

ModernRetail Awards

Entry Kit
2023

Modern Retail Awards

The **Modern Retail Awards** recognize the companies and campaigns modernizing retail in the digital age. Over the years, these awards have honored industry-leading work from Casper, CVS Pharmacy, SoulCycle and more.

Deadlines & Entry Fees

EARLY DEADLINE	July 14, 2023	\$499 per entry
REGULAR DEADLINE	August 25, 2023	\$599 per entry
LAST CHANCE DEADLINE	October 6, 2023	\$729 per entry

Best Retail Activation | NEW

Awarding the event and/or marketing activation that most successfully achieved set goals.

Best Use of Emerging Technology | NEW

Awarding the best use of emerging technology including but not limited to, AI, AR, VR, Metaverse, or Blockchain.

Best Use of Instagram | NEW

Awarding an Instagram strategy that most successfully achieved goals.

Best Use of TikTok | NEW

Awarding a TikTok strategy that most successfully achieved goals.

E-Commerce Executive of the Year | NEW

Awarding the executive who has demonstrated exceptional leadership, innovation, and strategic vision in the realm of e-commerce.

Retail Startup of the Year | NEW

Awarding the startup that has successfully established its brand and grown its business.

Best Back-End E-Commerce Technology

Awarding a platform or vendor that has most successfully helped e-commerce brands streamline their business and achieve set goals.

Best Brand Collaboration

Awarding the collaboration between two brands that has most successfully achieved set goals.

Best Community Building Strategy

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

Best Customer Insight Strategy

Awarding the retailer who has most effectively employed new strategies using customer feedback and/or data.

Best Customer Service Experience

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

Best E-Commerce Experience

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

Best Fulfillment Strategy

Awarding the retailer with the most efficient, unique, and innovative use of technologies to streamline and/or automate fulfillment operations.

Best Influencer Collaboration

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

Best Launch Campaign

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

Best Omnichannel Experience

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

Best Personalization Strategy

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

Best Retailer/Agency Collaboration

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

Best Subscription Strategy

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

Best Transformation

Awarding the retailer whose physical and/or digital transformation has allowed them to adhere to standards brought about by changing consumer habits.

Most Innovative Brand

Awarding the brand that is modernizing the industry through innovative marketing, advertising and customer engagement strategies.

Best Use of Shoppable Content

Awarding the most effective use of shoppable content used to promote a product, brand or service.

Best Use of Technology

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

Best Use of Video

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



Founder of the Year

Awarding the founder that has best displayed excellence through outstanding and inspired work at their company.

Most Responsible Retailer

Awarding the retailer who is the most socially/sustainably responsible.

Most Innovative Retail Model

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

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.

SUBMISSION QUESTIONS



How do I start my submission?

[Submit here](#). You will be brought to the Modern Retail Awards submission platform where you will be asked to register if not already.

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.

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.)

Am I eligible to enter this program?

Case studies must be relevant to June 2022 to October 2023.

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.

Do you offer a discount for non-profit organizations?

In the spirit of contributing to the greater good, Digiday Media is offering a discount code to all non-profits to help aid in their submission process. If you are a non-profit organization and want to learn more, please email us at awards@modernretail.co.

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Contact

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