



# ModernRetail Awards

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**Entry Kit**  
**2025**

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# Modern Retail Awards



The **Modern Retail Awards** recognize the retail executives and companies that are cutting through the noise and driving success in today’s dynamic retail landscape. From marketing and supply chain to technology and customer experience, the Modern Retail Awards spotlight the trends and solutions driving industry growth. Over the years, we’ve honored the industry-shaping work of individuals and teams at Walmart, Poppi, Albertsons and E.l.f. Cosmetics, among other retail leaders.

## Deadlines & Entry Fees

EARLY DEADLINE	July 25, 2025	\$499 per entry
REGULAR DEADLINE	September 5, 2025	\$599 per entry
LAST CHANCE DEADLINE	October 17, 2025	\$729 per entry

# Categories



## **Best Affiliate Content Strategy** | NEW

Awarding the content-driven affiliate campaign that most effectively combined editorial or creator content with commerce goals to drive measurable impact and engagement.

## **Best Supply Chain Pivot** | NEW

Awarding the retailer or brand that has most successfully adapted its supply chain strategy in response to disruption, changing demand or operational challenges.

## **CMO of the Year** | NEW

Awarding the Chief Marketing Officer who has demonstrated exceptional leadership, creativity and strategic excellence in building brand equity and driving business growth.

## **Most Innovative Marketplace** | NEW

Awarding the marketplace—brand-owned or third-party—that has most successfully introduced innovative features, technologies or strategies to enhance the seller and shopper experience.

## **Retail Media Network of the Year** | NEW

Awarding the retailer that has built and leveraged a retail media network most effectively to generate revenue, support brand partners and deliver targeted, measurable results.

## **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.

# Categories



## Best Brand Collaboration

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

## Best Community Engagement Strategy

Awarding the community-building strategy that fostered strong engagement and a sense of belonging through transparent communication and brand values.

## Best Content Creator Collaboration

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

## 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 Event

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

# Categories



## Best Expansion Strategy

Awarding the company that has most successfully executed a strategic expansion plan, whether through new store openings, entering new markets or growing their online presence.

## Best Experiential Campaign

Awarding the marketing campaign that has created the most immersive and engaging customer experiences, effectively promoting a product, brand or service.

## Best Fulfillment Strategy

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

## Best Launch Campaign

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

## Best Loyalty Program

Awarding the loyalty program that has most effectively increased customer retention and engagement.

## Best New Store Concept

Awarding the most innovative and effective new store design or concept that has successfully enhanced the customer shopping experience, driven foot traffic and hit sales goals.

# Categories



## Best Omnichannel Experience

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

## Best Retailer/Agency Collaboration

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

## Best Social Campaign

Awarding the campaign that most effectively leveraged one or more social platforms—such as TikTok, YouTube, Substack or Instagram—to achieve strategic goals and drive audience engagement.

## 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 that has allowed them to modernize their business.

## Best Use of AI

Awarding the use of AI that has most significantly enhanced business operations, customer experience or decision-making processes.

# Categories



## 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 technology that has most significantly enhanced the customer experience and driven sales.

## Best Use of TikTok

Awarding a TikTok strategy that most successfully achieved goals.

## Best Use of UGC

Awarding the strategy that has most effectively leveraged user-generated content to boost brand awareness, authenticity and customer engagement.

## E-Commerce Executive of the Year

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

## Founder of the Year

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

# Categories



## Most Inclusive Retailer

Awarding the retailer that has best embraced customers and employees of all races, ages, genders, incomes and more.

## Most Innovative Retail Model

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

## Most Responsible Retailer

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

## Retail Startup of the Year

Awarding the startup that has been most successful in establishing its brand and growing its business.

# 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.

# FAQ



## 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.

## Am I eligible to enter this program?

Case studies must be relevant to July 2024 - October 2025.

## 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](mailto:amy@digiday.com).



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**Contact**

**[awards@digidaymedia.com](mailto:awards@digidaymedia.com)**

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