

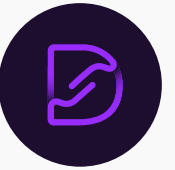


DIGIDAY

MARKETING & ADVERTISING
AWARDS EUROPE

Entry Kit
2027

The Digiday Marketing & Advertising Awards Europe

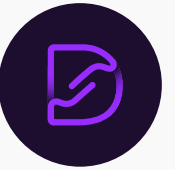


The **Digiday Marketing and Advertising Awards Europe** recognize the companies, campaigns and technology modernizing European marketing and advertising. Over the years, we've honored industry-leading work from Mountain Dew, Volkswagen, Havas, Epsilon and more.

Deadlines & Entry Fees

EARLY DEADLINE	23 October, 2026	£319 per entry
REGULAR DEADLINE	4 December, 2026	£409 per entry
LAST CHANCE DEADLINE	29 January, 2027	£469 per entry

Categories



Best Event | NEW

Recognizing the live event or brand activation that most effectively engaged its audience, delivered on its objectives and created a memorable experience.

Best Sports Marketing Activation | NEW

Recognizing the sports marketing activation that most effectively engaged its audience, delivered on its objectives and drove meaningful results.

Agency Executive of the Year

Recognizing the agency executive who has demonstrated exceptional leadership, innovation and impact for their agency, clients and teams.

Agency of the Year

Recognizing the agency that has demonstrated exceptional client impact, strategic leadership, innovation and results.

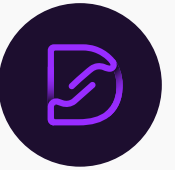
Best Collaboration

Recognizing the brand, agency, creator or media collaboration that most effectively combined complementary strengths to achieve shared goals and deliver results.

Best Creator Marketing Campaign

Recognizing the creator marketing campaign that most effectively leveraged creator partnerships to engage audiences and achieve campaign goals.

Categories



Best First-Party Data Strategy

Recognizing the strategy that most effectively collected, managed and activated first-party data to create value for the business or its customers.

Best Omnichannel Campaign

Recognizing the out-of-home campaign that most effectively used physical and digital placements to engage audiences and achieve its objectives.

Best Out-of-Home Campaign

Awarding the commerce strategy that most effectively drove sales, conversion or revenue growth.

Best Retail Media Strategy

Recognizing the retail media strategy that most effectively connected brands with consumers and delivered measurable results.

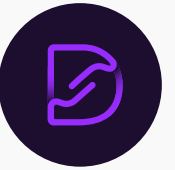
Best Use of AI

Recognizing the most innovative and effective use of artificial intelligence to solve a marketing challenge, enhance performance or create new opportunities.

Best Use of Data

Recognizing the strategy that most effectively used data to inform decision-making, engage audiences and drive results.

Categories



Best Use of Social

Recognizing the social media strategy that most effectively engaged audiences, strengthened a brand and drove measurable results.

Best Use of Technology

Recognizing the innovative use of technology to solve a marketing challenge, enhance audience engagement or drive business results.

Best Use of Video

Recognizing the video strategy that most effectively captured audience attention, communicated a brand story and drove results.

Brand/Retail Executive of the Year

Recognizing the brand or retail executive who has demonstrated exceptional leadership, innovation and impact in driving business and marketing results.

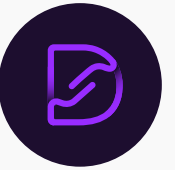
Brand/Retailer of the Year

Recognizing the brand or retailer that has demonstrated exceptional marketing leadership, innovation and business impact.

Campaign of the Year

Recognizing the campaign that best demonstrates creativity, strategic thinking and innovation while delivering meaningful results.

Categories



Media Plan of the Year

Recognizing the media plan that demonstrated the strongest strategic thinking, channel selection and execution to achieve campaign goals.

Tech Platform of the Year

Recognizing the technology platform that has delivered innovative, effective solutions that create meaningful value 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.

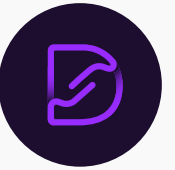
Paint a complete picture.

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 Media 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 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.



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