

G GLOSSY
WELLNESS AWARDS

Entry Kit
2026

The Glossy Wellness Awards

The Glossy Wellness Awards recognize the companies transforming the wellness industry through campaigns, initiatives, products, practices and innovations focused on living well and longevity.

Deadlines & Entry Fees

EARLY DEADLINE	July 17, 2026	\$499 per entry
REGULAR DEADLINE	August 28, 2026	\$599 per entry
LAST CHANCE DEADLINE	October 23, 2026	\$729 per entry

Best Use of AI | *NEW*

Awarding the brand, company or product that has most effectively used AI to enhance wellness experiences, personalization or outcomes.

Best Use of Creator Marketing | *NEW*

Awarding the creator-led marketing campaign that most effectively drove engagement, awareness or business growth for a wellness brand.

Best Use of Social | *NEW*

Awarding the social media strategy or campaign that most effectively drove engagement, awareness or community growth.

Fitness Brand of the Year | *NEW*

Awarding the fitness brand that has most effectively connected with consumers through products, services, content or experiences.

Fitness Creator of the Year | *NEW*

Awarding the fitness creator who has built a highly engaged audience through impactful wellness and fitness content.

Health and Longevity Creator of the Year | *NEW*

Awarding the creator who has most effectively educated and engaged audiences around health optimization, wellness and longevity.

Longevity Product of the Year | *NEW*

Awarding the longevity-focused product, service or technology that has most effectively supported long-term health and wellness.

Mental Health Brand of the Year | *NEW*

Awarding the brand, platform or service that has most effectively supported mental health and emotional well-being.

Sleep Product of the Year | *NEW*

Awarding the sleep-focused product, technology or service that has most effectively supported rest and recovery.

Subscription Product of the Year | *NEW*

Awarding the subscription-based wellness product or service that has most effectively delivered ongoing value and convenience to consumers.

Trusted Wellness Brand Award | *NEW*

Awarding the wellness brand that has demonstrated transparency, consumer trust and a commitment to clinically backed products, research and education.

Wearable Wellness Device of the Year | *NEW*

Awarding the wearable device that has most effectively supported consumer wellness, fitness, recovery or health tracking.

Wellness Club of the Year | *NEW*

Awarding the physical wellness club that has most successfully built an engaged community centered around health, wellness and well-being.

Women's Health Product of the Year | *NEW*

Awarding the women's health product, service or technology that has most effectively supported women's wellness.

Best Activation

Awarding the wellness event, pop-up or brand experience that most effectively engaged its target audience.

Best Brand Collaboration

Awarding the wellness brand collaboration or partnership that most effectively achieved its goals.

Best Brand or Sub-Brand Launch Campaign

Awarding the campaign that most effectively launched a new wellness brand or brand extension.

Best Breakthrough Startup

Awarding the emerging wellness company that has demonstrated significant growth, momentum and market impact.

Best Category Launch

Awarding the brand that most successfully expanded into or launched a new wellness category, product vertical or consumer offering.

Best E-Commerce Experience

Awarding the wellness brand that has created the most effective and engaging e-commerce experience.

Best Product Launch Campaign

Awarding the campaign that most effectively launched a new wellness product to market.

Best Use of Technology

Awarding the wellness brand that has most effectively used technology to improve the customer experience or consumer outcomes.

Best Use of TikTok

Awarding the TikTok strategy or campaign that most effectively drove engagement, awareness or business results.

Best Use of TikTok Shop

Awarding the brand most successfully leveraging TikTok Shop to increase awareness, education and sales.

Brand of the Year

Awarding the wellness brand that has demonstrated sustained growth, innovation and consumer impact.

CEO of the Year

Awarding the CEO who has demonstrated exceptional leadership, strategic vision and company performance.

Community of the Year

Awarding the wellness-driven community that has fostered meaningful engagement, support and connection among its audience.

Founder of the Year

Awarding the founder who has distinguished themselves through exceptional leadership, innovation and business growth in wellness.

Innovation of the Year

Awarding the breakthrough innovation that has meaningfully advanced the wellness industry through new technology, research, products or experiences.

Marketer of the Year

Awarding the marketing executive or team leader who has most effectively grown and promoted a wellness brand, product or service.

Most Engaged Brand Community

Awarded to the wellness brand that has built the strongest, most active and deeply connected community.

Product of the Year

Awarding the standout wellness product of the year based on innovation, consumer impact and market performance.

Supplement Brand of the Year

Awarding the supplement brand that has demonstrated excellence in wellness through innovation, consumer trust and market impact.

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.

Submission *questions*

How do I start my submission?

[Submit here](#). You will be brought to the Glossy Wellness Awards submission platform where you will be asked to register if not already.

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.

Am I eligible to enter this program?

Case studies must be relevant to June 2025 to October 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.)

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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