



**DIGIDAY**

MEDIA BUYING &  
PLANNING AWARDS

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Entry Kit **2024**

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# Digiday Content Marketing Awards

The **Digiday Media Buying and Planning Awards** recognize companies, campaigns and technology that have been most successful in the modern media landscape. Over the years, these awards have honored industry-leading work from Aveeno, Havas, Zenith, Nielsen and more.

## Deadlines & Entry Fees

EARLY DEADLINE	October 27, 2023	\$499 per entry
REGULAR DEADLINE	December 15, 2023	\$599 per entry
LAST CHANCE DEADLINE	February 02, 2024	\$729 per entry



### **Best Agency Partner** | NEW

Awarding the agency partner that most successfully and consistently achieved objectives for their clients.

### **Best Connected/Streaming TV Campaign** | NEW

Awarding the campaign that most effectively leveraged connected/streaming TV platforms to achieve campaign goals.

### **Best Emerging Technology Campaign** | NEW

Awarding the use of emerging tech, including but not limited to, AR, VR, Metaverse, or Blockchain that most successfully achieved set goals.

### **Best Omnichannel Campaign** | NEW

Awarding the campaign that most seamlessly integrated multiple channels to deliver a cohesive and immersive experience.

### **Best Retail Media Strategy** | NEW

Awarding the retail media strategy that has most successfully achieved campaign goals.

### **Best Social Commerce Strategy** | NEW

Awarding the strategy that most successfully drove sales through social media platforms.



### **Best Use of AI** | NEW

Awarding the most effective use of AI to buy or plan media by an agency or agency client's brand.

### **Independent Media Agency of the Year** | NEW

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

### **Best CSR Initiative**

Awarding the CSR initiative that has been most successful in promoting an environmental or social cause.

### **Best E-Commerce Strategy**

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

### **Best First-to-Market Strategy**

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

### **Best High Impact Creative**

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



## Best Influencer Partnership

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

## Best Out-of-Home Campaign

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

## Best Podcast Campaign

Awarding the strategy that has most successfully achieved campaign goals through the use of podcast ads.

## Best Use of Data

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

## Best Use of Technology

Awarding the use of technology that has most significantly impacted campaign performance.

## Digital Media Campaign of the Year

Awarding the campaign that has most successfully achieved campaign goals through digital media placements including Google, Meta, TikTok, X, Snapchat, and more.



## 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 best overall media plan that has most effectively and efficiently achieved campaign goals.

## Traditional Media Campaign of the Year

Awarding the campaign that has most successfully achieved campaign goals through traditional media placements including print, out-of-home, radio and broadcast TV.



2023

# 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.

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.



2023

# SUBMISSION QUESTIONS

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## 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.

## 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.

## 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.)

## Am I eligible to enter this program?

Case studies must be relevant to October 2022 to February 2024.

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



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