



Greater  
Good  
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 2025

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# Greater Good Awards

It's never been more important for companies to stand for something more than their bottom line. From racial equality to the environment to social justice, many businesses are focused on having a positive impact on the world and we're recognizing those companies and their work.

The **Greater Good Awards**, presented by Digiday, Glossy, Modern Retail and WorkLife, will showcase the work being done around social causes, its impact and ultimately those working toward the greater good.



2025

## Deadlines & Entry Fees

EARLY DEADLINE	May 9, 2025	\$399 per entry
REGULAR DEADLINE	June 27, 2025	\$549 per entry
LAST CHANCE DEADLINE	August 8, 2025	\$599 per entry

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## Arts and Culture

Awarding a campaign or initiative designed to preserve fine arts and culture.

## Better Future

Awarding a campaign or initiative aimed at safeguarding the long-term future by funding areas such as technology, science, security and/or environment.

## Children

Awarding a campaign or initiative that advances the safety, health and well-being of children.

## Disability Awareness

Awarding a campaign or initiative focused on providing the disabled community with the resources they need.

## Education

Awarding a campaign or initiative that supports learning inside and/or outside of the classroom.

## Emergency Aid

Awarding a campaign or initiative that provides relief and resources to communities affected by hardship and/or tragedy.

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## Employment

Awarding a campaign or initiative that offers employment opportunities and resources to support individuals in securing employment.

## Environment

Awarding a campaign or initiative executed to promote, protect and preserve our environment.

## Gender Equality

Awarding a campaign or initiative that encourages and fights for equal rights for all genders.

## Housing

Awarding a campaign or initiative focused on addressing housing inequalities by providing improvement and/or development to community housing, shelters and security.

## LGBTQ+

Awarding a campaign or initiative fighting against discrimination based on sexual orientation or gender identity.

## Local Community Betterment

Awarding a campaign or initiative that gives back to the community by advocating for change in social, economic, environmental and cultural policies/practices.

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## Mental Health

Awarding a campaign or initiative which promotes the importance of emotional and psychological wellbeing.

## Public Health

Awarding a campaign or initiative that promotes the science and art of preventing disease, prolonging life and promoting health.

## Racial Equality

Awarding a campaign or initiative that has helped combat systemic discrimination based on race.

## Social Justice

Awarding a campaign or initiative that seeks to address the present social inequalities and promote equal rights, opportunity and treatment.

## Sustainability

Awarding a campaign or initiative that is delivering the most sustainable, green solutions.

## Water

Awarding a campaign or initiative focused on water conservation, sustainability and accessibility.

## World Hunger

Awarding a campaign or initiative focused on providing people with access to food.

# 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 Greater Good 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 May 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?

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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