



2019 ENTRY KIT

Last Chance Deadline: September 27, 2019

The Modern Retail Awards

The **Modern Retail Awards** recognize the companies and campaigns paving the way for the success of retail in the digital age. This program will honor retailers who have best responded to changing consumer habits by tailoring experiences, producing standout campaigns and closing the gap between the physical and digital worlds.

Categories are broken into the following groups: Campaigns, Reinvention, Experience and the coveted Grand Prix.

DEADLINES & ENTRY FEES

Early Deadline: August 16, 2019 - \$359 per entry

Regular Deadline: September 6, 2019 - \$459 per entry

Final Deadline: September 27, 2019 - \$599 per entry

Categories

Campaign Categories

Best Use of Video

Awarding a video strategy that successfully increased engagement or awareness for a retailer.

Best Experiential Marketing Campaign

Awarding an experiential marketing campaign that has successfully increased engagement and brand loyalty via an indoor and/or outdoor experience.

Best Email Campaign

Awarding an original email campaign that has successfully increased engagement or awareness for a retailer.

Best New Product or Launch Campaign

Awarding a marketing campaign that successfully generated buzz or increased awareness around a new product or initiative.

Best Use of Social

Awarding a social media strategy that successfully increased customer engagement and/or retention.

Best Retailer/Agency Collaboration

Honoring the retailer/agency collaboration that has successfully met goals using uniquely innovative and creative solutions.

Reinvention Categories

Best Digital Transformation

Awarding the retailer whose transformation has allowed them to adhere to standards brought about by changing consumer habits.

Best DTC Pivot

Awarding the most successful pivot to a DTC model by a brand.

Best Customer Insight Strategy

Awarding the retailer who has most effectively used customer feedback in order to alter processes in a way that has improved favorability.

Most Innovative Retail Model

Awarding the retailer who has most effectively changed the way customers shop and discover brands.

Experience Categories

Best E-Commerce Experience

Awarding the retailer with the most seamless e-commerce experience, as made clear by customer feedback, purchase intent and favorability.

Best Mobile Strategy

Awarding the retailer whose mobile strategy best engages customers and/or aids the buying process.

Best Personalization Strategy

Awarding the retailer who, through the use of AI, customer data intelligence, etc. has been able to tailor each shopper's experience.

Best Omnichannel Strategy

Awarding the retailer whose in-store experience best supports their e-commerce experience.

Best In-Store Tech

Awarding a retailer whose use of in-store technology has enhanced the customer experience and in turn, increased sales.

Grand Prix Categories

Future Leader

Honoring an individual at a retailer who is emerging as a leader in their organization, either on the commercial or product side, and throughout the industry.

Best In-House Innovation Team

Awarding the innovation team who has effectively moved their company forward through new product development, processes and technology incorporation.

Best DTC Retailer

Awarding the retailer who has most successfully streamlined their efforts to sell directly to consumers.

Best Legacy Retailer

Awarding the legacy retailer who has experienced continued success during a time of seismic change.

Most Responsible Retailer

Awarding the retailer who, as proven through initiatives, is the most socially/sustainably responsible.

Entry questions

Supporting Materials:

Supporting materials are the same across all categories. While not all are required, they do enhance the overall quality of your entry and support your submission.

- **Company Logo** - File must be in .EPS format. If you're an agency submitting on behalf of a client, submit both.
- **Images**- You may include up to two images that support your submission. There are no file format restrictions.
- **URLs** - You may include up to two URLs. This can be your company website, video links, etc.
- **Sizzle Reel** - We highly suggest including a video to support your submission. Must be no longer than two minutes in length. No file format restrictions apply.

Campaign Categories:

- **Company/Industry Description** - Describe the end-user client, what they do and the industry that they serve. If submitting for a client, describe the client's industry. [100 words]
- **Overview** - Provide a summary of the campaign. [200 words]
- **Goals** - What were the goals of the campaign? [100 words]
- **Challenges** - What challenges did the team have to overcome? [150 words]
- **Results** - How did the campaign perform? What were the results, ROI, impact on business? [200 words]

Reinvention & Experience Categories:

- **Company/Industry Description** - Describe the end-user client, what they do and the industry that they serve. If submitting for a client, describe the client's industry. [100 words]
- **Overview** - Summarize the overall strategy/initiative and why it's a crucial part of your business. [200 words]
- **Goals** - What were the goals for the strategy/initiative once implemented? How have the goals evolved? [150 words]
- **Challenges** - Were there any challenges you ran into along the way when deploying the strategy/initiative? [150 words]
- **Results** - Describe a few key results and the impact made since implementing the strategy/initiative. Please quantify and be as specific as possible. [200 words]

Entry questions

Future Leader Category:

- **Tenure** - How long have they been at their current company?
- **Bio** - Tell us a little about this person and their role [200 words]
- **Results**- Why should they be named a Future Leader? [500 words]

Grand Prix Categories:

- **Industry Description** - Describe the end-user client, what they do and the industry that they serve. If submitting for a client, describe the client's industry. [100 words]
- **Overall Achievements** - Include a summary of the team achievements throughout the year. [300 words]
- **Goals** - What challenges did the team have to overcome over the last year? [150 words]
- **Challenges** - What were the team goals for the past year? How have the goals evolved? [200 words]
- **Results** - Describe the team results, impact on business, goals met, etc. [200 words]

FAQ

We know you have questions. In this FAQ, we will answer the most common questions we receive. If your question is not answered here, please just send us an email at awards@digiday.com and we will respond as soon as we can.

How do I start my submission?

Begin by creating an account with our Awards Submission platform. If you do not already have an account, you may register using this link: <https://trib.al/lbQSnRw>

Who is eligible to enter this program?

Entries must be relevant to August 2018 - August 2019.

How do I increase my chances of winning an award?

Be sure to emphasize the goals and achievements of your campaign or organization and provide supporting materials and specific examples when possible (KPIs, ROI, etc.). Please note: No data will be made public as entries are viewed only by the jury panel who will sign an NDA.

Can I submit the same campaign in multiple categories and awards programs?

Yes. You may check the additional categories you would like to submit to when beginning the entry. There is no need to re-enter all of the campaign details, if the category is in the same category grouping (ie: Campaign, Experience, 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.

FAQ

What methods of payment are accepted?

The platform only accepts the following credit cards: Visa, MasterCard, American Express and Discover. If you need to use another form of payment, we must receive payment prior to the deadline date you are submitting for. Just send us an email at awards@digiday.com to arrange.

How do I know my entry was received?

After completing your entry through our system, you will receive an email confirmation that we have received your submission(s). If you do not receive confirmation within 24 hours, please email us at awards@digiday.com.

Can I make changes to my entry once it's been submitted?

Yes. You can contact us at awards@digiday.com if there are any elements of an entry that need to be changed or updated. Please note, altering elements is only possible if the work has not yet been judged and the deadline date has not passed.

Can I withdraw my entry? Will I get a refund?

Digiday is not liable to issue refunds for the entry fee. If for some reason you need to remove the entry from the program, we can allow you to re-submit the campaign (or a different entry) to another awards program. Please contact us at awards@digiday.com for further details.

When and how will finalists be notified?

Finalists will be contacted via email regarding their entry, whether they have been selected for the shortlist or not. The shortlist will be announced approximately one week after judging closes. You can find the specific date in the confirmation email from your submission.

What do I receive if I win?

The results of our awards programs are included in our daily coverage of media and marketing that reaches over one million users per month.



CONTACT

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