

# **2018 Best of Content Awards**

**Initiated by CUSTO, powered by ACC Belgium**

# **Entry kit**

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## ABOUT THE BOCAS

The BOCAs honour the best content marketing cases and content productions in Belgium and Luxemburg. Awards are given to the most successful programmes (Content Strategy Awards) and the most creative and innovative content items in specific categories (Content Craftsmanship Awards).

The BOCAs are organised by CUSTO, the Association of Content Marketing Agencies, powered by ACC Belgium, the Association of Communication Companies. For further details, please visit [www.custo.be](http://www.custo.be) or [www.accbelgium.be](http://www.accbelgium.be).

## KEY DATES FOR THE BOCAs

- 1 February - 12 March: Call for Entries
- 16 March - 26 March: Online Judging
- 22 March: Deadline for sending case- material
- 28 March: Deadline for payment case fees
- 29 March: Final Round Judging
- 26 April: Award Ceremony

Please make sure you read the Entry Procedure and Rules before registering or completing your entry form.

## ENTRY PROCEDURE

Before you submit your entry, we advise you to ask your clients' approval and to check that you have:

- filled in the credits correctly
- uploaded your creative material
- referenced all your data sources

In order to increase your chances of winning a Content Strategy Award, we advise you to:

- provide sufficient details on your channel strategy and use of owned/paid/earned media
- support your story with credible and accurate data
- provide all additional information to support your entry

**Entries must be submitted by midnight on Monday, 12 March 2018.**

## **RULES**

1. The BOCAs are open to all agencies, clients, independent parties, media houses, CUSTO members, ACC members, and non-members.
2. All programmes should have run in Belgium and/or Luxembourg between 1 January 2017 & 28 February 2018 and should be conceived by the submitting agency or client. To be nominated for a Long-Term Award, a programme must have run for more than one year.
3. Agencies are responsible for registering and uploading their case(s). In case several agencies worked together on a programme, the lead content agency should enter the case and the other agencies can be mentioned in the section 'Programme Background'.
4. Everyone can enter one or several cases or items in one or several categories. Each case or item may be entered into a maximum of 3 categories, but must be written differently each time to reflect the category's particular emphasis.
5. An 'Entry' means one case or item with one choice of category. Should you enter the same case in, e.g. three categories, this represents three entries and therefore three entry fees. For more information, please see 'Entry Fees & Payment'.
6. All Entries need to be uploaded by midnight on 12 March 2018.

7. If the entry fee is not paid by 28 March 2018, the case(s) or item(s) will be automatically disqualified. Entries can be paid by bank transfer. An invoice will be sent after payment.
8. Each entry should be submitted in English. Creative Material (print & audio-visual) can be submitted in the language of the programme.
9. If you want your work to be presented in an optimal way to the Jury, you should send a link with your audio-visual material to [twiggy.caels@accbelgium.be](mailto:twiggy.caels@accbelgium.be) and/or 10 copies of your printed material to Twiggy Caels, ACC Belgium, Sint-Huibrechtsstraat 17, 1150 Brussels **before 22 March 2018.**
10. After the Jury sessions, nominated agencies will be asked to provide 1 sheet with a main visual and some minor backup copy.
11. It is possible to enter indexed figures to avoid revealing sensitive data. When you present your results, do not forget to mention the sources of your data.
12. For entries for a Content Strategy Award, you will need to fill in the following boxes:
  - a. Client
  - b. Case Name
  - c. Category or Categories (max. 3)
  - d. Why Category: explain why your case or item should win in this category and adapt your rationale if you submit 1 case in several categories (200 words)
  - e. Programme Background & Summary (200 words)
  - f. Objectives (100 words)
  - g. Strategy (300 words)
  - h. Description of your programme (200 words)
  - i. Creative Strategy (300 words)
  - j. Results (300 words)
  - k. Creative Material: max. 5 files: jpg/png/gif/mp3/mp4

- l. Case Movie (optional): mp4: min. 720 x 576 - max. 1920 x 1080 - file size: max. 600 MB
- m. PDF with max. 5 pages of proof of results (see f.)

13. For entries in a Content Craftsmanship category, you only need to fill in the following boxes:

- a. Client
- b. Case Name
- c. Category or Categories (max. 3)
- d. Why Category: explain the objective, the target audience, the creative rationale, why this item is exceptional, and why it deserves a Craftsmanship Award. Adapt your rationale if you submit 1 case in several categories (200 words)
- e. Creative Material: max. 5 files: jpg/png/gif/mp3/mp4
- f. Case Movie (optional): mp4: min. 720 x 576 - max. 1920 x 1080 - file size: max. 600 MB
- g. If available and relevant, results can be submitted

14. Work submitted must be original or you must have secured rights to submit it. You cannot include any work to which you do not have the rights. However, stock music/images are allowed if you have the rights to use them.

15. By entering your work for the competition, CUSTO and ACC Belgium are automatically granted the right to make copies, reproduce, or display the case material for education and publicity purposes. If you are a winner, your case material can be used in the online winners' gallery on the CUSTO website.

