



Entry Kit **2024**

The Digiday Awards Europe

The **Digiday Awards Europe** recognize the companies, campaigns and technology modernizing European media and marketing. Over the years, they've honored industry-leading work from Hearst UK, Culture Trip, Politico Europe, Adidas and more.



2024

Deadlines & Entry Fees

EARLY DEADLINE	September 6, 2024	€319 per entry
REGULAR DEADLINE	October 18, 2024	€409 per entry
LAST CHANCE DEADLINE	November 29, 2024	€469 per entry



Agency Executive of the Year | NEW

Awarding an individual who has best demonstrated leadership, innovation and results on behalf of their agency and across the industry.

Best Ethical Data Practice | NEW

Awarding the marketing strategy that has demonstrated the most transparent and ethical data practices, prioritizing consumer privacy and trust.

Best Purpose-Driven Marketing Campaign | NEW

Awarding the campaign that has most effectively aligned its marketing efforts with a clear purpose or cause, addressing social issues or supporting charitable initiatives.

Best Use of Interactive Content | NEW

Awarding the campaign that has best used interactive formats like quizzes, polls, or gamified experiences to engage audiences actively and creatively.

Best Use of Personalization | NEW

Awarding the most innovative and effective use of personalized experiences through data-driven insights in a marketing campaign.

Best Use of Retail Media | NEW

Awarding the use of retail media that most effectively utilized media channels to drive awareness, engagement and/or sales.



Campaign of the Year | NEW

Awarding the campaign that has demonstrated exceptional creativity, innovation, and effectiveness in achieving set goals.

Marketing Executive of the Year | NEW

Awarding a marketing executive who has best demonstrated leadership, innovation and results on behalf of their brand.

Most Committed to Sustainability | NEW

Awarding the company or campaign that has shown the highest commitment to sustainability through eco-friendly practices, green initiatives, and impactful environmental responsibility.

Most Innovative Technology Provider | NEW

Awarding the technology provider that has delivered the most innovative and effective solutions, driving significant advancements and improvements for clients and the industry.

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 collaboration that has most successfully achieved set goals.

Best Contextual Targeting Offering

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

Best Creative

Awarding the best and most engaging 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 virtual, hybrid and/or live event that most successfully combined creativity, engagement and execution to deliver a memorable experience for a brand or publisher.

Best First-Party Data Strategy

Awarding the best strategy for collecting, organizing and utilizing first-party data.

Best Influencer Collaboration

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

Best Multi-Platform Campaign

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

Best Use of Data

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 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 (single and/or series) that most successfully promoted a brand, product or service.

Editorial Team of the Year

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

Leader of the Year

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



Most Innovative Agency

Awarding the agency that has most successfully achieved set goals.

Most Innovative Brand

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

Most Innovative Publisher

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



ENTRY TIPS



2023



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 July 2023 to November 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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Contact awards@digiday.com
