



Entry Kit **2023**

# Glossy Beauty Awards

The **Glossy Beauty Awards** recognize the companies transforming the beauty and wellness industries through campaigns, initiatives products and practices.

## Deadlines & Entry Fees

EARLY DEADLINE	August 25, 2023	\$499 per entry
REGULAR DEADLINE	October 06, 2023	\$599 per entry
LAST CHANCE DEADLINE	November 17, 2023	\$729 per entry

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**Best Category Launch | NEW**

Awarding a new category launch that most successfully introduced a groundbreaking product or service.

**Best Inclusivity Initiative | NEW**

Awarding the beauty brand that has made the most significant contributions towards inclusivity and diversity within the industry.

**Best Use of Emerging Technology | NEW**

Awarding the best use of emerging technology including but not limited to, AI, AR, VR and the Metaverse.

**Best Use of Youtube | NEW**

Awarding a YouTube strategy (Shorts, Live, Stories, etc.) that has most successfully achieved set goals.

**Men's Beauty Brand of the Year | NEW**

Awarding the beauty brand that has best served to the unique grooming and skincare needs of men.

**Most Innovative Haircare Brand | NEW**

Awarding the haircare brand that has best displayed exceptional innovation and excellence in the industry.

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### **Most Innovative Makeup Brand | NEW**

Awarding the makeup brand that has best displayed exceptional innovation and excellence in the industry.

### **Beauty Brand of the Year**

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

### **Beauty Influencer of the Year – Presented by Glossy Pop**

Awarding the influencer that has been most successful in helping beauty brands reach business objectives.

### **Best Brand Collaboration**

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

### **Best Brand or Sub-Brand Launch Campaign**

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

### **Best Breakthrough Beauty Startup**

Awarding the emerging beauty brand that has most successfully established its brand and grown its business.

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### **Best Breakthrough Wellness Startup**

Awarding the emerging beauty brand that has successfully established its brand and grown its business.

### **Best CSR Initiative**

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

### **Best E-Commerce Experience**

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

### **Best Event**

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

### **Best Influencer Partnership**

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

### **Best Multi-Platform Campaign**

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

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### **Best Omnichannel Experience**

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

### **Best Product Launch Campaign**

Awarding a launch campaign that most successfully generated awareness of a product.

### **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 Use of Customization**

Awarding the beauty brand with the best customization offering.

### **Best Use of Instagram**

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

### **Best Use of Liveshopping**

Awarding a liveshopping campaign that most effectively drove sales for a beauty brand.

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## Best Use of Technology

Awarding a brand whose use of new technology has most significantly enhanced the customer experience.

## Best Use of TikTok

Awarding a TikTok strategy (Shop, Live, Stories) that most successfully achieved goals.

## Best Use of Video

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

## Clean Beauty Brand of the Year

Awarding the beauty brand that has most successfully implemented clean beauty initiatives.

## Founder of the Year

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

## Most Engaged Brand Community

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

## Wellness Brand of the Year

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

# 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.**

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

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### **How do I start my submission?**

[Submit here](#). You will be brought to the Glossy Beauty 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 2022 to November 2023.

### **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?**

In the spirit of contributing to the greater good, 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@glossy.co](mailto:awards@glossy.co).



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Contact

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