# JUDGING PROCEDURE & CRITERIA

Judging the BOCAs takes place in two rounds.

Round 1 is an individual online procedure and round 2 is a final 'collective' deliberation on 29 March.

A Jury member is not allowed to review or score submissions from his/her own company or brand.

***Jury members will score on the following criteria:***

A '**Client Jury**' will review Content Strategy cases on:

1. Strategy
2. Creative Concept
3. Creative Execution
4. Results

A '**Craftsmen Jury**' of independent experts will review the Content Craftsmanship subscriptions on:

1. 'Perfect Fit': content translates the message well for the target audience
2. Attention-grabbing and Persuasive Power
3. Originality/Uniqueness/Innovative Character
4. Superior Quality of Content and Execution



### ***Scoring system:***

Every case is scored on a scale of 1-20 per criterion (1 = Very Poor, 20 = Excellent).

The Juries will decide which cases/submissions will receive a nomination after Round 1 and can hand out maximum 1 Gold, 1 Silver and 1 Bronze Award per Content Strategy Category and 1 Special Award per Craftsmanship Category in Round 2.

# CATEGORIES

There are 13 Content Strategy and 13 Content Craftsmanship categories in which a case may be entered. More than one category may be chosen per programme or item; however, each case or item must place a different emphasis on the rationale, depending on the choice of category. The emphasis note, 'Why Category', underneath each category, will help to underline what the panel is looking for.

In case you have questions regarding the categories, you can send a mail to Twiggy Caels at [twiggy.caels@accbelgium.be](mailto:twiggy.caels@accbelgium.be)

## **I. The Content Strategy Categories**

The Content Strategy Awards reward cases that illustrate how clear objectives were met thanks to a strong content strategy: the right message for the right target audience in the right format at the right time through the right channels. In these categories, the Jury will take the results of your content strategy into account:

1. Best content marketing programme B2B (LT/ST)
2. Best content marketing programme B2C (LT/ST)
3. Best content marketing programme B2E (LT/ST)
4. Best content marketing programme Not for Profit (LT/ST)

The Jury will look for your input on:

- The objective of your case (What was the challenge for your communication? What did you want/have to achieve?)

- The 'how' of your case (your selected strategy, your means in terms of chosen channels and promotions, your methodology for analysing and evaluating performance)
- The specific contribution of content (how were objectives translated into useful, needed, and desired content)
- The achieved (and measured) results

When confronted with an abundance of strong cases, the Jury can decide to split some of the Content Strategy Categories into Long-Term and Short-Term cases. Long-Term cases should have run for more than one year.

### 5. Best use of social media in a content programme

Social media is increasingly used to advertise the best content as a way to connect with customers and other stakeholders and to increase reach. Facebook, LinkedIn, and Twitter are not the only social platforms. The jury members look for examples of innovative and strategic ways to use content on social media.

### 6. Best use of ambassadors in a content programme

Word of mouth appears to be the ideal marketing channel. How can you engage customers, fans, and so on to boost your content distribution?

### 7. Best use of influencer marketing/PR in a content programme

Do you target influencers in the market as a part of your content strategy? Tell us how you do this and the end results. Influencers can help you create and distribute content. They contribute to your brand's credibility. Tell us about your strategy, method, and end results.

## 8. Best use of native advertising in a content programme

You pay for a regular or one-off posting of content in regular or commercial media and you achieved terrific results. Tell us how you go from concept to creating content to publication. And, how do you support the native advertising efforts in your overall strategy for content marketing?

## 9. Best use of content in an integrated/advertising campaign

We are seeing increasingly more advertising campaigns with content in their core. Show us how this content was an indispensable part of the campaign and how it contributed to the good results.

## 10. Best marketing automation in content marketing

You use one or more marketing automation tools to offer relevant content to leads and subscribers. Tell us how you do this and how your efforts were rewarded.

## 11. Best data-driven execution: innovative or effective data-use for insights and measurements

Content marketing programmes utilise data in one way or another to gain insights to improve the content marketing strategy. However, data and insights are insufficient when it comes to creating superior content. The jury rewards the cases that translate data analyses in an intelligent way to arrive at an in-depth understanding as a basis for brilliant and relevant content.

## 12. Highest conversion response/subscriber growth from a content programme

Your efforts were so effective that your CMO was really impressed. The number of conversions was substantial. What

were the end results? And, what was the secret? Was it the content, distribution, or timing? And, how can others translate your personal-content marketing jackpot into best practices for the sector?

### 13. Best programme for breaking down the internal communication barriers

External communication is no longer the exclusive right of corporations and the communications department. In this epoch of social media, each department and staff member can create external communications. Tell us how you try to foster the creation, distribution, and organisation of content by all internal departments.

## **II. The Content Craftsmanship Categories**

By rewarding quality as well as innovation, CUSTO wants to highlight and promote craftsmanship talent in our industry.

