



Entry Kit **2026**



The Digiday Awards

The **Digiday Awards** is the industry's annual recognition of the companies, campaigns and creatives modernizing media and marketing.

Over the years, these awards have honored industry-leading work from Tripadvisor, OLIPOP, NFL, Digitas and more.

Deadlines & Entry Fees

EARLY DEADLINE	May 8, 2026	\$499 per entry
REGULAR DEADLINE	June 26, 2026	\$599 per entry
LAST CHANCE DEADLINE	August 7, 2026	\$729 per entry



Best Activation | NEW

Awarding the activation that most effectively engaged audiences and brought a brand, product or service to life through a creative and strategic experience.

Best Podcast | NEW

Awarding the podcast that has most successfully engaged its audience through compelling content, strong storytelling and effective execution.

Best Search Optimization Strategy | NEW

Awarding the search optimization strategy that has most effectively improved visibility, discovery and audience engagement through organic search efforts.

Best Sports Marketing Partnership | NEW

Awarding the sports marketing partnership that has most successfully leveraged sports, athletes, teams or fan culture to achieve stated objectives.

Best Use of Agentic AI | NEW

Awarding the most effective use of agentic AI to autonomously plan, execute and optimize tasks in support of business or campaign objectives.

Marketing Leader of the Year | NEW

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



Media Leader of the Year | NEW

Awarding a media leader who has best demonstrated leadership, innovation and results on behalf of their company.

Agency Leader of the Year

Awarding an agency leader who has best demonstrated leadership, innovation and results on behalf of their company.

Best Branding Campaign B2B

Awarding an ongoing B2B branded content series that has most successfully achieved set goals.

Best Branding Campaign B2C

Awarding an ongoing B2C branded content series that has most successfully achieved set goals.

Best Creative

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

Best Event

Awarding the virtual, hybrid and/or live event that most successfully combined creativity, engagement and execution to deliver a memorable experience for a brand or publisher.



Best Gaming/Esports Campaign

Awarding the gaming and/or esports campaign that has been most successful in achieving set goals.

Best Multi-Platform Campaign

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

Best Partnership

Awarding the partnership or collaboration that has most successfully promoted a brand, product, or service.

Best PR Campaign

Awarding the campaign that has been most successful in achieving its objectives by generating buzz, earned media and positive publicity.

Best Product Launch Campaign

Awarding the campaign that has most successfully launched a new brand, product or service.

Best Search Campaign

Awarding the campaign that has been most successful in achieving its objectives through the utilization of search engine marketing.



Best Use of AI

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

Best Use of Creator Marketing

Awarding the creator marketing strategy that has been most creative, strategic and effective in achieving its objectives.

Best Use of Retail Media

Awarding the use of retail media that most effectively utilized media channels to drive awareness, engagement and/or sales

Best Use of Social

Awarding the social media strategy that has been most creative, strategic and effective in achieving its objectives.

Best Use of Video

Awarding a video strategy that most effectively drove audience engagement for a brand, agency or publisher.

Campaign of the Year

Awarding the campaign that has most successfully achieved campaign goals.



Founder of the Year

Awarding the founder that has best displayed excellence through outstanding and inspired work at their company.

Most Innovative Agency

Awarding the agency that has been most strategic, original and effective in helping partners achieve their goals.

Most Innovative Brand

Awarding the brand that has been most successful in building a brand and achieving business objectives through innovative marketing, advertising and customer engagement strategies.

Most Innovative Publisher

Awarding a publisher that best exemplifies original thinking and creativity in editorial, audience development and revenue generation.

Most Innovative Technology Platform

Awarding the technology platform that has been most effective in helping partners achieve their goals.

Technology Leader of the Year

Awarding a technology leader who has best demonstrated leadership, innovation and results on behalf of their company.



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 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 2025 to August 2026.

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.)

Where do I sign up for deadline reminders?

[Sign up here](#) and we'll keep you informed on all things Digiday Awards.

Need help deciding what categories are the best fit?

Request a 15-minute call with our team by emailing 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?

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.



Contact awards@digidaymedia.com
