

ModernRetail Awards

2021 ENTRY KIT

Last Chance Deadline: November 12, 2021

Modern Retail Awards

The Modern Retail Awards recognize the companies and campaigns modernizing retail in the digital age. The 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.

Over the years, the Modern Retail Awards have had the pleasure of recognizing Bombas, Casper, Food52, StockX and many others.

Deadlines & Entry Fees

EARLY DEADLINE	September 10, 2021	\$449 per entry
REGULAR DEADLINE	October 8, 2021	\$549 per entry
LAST CHANCE DEADLINE	November 12, 2021	\$699 per entry

All deadlines end at 11:59 p.m. PST

Categories

Best Use of Social

Awarding a social media strategy that best achieved set goals.

Best Use of Social Media for Commerce

Awarding a social media commerce strategy that has successfully achieved set goals.

Best Use of Video

Awarding a video strategy that successfully promoted a product, initiative or retailer.

Best Use of Technology

Awarding a use of new technology has most significantly enhanced the customer experience.

Best Mobile App - NEW

Awarding a mobile application that most successfully achieved set goals.

Best Marketing Pivot - NEW

Awarding the marketing effort that has been most successful in adapting following unforeseen market changes.

Best Product, Category or Sub-Brand Launch Campaign

Awarding a launch campaign that successfully generated buzz and audience engagement around a new product.

Best Email Campaign

Awarding an original email campaign that has successfully achieved set goals.

Best Influencer Campaign - NEW

Awarding the influencer marketing campaign that has been most creative, strategic and effective in achieving its objectives.

Best Collaboration - NEW

Awarding the collaboration between an advertiser and a partner that has most successfully achieved set goals.

Best Retailer/Agency Collaboration

Awarding the retailer/agency collaboration that has most successfully achieved set goals.

Best Customer Insight Strategy

Awarding the retailer who has most effectively employed customer feedback.

Best Personalization Strategy

Awarding the retailer who has been able to tailor each shopper's experience most successfully.

Categories

Best Subscription Strategy - NEW

Awarding a subscription or membership strategy that has successfully achieved set goals.

Best Omnichannel Experience

Awarding the retailer who has best utilized a combination of in-store and online experiences to increase sales.

Best E-Commerce Experience

Awarding the retailer with the most seamless e-commerce experience.

Best Customer Service Experience

Awarding the retailer with the most supportive and efficient customer service experience.

Best Community Building Strategy - NEW

Awarding the community building strategy that resulted in consistently high audience engagement and a strong sense of community built around a brand.

Most Innovative Retail Model

Awarding the retailer who has most effectively changed the way customers shop and discover their brand(s).

Best Digital Transformation

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

Most Responsible Retailer

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

Best DTC Pivot - NEW

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

Best Digitally-Native Brand

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

Best Established Retailer

Awarding the retailer who has most successfully navigated changing market forces to maintain a successful brand and business.

Submission Questions

Overall (all except Grand Prix)

Company/Industry Description - Describe the end-user client, what they do and the industry they serve. If submitting for a client, describe the client's industry. [100 words or less]

Overview - Provide a summary of the campaign/strategy. [200 words or less]

Goals - What were the goals of the campaign/strategy? [150 words or less]

Challenges - Were there any challenges along the way? *This could refer to bandwidth, environmental, technological issues, etc. [150 words or less]

Results - Describe key results and the impact made since implementing the campaign/strategy. Please quantify and be as specific as possible. *The results discussed in this section should relate directly to the goals presented above. [200 words or less]

Supporting Materials

While not required, these will enhance the overall quality of your entry.

Company Logo - File must be in .EPS format. If you're an agency submitting on behalf of a client, submit both (up to three).

Images - You may include up to three 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 suggest including a video to support your submission if possible. No longer than two minutes in length. No file format restrictions apply.

Credits

This section reflects what you will see in any public-facing mention should you be named a finalist or winner.

Please list your Company Name exactly how you want the nomination to read publicly. Example: Adobe — Adobe Analytics.

Please list the URL where you would like your Company Name to link out to. Example: <https://business.adobe.com/products/analytics/adobe-analytics.html>

Twitter Handle - Please include a Twitter handle for public mention on @DigidayAwards should you be named a winner, separating any additional handles with a comma. Limit three per submission.

Submission Questions

Grand Prix - Best Digitally Native Brand and Best Established Retailer

Company/Industry Description - Describe the brand, what they do and the industry they serve. If submitting on behalf of a client, be sure to describe their business. [100 words or less]

Overall Overview - Summarize achievements made by the brand over the past year. [300 words or less]

Challenges - Were there any challenges along the way? *This could refer to bandwidth, environmental, technological issues, etc. [150 words or less]

Goals - What were the brand's goals this year? [150 words or less]

Results - Describe key results and the impact made since implementing the campaign/strategy. Please quantify and be as specific as possible. *The results discussed in this section should relate directly to the goals presented above. [200 words or less]

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