DIGIDAY CREATOR AWARDS

Entry Kit 2027

Digiday Creator Awards

The **Digiday Creator Awards** is the annual recognition of the creators, brands, agencies, platforms and businesses shaping the future of the creator economy. The program celebrates standout creative work, innovative partnerships and the people building businesses and strategies that are driving meaningful audience, cultural and business impact.

Deadlines & Entry Fees

EARLY DEADLINE	December 18, 2026	$499 per entry
REGULAR DEADLINE	January 29, 2027	$599 per entry
LAST CHANCE DEADLINE	March 12, 2027	$729 per entry

Best Brand/Creator Partnership | NEW

Awarding the partnership that delivers meaningful creative, audience and business results.

Best Creator Commerce Strategy | NEW

Awarding the campaign or program that most effectively connects creator content to commerce and measurable business results.

Best Creator Economy AI Tool | NEW

Awarding the AI-powered tool that helps creators, brands, agencies or creator businesses work smarter, whether by streamlining content creation, discovery, collaboration, measurement or monetization.

Best Creator Management & Representation | NEW

Awarding the management team, agency or representative that helps creators build sustainable businesses, develop their brands, grow their audiences and unlock new opportunities through strategic guidance, partnerships and representation.

Best Creator Marketing Program | NEW

Awarding the strategic, scalable approach to building and managing creator partnerships, from ambassador and loyalty programs to always-on creator relationships, that drives meaningful audience engagement, brand growth and measurable business impact.

Best Creator Product Launch | NEW

Awarding the most successful product or brand launch created by a creator.

Best Creator Strategy | NEW

Awarding the agency-led strategy that demonstrates a sophisticated approach to creator selection, audience development, content, distribution, measurement or brand integration.

Best Creator Technology | NEW

Awarding the technology that solves a meaningful challenge or unlocks a new opportunity for creators, brands, agencies or creator businesses.

Best Creator-Led Campaign | NEW

Awarding the campaign where creators are central to the creative strategy and execution.

Best Creator-Made Content | NEW

Awarding the original work that demonstrates exceptional creativity, execution and creator voice while driving meaningful audience engagement, cultural impact or business results.

Best Long-Term Creator Partnership | NEW

Awarding the sustained brand/creator relationship that has evolved beyond one-off campaigns.

Best Use of Creator Technology | NEW

Awarding the brand, agency or creator business using technology in an innovative way to improve creator discovery, selection, collaboration, measurement, attribution, optimization or performance.

Breakthrough Creator | NEW

Awarding the creator making significant strides in audience, influence or business. Finalists for this category are selected by our editors and will be voted on by Digiday's audience.

Creator Advocate of the Year | NEW

Awarding the individual or organization championing creators through efforts that advance fair pay, transparency, education, community or long-term opportunity across the creator economy.

Creator Agency of the Year | NEW

Awarding the agency that demonstrates exceptional expertise in creator strategy, talent partnerships, campaign development and measurable business results.

Creator Business of the Year | NEW

Awarding the creator-led company, media property or consumer business that demonstrates a compelling approach to growth and sustainability.

Creator Economy Leader of the Year | NEW

Awarding the individual shaping the business, technology, partnerships or strategy behind the creator economy.

Creator Entrepreneur of the Year | NEW

Awarding the creator who has successfully built a business, product, brand or venture beyond their content. Finalists for this category are selected by our editors and will be voted on by Digiday's audience.

Creator of the Year | NEW

Awarding the creator who demonstrates exceptional creativity, audience connection and business impact. Finalists for this category are selected by our editors and will be voted on by Digiday's audience.

Creator Platform of the Year | NEW

Awarding the platform that gives creators the tools, resources or infrastructure to build audiences, businesses and communities.

Sports Creator of the Year | NEW

Awarding the sports creator who demonstrates exceptional creativity, audience connection and business impact. Finalists for this category are selected by our editors and will be voted on by Digiday's audience.

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 Digiday Creator 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 December 2025 to March 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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Contact awards@digidaymedia.com