

# ModernRetail Awards

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Entry Kit  
**2024**

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# 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 26, 2024	\$499 per entry
REGULAR DEADLINE	September 6, 2024	\$599 per entry
LAST CHANCE DEADLINE	October 18, 2024	\$729 per entry

## **Best Expansion Strategy** | NEW

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** | NEW

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

## **Best Loyalty Program** | NEW

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

## **Best New Store Concept** | NEW

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.

## **Best Use of AI** | NEW

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

## **Best Use of UGC** | NEW

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

## **Most Inclusive Retailer** | NEW

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

## **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 Engagement Strategy**

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

## **Best Content Creator Collaboration**

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

## **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 Event**

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

## **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 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 Social Campaign**

Awarding a social media campaign that most successfully achieved 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 that has allowed them to modernize their business.

## **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.

## **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.

## **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

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**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. It takes a village.**

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.

# SUBMISSION QUESTIONS

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## 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 2023 to October 2024.

## 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.

## Do you offer a discount for non-profit organizations?

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@digiday.com](mailto:awards@digiday.com).

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**Contact**

**awards@modernretail.co**

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