

GLOSSY
— *POP* —
AWARDS

Entry Kit 2024

Glossy Pop Awards

The Glossy Pop Awards recognize the best and most culturally relevant beauty and fashion products, campaigns, people and brands.

Deadlines & Entry Fees

EARLY DEADLINE	January 31, 2025	\$499 per entry
REGULAR DEADLINE	March 21, 2025	\$549 per entry
LAST CHANCE DEADLINE	May 23, 2025	\$649 per entry

Best Brand Activation | NEW

Awarding the brand activation that most successfully engaged audiences, built awareness and drove results through an innovative and impactful in-person and/or digital experience.

Best Brand Sport Partnership | NEW

Awarding the brand partnership with a sports organization, team or athlete that most effectively achieved business objectives.

Best Community Engagement Strategy | NEW

Awarding the strategy that most effectively fostered a strong and engaged community, creating meaningful interactions and building brand loyalty while achieving stated goals.

Best Use of TikTok Shop | NEW

Awarding the TikTok Shop campaign that most successfully drove sales, enhanced customer engagement and achieved business objectives.

Influencer Founded Brand of the Year | NEW

Awarding the brand founded by an influencer that has best demonstrated success in achieving business objectives, establishing a unique market presence and building a strong connection with its audience.

Influencer of the Year | NEW

Awarding the influencer that has been most successful in helping a brand reach business objectives. The finalists of this category are selected by Glossy's editorial team and voted on by Glossy's audience.

Best Ambassador Program

Awarding the fashion or beauty brand that has most effectively leveraged a group of ambassadors to drive awareness and/or sales.

Best Brand X Influencer Content Collab

Awarding a content collaboration that has most successfully achieved campaign goals.

Best Brand x Influencer Product Collab

Awarding a product collaboration that has most successfully achieved campaign goals.

Best Brand/Retailer Event

Awarding the best execution of an event or event series to achieve brand goals.

Best Campaign: Brand Launch

Awarding the brand launch campaign that most effectively attained cultural significance, generated buzz and successfully met business objectives.

Best Campaign: Product Launch

Awarding the product launch campaign that effectively attained cultural significance, generated buzz and successfully met business objectives.

Best Social Commerce Campaign

Awarding a social commerce campaign that most successfully generated awareness and sales of a product.

Best Use of Instagram

Awarding an Instagram marketing campaign that most successfully achieved set goals.

Best Use of TikTok

Awarding a TikTok marketing campaign that most successfully achieved set goals.

Best Use of Video

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

Best Use of YouTube

Awarding a YouTube marketing campaign that most successfully achieved set goals.

Brand of the Year

Awarding the brand that has been most successful in terms of achieving both business objectives and establishing a strong, differentiated brand among its customers.



Founder of the Year

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

Most Innovative Use of Influencer Marketing

Awarding the brand that has been most innovative in achieving stated objectives through the use of creative partnerships, new strategies and emerging technologies.

Product of the Year

Awarding the product that most effectively attained cultural significance, generated buzz and successfully met business objectives.

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.

How do I start my submission?

[Submit here](#). You will be brought to the Glossy Pop 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 January 2024 to May 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.)

How can I nominate myself or someone else to be a juror?

We are always looking for diverse jurors who are senior to executive level with 10+ years in the industry respective to the awards program. To nominate yourself or another person to participate on our jury panels, please contact awards@glossy.co and/or fill out this [form](#).

Need help deciding what categories are the best fit?

Request a 15-minute call with our team by emailing amy@digiday.com

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@digidaymedia.com.

Where do I sign up for deadline reminders?

[Sign up here](#) and we'll keep you informed on all things Glossy Pop Awards.

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Contact awards@digidaymedia.com
