



DIGIDAY
VIDEO & TV
AWARDS

Entry Kit **2024**

Digiday Video and TV Awards

The **Digiday Video and TV Awards** recognize the companies, campaigns and technology modernizing video and TV.



2023

Deadlines & Entry Fees

EARLY DEADLINE	November 17, 2023	\$499 per entry
REGULAR DEADLINE	January 5, 2024	\$599 per entry
LAST CHANCE DEADLINE	February 16, 2024	\$729 per entry



Best Creator/Influencer Video Campaign | NEW

Awarding the creator/influencer video campaign that has most successfully achieved campaign goals.

Best Measurement Tool | NEW

Awarding the most effective and innovative measurement tool designed to assess and analyze TV and/or video content performance.

Best Use of Generative AI | NEW

Awarding the generative AI strategy that has most successfully achieved stated objectives.

Best Video Podcast | NEW

Awarding the video podcast that has most successfully achieved stated objectives.

Short Form Video of the Year | NEW

Awarding the short form video that has most successfully achieved stated objectives.

Video Producer of the Year | NEW

Awarding the video producer, an individual or a team, who has made the most significant impact in the field of video content creation.



Advertising Partner of the Year

Awarding the advertising partner or agency that has demonstrated exceptional creativity, innovation, and effectiveness in their advertising campaigns over the past year.

Best Ad

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

Best Ad Tech Innovation

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

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 Connected TV Platform

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



Best Digital Video Platform

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

Best Distribution Strategy

Awarding the distribution strategy that has most successfully achieved stated objectives.

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 Live Video Strategy

Awarding the live video strategy that has most successfully achieved stated objectives.

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 stated objectives.



Best Production Strategy

Awarding the production strategy that has most successfully achieved stated objectives.

Best Shoppable Content Strategy

Awarding the shoppable content strategy that has most successfully achieved stated objectives.

Best Snapchat Show

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

Awarding the TV or streaming series or show that has been most effective in helping advertisers reach audiences.



Best Use of Instagram

Awarding the Instagram strategy that has most successfully achieved stated objectives.

Best Use of Stories

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

Best Use of TikTok

Awarding the TikTok strategy that has most successfully achieved stated objectives.

Best Use of YouTube

Awarding the YouTube strategy that has most successfully achieved stated objectives.

Brand Studio of the Year

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

Digital Studio of the Year

Awarding the campaign that has been most successful in achieving its objectives through audio mediums including podcasts, streaming content and radio.

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. 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.



SUBMISSION QUESTIONS



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 November 2022 to February 2024.

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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