount for non-profit organizations?

Digiday Media is offering a discount code to all non-profits to help aid in their submission process. If you are a non-profit organization and want to learn more, please email us at awards@digiday.com.



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Contact awards@digiday.com
