



Entry Kit [2026](#)

Digiday AI Awards

The **Digiday AI Awards** celebrate the innovative use of artificial intelligence across the media, marketing and advertising industries. Over the years, we've honored industry-leading work from Canva, Vidmob, Bloomberg Media Studios and McDonalds.



2026

Deadlines & Entry Fees

EARLY DEADLINE	June 26, 2026	\$499 per entry
REGULAR DEADLINE	August 7, 2026	\$599 per entry
LAST CHANCE DEADLINE	October 2, 2026	\$729 per entry



Best AI Company of the Year | NEW

Awarding the company demonstrating the most effective and impactful use of AI across its business, products or operations.

Best AI Tool for Content Creation | NEW

Awarding the AI tool that most effectively enables the creation, scaling and optimization of content.

Best Customer-Facing AI Tool | NEW

Awarding the AI tool transforming customer service and the overall customer experience.

Best Human-AI Collaboration Strategy | NEW

Recognizing the organization or team demonstrating the most effective and balanced partnership between human expertise and AI capabilities.

Best Use of Agentic AI | NEW

Awarding the most impactful application of agentic AI through the use of autonomous agents to streamline workflows, execute tasks and drive results.

Best Use of AI for Media Buying | NEW

Awarding the use of AI to optimize media planning, buying and performance.



Best Use of AI for Personalization | NEW

Awarding the most effective use of AI to deliver relevant, tailored experiences across channels.

Best Use of AI for Programmatic

Marketing | NEW

Awarding the most effective use of AI to optimize programmatic advertising, targeting, bidding or campaign performance.

Best Use of AI for Creator-Based

Marketing | NEW

Awarding the most effective use of AI to enhance creator partnerships, influencer campaigns or creator-led content strategies.

AI Leader of the Year

Awarding the individual demonstrating exceptional leadership in advancing AI innovation and adoption.

Best AI Tool

Awarding the AI tool or solution that most effectively helps users achieve business objectives.

Best AI-Driven Campaign

Awarding the campaign that most effectively uses AI to drive engagement, creativity and measurable results.



Best Internal Use of AI

Awarding the most effective use of AI to streamline operations and improve efficiency.

Best Use of AI for Marketing Analytics

Awarding the most effective use of AI to generate insights that improve marketing performance and engagement.

Most Innovative Use of AI by a Brand

Awarding the brand making the most impactful and creative use of AI to enhance experiences and drive engagement.

Most Innovative Use of AI by a Publisher

Awarding the publisher using AI in the most innovative way to enhance content, engagement or monetization.

Most Innovative Use of AI by an Agency

Awarding the agency using AI in the most innovative way to advance marketing and media strategies.

Most Responsible Use of AI

Awarding the most ethical and transparent use of AI, 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.

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



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 May 2025 to October 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.)

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.



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Contact awards@digidaymedia.com
