



DIGIDAY
MEDIA AWARDS
EUROPE

Entry Kit
2025

The Digiday Media Awards Europe



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

Deadlines & Entry Fees

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

Categories

Overall



Best Brand Partnership - B2B | NEW

Awarding a B2B brand/publisher partnership that has successfully promoted a brand, product or service.

Best Brand Partnership - B2C | NEW

Awarding a B2C brand/publisher partnership that has successfully promoted a brand, product or service.

Best Branded Content Program - B2B | NEW

Awarding the most outstanding B2B branded content program created by a publisher.

Best Branded Content Program - B2C | NEW

Awarding the most outstanding B2C branded content program created by a publisher.

Best Commerce Strategy | NEW

Awarding the commerce strategy that has most successfully achieved stated objectives for a publisher.

Best Editorial Package | NEW

Awarding the best editorial package created by a newsroom.

Categories

Overall



Best Podcast | NEW

Awarding a podcast that has most successfully achieved stated objectives.

Best Story | NEW

Awarding the best single editorial article created by a newsroom.

Most Engaged Community | NEW

Awarding the publisher that has consistently achieved high audience engagement and a strong sense of community.

Best Ad Tech Platform

Awarding the ad tech platform that has most successfully achieved stated 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.

Categories

Overall



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 achieved stated objectives.

Best First-Party Data Strategy

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

Best Multichannel Campaign

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

Best Newsletter

Awarding the newsletter that has been most successful in achieving both audience and business goals.

Best Publisher Platform

Awarding a technology provider that is most successful in helping publishers achieve stated objectives.

Categories

Overall



Best Use of AI

Awarding the most effective use of AI by a publisher.

Best Use of Audience Insights

Awarding a strategy that has successfully deployed audience insights to grow set KPIs.

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 emerging tech, including but not limited to, AR, VR or AI that most successfully achieved set goals.

Best Use of Interactive Content

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

Best Use of Social

Awarding a social media strategy that most successfully promoted a brand, product 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



Sales Team of the Year | NEW

Awarding the sales team that has most successfully achieved commercial objectives through innovation, collaboration and client service, driving measurable business growth for their media company.

Content Studio of the Year

Awarding the in-house content team that has successfully achieved client objectives and delivered high-quality media products.

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.

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 Publisher

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

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 Media 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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