

2021 ENTRY KIT

Last Chance Deadline: March 19, 2021

The Glossy Beauty Awards

The Glossy Beauty Awards recognize the companies transforming the beauty industry.

Last year, we honored work from Biossance, Dermalogica, e.l.f. cosmetics, eSalon and more.

Deadlines & Entry Fees

EARLY DEADLINE		January 22, 2021		\$449 per entry
REGULAR DEADLINE		February 19, 2021		\$549 per entry
LAST CHANCE DEADLINE		March 19, 2021		\$699 per entry

Categories

Best Influencer Partnership

Awarding an influencer partnership that has most successfully achieved campaign goals.

Best Consumer Collaboration - NEW

Awarding a collaboration (consumer x brand) that has most successfully achieved campaign goals.

Best Brand Collaboration

Awarding a collaboration (brand x brand or brand x agency) that has most successfully achieved campaign goals.

Best Digital Event Series - NEW

Awarding the best execution of a digital event series that served as an extension of the brand.

Best Use of SMS - NEW

Awarding an SMS strategy that most successfully achieved goals.

Best Use of TikTok - NEW

Awarding a TikTok strategy that most successfully achieved goals.

Best Use of Instagram - NEW

Awarding an Instagram strategy (Shop, Live, Stories) that most successfully achieved goals.

Best Use of Video - NEW

Awarding a video strategy that most effectively drove audience engagement for a beauty brand.

Best Use of Technology - NEW

Awarding a brand whose use of new technology has most significantly enhanced the customer experience. Note: One winner will be selected, by Glossy, from those submissions to this category in both the Glossy Fashion and Glossy Beauty Awards

Best Use of Customization

Awarding the beauty brand with the best customization offering.

Best Multi-Platform Campaign

Awarding a campaign integrated across two or more channels that has successfully achieved campaign goals.

Best Product, Category or Sub-Brand Launch Campaign

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

Best Use of an Emerging Digital Platform- NEW

Awarding the use of an emerging digital platform that successfully achieved goals.

Best E-Commerce Experience

Awarding the e-commerce strategy that has successfully driven revenue and/or engagement for a beauty brand.

Categories

Best Omnichannel Experience

Awarding the brand that has provided the most cohesive and on brand experience for customers across channels.

Best Strategy Pivot - NEW

Awarding the strategy that, following changes due to external factors, was able to successfully deliver desired goals.

Best Sustainability Initiative

Awarding an initiative that was successful in decreasing a company's carbon footprint through eco-friendly products or mission-driven marketing.

Best CSR Initiative - NEW

Awarding the CSR initiative that was most successful in acknowledging a company's environmental or social impact and working to offset it.

Most Engaged Brand Community - NEW

Awarding the brand that has enjoyed consistently high engagement and a strong sense of community built around its products, services or content.

Best Breakthrough Startup

Awarding the emerging beauty brand that has successfully established a core following in the industry.

Founder of the Year - NEW

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

Beauty Brand of the Year - NEW

Awarding the brand that has most consistently met or exceeded set goals.

Submission Questions

Company/Industry Description

Describe the end-user client, what they do and the industry they serve. If submitting on behalf of a client, please be sure to describe their business. [100 words]

Overview

Provide a summary of the the campaign/team/initiative. [200 words]

Goals

What were the goals of the campaign/team/initiative? [150 words]

Challenges

Were there any challenges along the way? *this could refer to environmental, bandwidth, technology issues*
[150 words]

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]

Supporting Materials

Option to upload up to three campaign images, a sizzle reel under two minutes in length, and up to two URLs. No file format restrictions apply.

[GET STARTED](#)

Submission Questions

Founder of the Year, Beauty Brand of the Year

Company/Industry Description

Describe the end-user client, what they do and the industry they serve. If submitting on behalf of a client, please be sure to describe their business. [100 words]

Overview

Provide a summary of the the individual/team achievements throughout the year. [300 words]

Goals

What were the goals of the individual/team for the past year? [150 words]

Challenges

What challenges did the individual/team overcome in the last year? *this could refer to environmental, bandwidth, technology issues* [150 words]

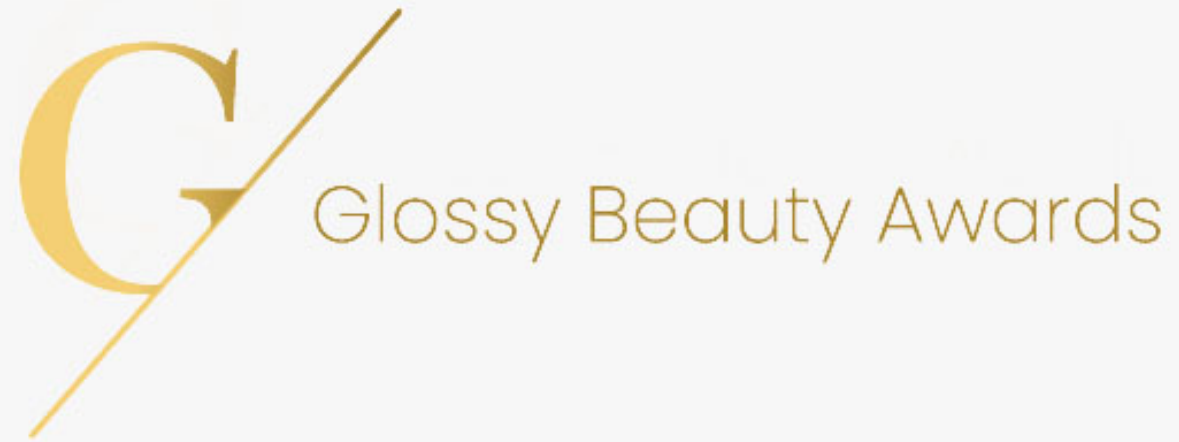
Results

Describe the individual/team results, impact on business, goals met, etc. Please quantify and be as specific as possible. The results discussed in this section should relate directly to the goals presented above. [200 words]

Supporting Materials

Option to upload up to three campaign images, a sizzle reel under two minutes in length, and up to two URLs. No file format restrictions apply.

[GET STARTED](#)



CONTACT

awards@digiday.com