



Entry Kit [2025](#)



Digiday AI Awards

The **Digiday AI Awards** celebrate the innovative use of artificial intelligence across the media, marketing and advertising industries. We've recently honored industry-leading work from Vermillio, Business Insider, Michelob ULTRA and Sendbird for their use of AI.

Deadlines & Entry Fees

EARLY DEADLINE	April 7, 2025	\$499 per entry
REGULAR DEADLINE	July 18, 2025	\$599 per entry
LAST CHANCE DEADLINE	August 29, 2025	\$729 per entry

AI Leader of the Year | NEW

Awarding the individual who has demonstrated exceptional leadership in advancing AI innovation, adoption and ethical implementation in their industry.

Best AI Tool | NEW

Awarding the AI tool that most efficiently helps users accomplish business objectives.

Best AI-Driven Campaign | NEW

Awarding the marketing or advertising campaign that most successfully leveraged AI to drive engagement, personalization, creativity and measurable results.

Best Internal Use of AI | NEW

Awarding the most effective application of AI to streamline internal processes, automate workflows, and improve efficiency, leading to measurable time savings, cost reductions or productivity gains.

Best Use of AI in Marketing Analytics | NEW

Awarding the most effective use of AI to collect, analyze, and activate data insights that enhance marketing strategies, optimize ad performance and drive audience engagement.

Most Innovative Use of AI by a Brand | NEW

Awarding the brand that has made the most impactful and creative use of generative AI, AI agents, or AI-powered search to enhance customer experiences, drive engagement or revolutionize marketing strategies.



Most Innovative Use of AI by a Publisher | NEW

Awarding the publisher that has effectively harnessed generative AI, AI agents, or AI-powered search to enhance content creation, audience engagement or monetization strategies in innovative and meaningful ways.

Most Innovative Use of AI by an Agency | NEW

Awarding the agency that has successfully leveraged generative AI, AI agents, or AI-powered search to develop advertising, media or marketing strategies that push the industry forward.

Most Responsible Use of AI | NEW

Recognizing the most ethical and transparent use of AI to drive positive impact while prioritizing accountability, fairness and safety.



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 AI 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 April 2024 to August 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.)

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@digidaymedia.com.



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Contact awards@digidaymedia.com
