Future Leader Awards

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Entry Kit 2027

Future Leader Awards

Year after year, industry lists honor executives in prominent roles who are already in the headlines. But what about the leaders you haven't heard about yet? **Future Leader Awards** recognize the next generation of talent — professionals with 10 years of experience or less who are already making a significant impact in their roles.

Deadlines & Entry Fees

EARLY DEADLINE	November 13, 2026	$379 per entry
REGULAR DEADLINE	December 18, 2026	$479 per entry
LAST CHANCE DEADLINE	January 29, 2026	$599 per entry

Rising Agency Leader

Awarding an individual at an agency who is emerging as a leader in their organization.

Rising Brand Leader

Awarding an individual at a brand or retailer who is emerging as a leader in their organization and throughout the industry.

Rising AI Leader

Awarding an individual who is shaping the future of AI within their organization.

Rising Content Marketing Leader

Awarding an individual who is shaping the future of content marketing within their organization.

Rising Audio Leader

Awarding an individual who is shaping the future of audio within their organization.

Rising Creator

Awarding an individual who is emerging as a leader in the creator economy.

Rising Design Leader

Awarding an emerging leader shaping the future of their organization’s design, creative or user experience work.

Rising Founder

Awarding a founder who is shaping the future of their industry.

Rising E-commerce Leader

Awarding an individual who is emerging as a leader in e-commerce within their organization.

Rising Influencer Marketing Leader

Awarding an individual who is shaping the future of influencer marketing within their organization.

Rising Finance Leader

Awarding an individual who is shaping the future of financial strategy and revenue growth within their organization.

Rising Innovator

Awarding an individual who is driving innovation and emerging as a leader within their organization.

Rising Journalist

Awarding a young journalist who is shaping the future of their industry.

Rising Media Leader

Awarding an individual at a media company who is emerging as a leader in their organization.

Rising Marketing Leader

Awarding an individual who is emerging as a leader in marketing within their organization.

Rising Merchandising Leader

Awarding an individual who is emerging as a leader in merchandising within their organization.

Rising Media Buying and Planning Leader

Awarding an individual who is shaping the future of media buying and planning within their organization.

Rising Operations Leader

Awarding an individual who is emerging as a leader in operations within their organization.

Rising People Leader

Awarding an individual who’s shaping their organization’s people strategy, culture and employee experience.

Rising Retail Leader

Awarding an individual who’s shaping their organization’s in-store strategy, customer experience and physical retail presence.

Rising PR Leader

Awarding an individual who is emerging as a leader in public relations within their organization.

Rising Sales Leader

Awarding an individual who is emerging as a leader in sales within their organization.

Rising Product Leader

Awarding an individual who is shaping the future of product development and technology within their organization.

Rising Social Media Leader

Awarding an individual who is shaping the future of social media within their organization.

Rising Technology Leader

Awarding an individual at a technology provider or vendor who is emerging as a leader in their organization.

Rising Video Leader

Awarding an individual who is driving the future of video within their organization.

2023

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.

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.

Tell a compelling story.

Chronicle your work with a classic beginning-middle-end framework. Keep it relevant with a problem-solution-results approach.

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.

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."

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 Future Leader 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 November 2025 to 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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