

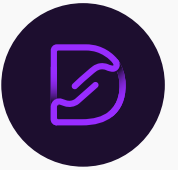


DIGIDAY

MARKETING & ADVERTISING
AWARDS EUROPE

Entry Kit
2025

The Digiday Marketing & Advertising Awards Europe



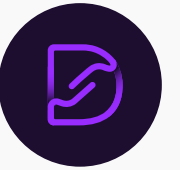
The **Digiday Marketing and Advertising Awards Europe** recognize the companies, campaigns and technology modernizing European marketing and advertising. Over the years, we've honored industry-leading work from Carat, Tastemade and many more.

Deadlines & Entry Fees

EARLY DEADLINE	5 September, 2025	£319 per entry
REGULAR DEADLINE	17 October, 2025	£409 per entry
LAST CHANCE DEADLINE	21 November, 2025	£469 per entry

Categories

Overall



Best Agency Partnership | NEW

Awarding the agency partnership that most successfully and consistently achieved set goals.

Best Omnichannel Campaign | NEW

Awarding the campaign that has most successfully integrated multiple channels — including digital, social, print, in-store or experiential — to deliver a cohesive and impactful brand experience.

Best Out-of-Home Campaign | NEW

Awarding the strategy that has most successfully achieved campaign goals through out-of-home placements.

Best Retail Media Strategy | NEW

Awarding the retail media strategy that has most successfully achieved campaign goals.

Best Collaboration

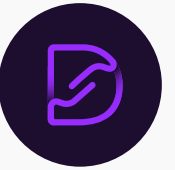
Awarding the collaboration that has most successfully achieved set goals.

Best Creative

Awarding the best and most engaging campaign creative of the year.

Categories

Overall



Best Ethical Data Practice

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

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 Influencer Partnership

Awarding the strategy that has most successfully achieved campaign goals through a creator/influencer partnership.

Best Purpose-Driven Marketing

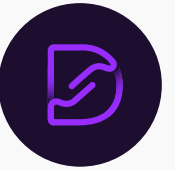
Awarding the campaign that has most effectively aligned its marketing efforts with a clear purpose or cause, addressing social issues or supporting charitable initiatives.

Best Use of AI

Awarding the most effective use of AI by a brand, agency or publisher.

Categories

Overall



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 AI, 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

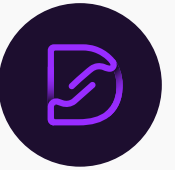
Awarding the use of technology to promote a product, brand or service.

Best Use of Video

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

Categories

Grand Prix



Marketing Executive of the Year | NEW

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

Media Plan of the Year | NEW

Awarding the best overall media plan that has most effectively and efficiently achieved campaign goals.

Agency Executive of the Year

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

Campaign of the Year

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

Most Committed to Sustainability

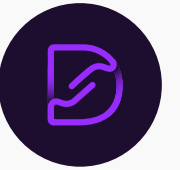
Awarding the company or campaign that has shown the highest commitment to sustainability through eco-friendly practices, green initiatives and impactful environmental responsibility.

Most Innovative Agency

Awarding the agency that has most successfully achieved set goals.

Categories

Grand Prix



Most Innovative Brand

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

Most Innovative Tech Platform

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

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.

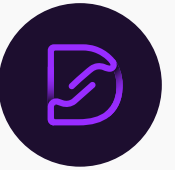
Paint a complete picture.

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.

FAQ



How do I start my submission?

[Submit here](#). You will be brought to the Digiday Marketing and Advertising 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 2024-November 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.

Need help deciding what categories are the best fit?

Request a 15-minute call with our team by emailing amy@digiday.com.



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Contact

awards@digidaymedia.com