The Content Craftsmanship Awards reward creativity and innovation in specific areas of content marketing.

Try to be as brief as possible in your rationale: what was the objective/purpose of your submission, why did you choose this format/style/execution, and why is the creative execution an expression of superior craftsmanship? (Take the Jury Criteria into account).

### 1. Best creation print publication (editorial & design)

All aspects of this printed publication work really well. The interplay of concept, design, and copy make this printed

publication a first-rate winner that helps you achieve your communication goals.

## 2. Best creation digital publication (editorial & design)

All aspects of this digital publication work really well. The interplay of concept, design, and copy make this digital publication a first-rate winner that helps you achieve your communication goals.

## 3. Best stand-alone, special topic publication

Sometimes a publication (print or digital) is needed to cover a specific topic or achieve a certain goal, e.g. an annual report, white paper, corporate brochure, long read, and so on. You ensure that it's something really unique. The jury wants to know why, how, and the end results.

## 4. Best e-newsletter

Convince subscribers and send inspiring content via e-mail... This has been happening for a while now, but still works. The interplay of information, tone of voice, effort, and frequency clearly works for your loyal and growing target audience. Tell us and show us how and why.

## 5. Best long-read article (print/digital)

You post a lengthy, usually fairly in-depth article on the internet or publish it in printed media. You ensure that it's something really unique. The jury wants to learn about your approach.

## 6. Best print cover

The first impression determines whether someone wants to take the next step with you. A cover all by itself may communicate half of your message. Who succeeded most at this in the past year?

## 7. Best infographic

How do you best communicate data, statistical information, facts, and figures to a wider target audience? An inspired infographic can work wonders. Sometimes an infographic all by itself can concretise an abstract idea or explain a complicated concept... You created such an infographic. Show us your best infographics whether or not it is interactive.

## 8. Best illustration

The imagination of a first-rate illustrator or artist can frequently discover the best way to communicate or illustrate important ideas. Show us the illustrations that brilliantly communicate your narrative. Tell us which creative briefing led to it and how the illustration was incorporated into your content.

## 9. Best photography

Your use of photography as an integral part of your publication ensures that a spread or cover catches the eye. The images communicate what the text cannot and creates a context that offers the reader a new reality. How did you acquire these photos? How did you process these? And, how did you decide which photo would have the most impact? Show us the photos and tell us your story.

## 10. Best blog/content platform

You publish a blog that deals with subjects that are relevant and important to your target audience. Your blog makes people feel good because the content is consistent, relevant, and speaks to them personally. What is it exactly that ensures your blog speaks to people and not put them off? Show and tell us how. We're looking for both internal and external blogs.

A minimum of three (3) successive blog entries must be submitted.

## 11. Best podcast series

Podcasts: radio shows on the internet. What's unique is that listeners can subscribe to a podcast and the shows are automatically made available to the listener.

Your podcasts are so consistent, relevant, and personally convincing that people listen and feel engaged. The jury wants to know... what's your secret?

Submit the complete podcast series or a minimum of three (3) successive podcast shows.

## 12. Best video/video series

Video as a part of a content strategy gives it a real boost. A well-produced video (or series of videos) can really generate massive engagement and can be flawlessly incorporated into different channels.

The jury is looking for successful, creative, and innovative videos. How is the content approach a translation of your brand goals? And, how does it grow the brand experience for your new and existing target audience?



### 13. Instructional and/or demonstration video

Instructional or demonstration videos are just as essential as websites. Consumers that go online to search for the description of a product or service expect a more interactive experience. They want to know how a product works and what they need to do to enjoy a better user experience. The jury is looking for terrific examples of such videos.

## ENTRY, FEE, & PAYMENT

To enter your case/item, please follow the steps below:

1. Register on [www.bestofcontent.be](http://www.bestofcontent.be)
2. Fill in the online entry form. You then automatically receive a login and password (check your spam folder) to access the site.
3. Pay the fee:
  - Custo & ACC Members:
    - €300 per case/item for the 1<sup>st</sup> category
    - €200 for each additional category (max. 3 cat./case)
  - NON-Custo & NON-ACC Members:
    - €550 per case/item for the 1<sup>st</sup> category
    - €250 for each additional category (max. 3 cat./case)
  - ACC Bank Details - ACC Belgium:
    - Bank account No.: 434-5188011-67
    - IBAN: BE93 4345 1880 1167
    - BIC: KREDBEBB
    - VAT No.: 0451.546.876
    - Reference: please state 'BOCA Entry 2018 + AGENCY NAME'
    - An invoice will be sent upon receipt of your payment.
4. You will be able to access your online entry upon receipt of your login & password (check your spam folder).
5. Fill in the case template and upload your Proof of Result PDF, your visuals and other creative material, and your case movie (optional) to the platform.

## CONTACT US

If you have any questions about the above, please do not hesitate to contact us:

Twiggy Caels

Project Manager

[Twiggy.caels@accbelgium.be](mailto:Twiggy.caels@accbelgium.be)

Phone: 02/761.19.99