



DIGIDAY
MEDIA AWARDS
EUROPE

Entry Kit
2027

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	October 9, 2026	€319 per entry
REGULAR DEADLINE	November 20, 2026	€409 per entry
LAST CHANCE DEADLINE	January 15, 2027	€469 per entry

Categories



Best Creator Marketing Strategy | NEW

Awarding the creator marketing strategy that has most successfully leveraged creators to engage audiences and achieve its marketing objectives.

Best New Content Vertical | NEW

Awarding a media company that successfully launched a new niche or content vertical, building a distinct audience and creating new opportunities for growth.

Best Subscription or Membership Product | NEW

Awarding the subscription or membership product that most effectively drove acquisition, retention, revenue growth, and delivered strong subscriber benefits.

Best Zero-Click Strategy | NEW

Awarding the strategy that most effectively engaged audiences and drove measurable outcomes across zero-click platforms amid the rise of AI-driven discovery.

Most Effective Sports Coverage | NEW

Recognizing a media company that has successfully used sports content, partnerships or programming to engage audiences and achieve its marketing objectives.

Best Ad Tech Solution

Awarding the technology solution that has most effectively improved advertising performance, efficiency or measurement for advertisers, agencies or publishers.

Categories



Best Brand Partnership

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

Best Branded Content Program

Awarding the branded content program created by a media company that has most successfully engaged audiences and achieved its objectives.

Best Contextual Targeting Offering

Awarding the contextual targeting offering that has most successfully helped clients reach relevant audiences and achieve their advertising objectives.

Best Event

Awarding the virtual, hybrid and/or live event that has most successfully engaged audiences and achieved its objectives.

Best First-Party Data Strategy

Awarding the first-party data strategy that has most successfully collected, organized and utilized first-party data to achieve business objectives.

Best Multichannel Campaign

Awarding the multichannel campaign that has most successfully used multiple channels to engage audiences and achieve its objectives.

Categories



Best Newsletter

Awarding the newsletter that has most successfully engaged and grown its audience while achieving its business objectives.

Best Podcast

Awarding the podcast that has most successfully engaged audiences and achieved its editorial and/or business objectives.

Best Use of AI

Awarding the use of AI by a media company that has most successfully enhanced content, audience engagement, operations or business outcomes.

Best Use of Audience Insights

Awarding the strategy that has most successfully used audience insights to understand, engage or grow an audience and achieve key objectives.

Best Use of Data

Awarding the content strategy by a brand or agency that has most successfully used data to inform its approach and achieve campaign goals.

Best Use of Emerging Technology

Awarding the use of emerging technology, including but not limited to AR, VR and AI, that has most successfully enhanced an initiative and achieved its objectives.

Categories



Best Use of Game Content

Awarding the media company that has creatively used interactive or gamified content, such as quizzes, polls or games, to engage audiences and achieve its goals.

Best Use of Social

Awarding a media company that has used social platforms creatively and effectively to engage audiences, grow its reach and strengthen its brand.

Best Use of Video

Awarding a media company that has created compelling video content, from a single video to a series, to engage audiences, grow its reach and achieve its goals.

Editorial Team of the Year

Awarding the editorial team that has most successfully produced high-quality content in alignment with its company's editorial mission.

Media Company of the Year

Awarding the media company that has demonstrated the greatest overall excellence, innovation and creativity in its approach to media.

Most Innovative Publisher Platform

Awarding the publisher platform that has most innovatively enabled media companies to create, distribute, monetize or grow content and audiences.

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 October 2025-January 2027.

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.



DIGIDAY
MEDIA AWARDS
EUROPE

Contact

awards@digidaymedia.com
