



Entry Kit **2024**

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	July 12, 2024	\$499 per entry
REGULAR DEADLINE	August 23, 2024	\$599 per entry
LAST CHANCE DEADLINE	October 04, 2024	\$729 per entry

Beauty CEO of the Year | NEW

Awarding the CEO who has best demonstrated exemplary leadership, vision and performance in guiding their company to success.

Beauty Marketer of the Year | NEW

Awarding the marketer who has best demonstrated creativity, strategic thinking, and exceptional execution in promoting beauty products or brands

Best TikTok Shop Activation | NEW

Awarding a TikTok shop activation that most successfully achieved goals.

Fragrance Brand of the Year | NEW

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

Lip Brand of the Year | NEW

Awarding the brand that has most successfully introduced an innovative and trend-setting lipstick, lip gloss, or other lip color or lip-care product to the market.

Skin-Care Brand of the Year | NEW

Awarding the skin-care brand that has best displayed innovation and excellence in the industry.

Beauty Brand of the Year

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

Beauty Founder of the Year

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

Best Beauty Event

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

Best Brand Collaboration

Awarding a collaboration (brand x brand) 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 successfully established a core following in the industry.

Best Breakthrough Wellness Startup

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

Best Category Launch

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

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 Custom Beauty Brand

Awarding the beauty brand with the best customization offering.

Best E-Commerce Experience

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

Best Multi-Platform Campaign

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

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 Emerging Technology

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

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 that most successfully achieved goals.

Clean Beauty Brand of the Year

Awarding the beauty brand that has most successfully implemented “clean” beauty initiatives or launches.

Hair-Care Brand of the Year

Awarding the hair-care brand that has best displayed exceptional innovation and excellence in the industry.

Inclusive Brand of the Year

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

Makeup Brand of the Year

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

Men's Beauty Brand of the Year

Awarding the beauty brand that has best served the unique grooming and skin-care needs of men.

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.

Short Form Beauty Video of the Year

Awarding the short form video that most effectively drove audience engagement for a beauty brand.

Wellness Brand of the Year

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

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

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 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.



Contact

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