



ModernRetail Awards

**Entry Kit
2026**

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	August 28, 2026	\$499 per entry
REGULAR DEADLINE	October 09, 2026	\$599 per entry
LAST CHANCE DEADLINE	December 04, 2026	\$729 per entry

Categories



Baby and Children's Product of the Year | NEW

Awarding the baby or children's product that has demonstrated exceptional quality, safety, innovation and value for families.

Best Ambassador Program | NEW

Awarding the structured program that has successfully mobilized an active network of brand advocates, superfans or micro-influencers to drive authentic reach and measurable impact.

Best Commercial Retail Development | NEW

Awarding the shopping center, mall, mixed-use development or retail destination that has redefined the in-person shopping experience through innovative design, tenant strategy, programming and consumer engagement.

Best Customer Experience AI Tool | NEW

Awarding the AI-powered platform or software that has best enabled a brand or retailer to deploy advanced personalization, search or customer service solutions that drive conversion and customer satisfaction.

Best In-Store Experience | NEW

Awarding the brand or retailer that has elevated the brick-and-mortar shopping experience through immersive environments, exceptional customer service and seamless physical execution.

Best Marketing AI Tool | NEW

Awarding the AI-powered platform or software that has best enabled a brand or retailer to scale creative content, optimize media spend or automate targeted campaigns that drive customer acquisition and measurable ROI.

Categories



Best Operational AI Tool | NEW

Awarding the AI-powered platform or software that has best enabled a brand or retailer to automate backend logistics, optimize inventory management or scale supply chain efficiencies that drive profitability and operational excellence.

Best Private Label Product | NEW

Awarding the private label product that has raised the standard for retailer-owned brands through innovation, quality, consumer appeal and commercial success.

Best Use of Video | NEW

Awarding the use of video or CTV that has most effectively driven audience engagement for a brand or retailer.

Beverage Product of the Year | NEW

Awarding the beverage product that has distinguished itself through innovation, quality, consumer appeal and market impact.

Big Box Retailer of the Year | NEW

Awarding the big-box retailer that has excelled in omnichannel execution, merchandising at scale, operational excellence and customer value while delivering outstanding business performance.

Consumer Electronics Product of the Year | NEW

Awarding the consumer electronics product that has advanced the category through innovative technology, user experience, design and market impact.

Categories



Food Product of the Year | NEW

Awarding the food or snack product that has distinguished itself through innovation, quality, consumer appeal and market impact.

Grocer of the Year | NEW

Awarding the grocery retailer that has demonstrated excellence across merchandising, operations, customer experience and business performance, setting a new benchmark for the grocery industry.

Home Product of the Year | NEW

Awarding the home product that has enhanced everyday living through thoughtful design, functionality, innovation and consumer demand.

Personal Care Product of the Year | NEW

Awarding the beauty or personal care product that has demonstrated exceptional innovation, performance, consumer satisfaction and market success.

Pet Product of the Year | NEW

Awarding the pet product that has improved the lives of pets and their owners through innovation, quality and customer satisfaction.

Retail CEO of the Year | NEW

Awarding the CEO who has demonstrated exceptional vision, leadership and business performance while driving innovation and shaping the future of retail.

Categories



Retailer of the Year | NEW

Awarding the retailer that has demonstrated excellence across merchandising, marketing, customer experience, operations and business performance.

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 brand collaboration that has successfully combined creativity, shared values and strategic execution to engage audiences and drive results.

Best Brand-Agency Collaboration

Awarding the collaboration that has demonstrated outstanding strategy, creativity and partnership in achieving measurable marketing success.

Best Community Engagement Strategy

Awarding the brand that has fostered a loyal consumer base and a deep sense of belonging through interactive initiatives, shared values and consistent audience connection.

Best Customer Service Experience

Awarding the retailer that has delivered outstanding support through seamless communication, rapid resolution and innovative service strategies that elevate the customer journey.

Categories



Best E-Commerce Experience

Awarding the retailer that has delivered a seamless digital shopping journey through intuitive design, innovative technology, and a frictionless path from discovery to checkout.

Best Event

Awarding the event or marketing activation that successfully brought a brand experience to life through innovative execution, meaningful engagement and strong results.

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 Influencer Partnership

Awarding the brand and creator collaboration that has successfully connected with audiences through compelling storytelling, innovative strategy and meaningful results.

Best Launch Campaign

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

Best Membership/ Loyalty Program

Awarding the brand or retailer that has built a high-impact program to measurably increase customer retention, repeat purchases and long-term brand advocacy.

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Best New Store Concept

Awarding the brand or retailer with a new store concept that rethinks physical retail through design, experience and customer engagement.

Best Omnichannel Experience

Awarding the brand or retailer that has seamlessly connected digital and physical experiences to enhance customer engagement, improve convenience and drive business results.

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 Transformation

Awarding the brand or retailer that has successfully evolved its physical and/or digital footprint to modernize its business, drive agility and meet the demands of the modern consumer.

Best Use of AI

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

Best Use of Technology

Awarding a use of technology that has most significantly enhanced the customer experience or driven sales.

Categories



CMO of the Year

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

E-Commerce Executive of the Year

Awarding the executive who has demonstrated exceptional leadership, strategic vision and innovation in driving e-commerce growth and shaping the future of digital commerce.

Founder of the Year

Awarding the founder who has demonstrated outstanding leadership, driving their company's growth and industry relevance through clear vision and measurable execution.

Marketplace of the Year

Awarding the brand-owned or third-party marketplace that has introduced the most impactful features, technologies, or business strategies to streamline the merchant experience and elevate the shopping journey.

Retail Media Network of the Year

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.

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 August 2025 - December 2026.

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

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