



# Future Leader Awards

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**DIGIDAY**

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GLOSSY

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**ModernRetail**

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**worklife**

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Entry Kit 2024

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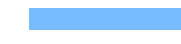


# Future Leader Awards

The **Future Leader Awards** presented by Digiday, Glossy, Modern Retail and WorkLife recognize the next generation of leaders who are making a big impact in their industry.

## Deadlines & Entry Fees

EARLY DEADLINE	January 17, 2024	\$379 per entry
REGULAR DEADLINE	February 28, 2024	\$479 per entry
LAST CHANCE DEADLINE	April 11, 2024	\$599 per entry



## Agency

Awarding an individual at an agency who is emerging as a leader in their organization and throughout the industry.

## Brand

Awarding an individual at a brand who is emerging as a leader in their organization and throughout the industry.

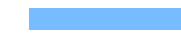
## Publisher

Awarding an individual at a publisher who is emerging as a leader in their organization and throughout the industry.

## Technology Provider

Awarding an individual at a technology company who is emerging as a leader in their organization and throughout the industry.





## Beauty

Awarding an individual at a beauty company who is emerging as a leader in their organization and throughout the industry.

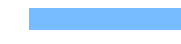
## Fashion

Awarding an individual at a fashion company who is emerging as a leader in their organization and throughout the industry.

## Wellness

Awarding an individual at a wellness company who is emerging as a leader in their organization and throughout the industry.





## Digitally-Native Brand

Awarding an individual at a digitally-native retailer who is emerging as a leader in their organization and throughout the industry.

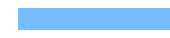
## Legacy Brand

Awarding an individual at a legacy brand who is emerging as a leader in their organization and throughout the industry.

## Established Retailer

Awarding an individual at an established retailer who is emerging as a leader in their organization and throughout the industry.





## DE&I

Awarding an individual at a company who is emerging as a leader focused on increasing diversity, equity, and inclusion in their workplace.

## HR

Awarding an individual at a company who is emerging as a leader focused on retaining talent through improving company culture, HR policies, employee wellness and/or spaces in their workplace.

## Recruiting

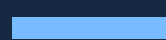
Awarding an individual at a company who is emerging as a leader focused on attracting talent through recruitment, hiring and onboarding processes, and other recruiting initiatives in their workplace.





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.**

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





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## How do I start my submission?

[Submit here.](#) You will be brought to the Future Leader 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 January 2024 to April 2025.

## 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.)

## Need help deciding what categories are the best fit?

Request a 15-minute call with our team by emailing [amy@digiday.com](mailto:amy@digiday.com).

## 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?

In the spirit of contributing to the greater good, 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@digidaymedia.com](mailto:awards@digidaymedia.com).



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