

BOCA 2021 - Craftsmanship awards shortlist

Craftsmanship awards

Agency	Brand	Campaign Name
Best Content Design		
Com&Co	Cevora	Wendbaar voor morgen
Cypres	Bpost	Sparkle
Propaganda	WHOOwine	Stories from the vine
VO Citizen	Brussels Mobility	Barlos
Best Print Publication B2B		
Com&Co	Cevora	Wendbaar voor morgen
Cypres	Bpost	Sparkle
Best Print Publication B2C		
DPG Media	VDAB & DPG Media	Humo's Krasse Knarren
Jaja	Toerisme Oost-Vlaanderen	Routen Magazine
Roularta	Roularta Brand Studio / Roularta Media Group	Austrian National Tourist Office
The Fat Lady	Universiteit Gent	Universiteit Gent magazine - a window to the world
Best Print Publication B2E / member		
The Fat Lady	Universiteit Gent	a staff magazine about people
Best Stand-alone or Special Topic Publication		
DPG Media	Dela & DPG Media	Salut Allemaal
Happiness	Quick	Giant Love Song
Propaganda	PMV	Rittenverslag 2020
Best Print Cover		
The Fat Lady	Universiteit Gent	a staff magazine about people
Best email or Newsletter		
Com&Co	Teamleader	Agency Life
Best Editorial		
Jaja	Toerisme Oost-Vlaanderen	Routen Magazine
The Fat Lady	Universiteit Gent	What more can we tell about the opening lecture of Carl Devos?
Best Illustration or Infographic		
Jaja	Universitair Ziekenhuis Antwerpen (UZA)	Oliver - Foto/Illustratierubriek Ollie achter de schermen
Best Photography		
Happiness	Canon	First hugs
Best Blog/Content Platform		
Only Humans	Parentia	Time For What Really Matters
The Fat Lady	Universiteit Gent	Blog durfdenken.be
Best Podcast/Audio Series		
Only Humans	Parentia	Tussen was en plas
Spyke	SPYKE & Studio Helsinki	1,5 Meter Sessies
Best Video Stand alone		
Head Office	AS adventure	Nature, Social Distance Proof
Likeminds	Coca-Cola Belgium & Luxemburg	100% Recycled Plastic
Mediamixer	Koninklijk Museum voor Schone Kunsten Antwerpen	Schoon, schoner, schoonst
StoryMe	StoryMe	Think Video First
The Fat Lady	PMV (Participatiemaatschappij Vlaanderen)	A message of hope
Best Video Series		
Dallas	Dallas Antwerp	Confessions of a Marketer
Kunstmaan Accenture	Corona Direct Verzekeringen	Wie is de Hond?
StoryMe	Birdhouse	Masterclass
StoryMe	Audi Brussels	El Protector
The Oval Office	FOD Volksgezondheid	Lezen voor Gebruik
VO Citizen	Brussels Mobility	Barlos
Best Instructional and/or Demonstration Video (stand-alone and series)		
StoryMe	Audi Brussels	El Protector

BOCA 2021 - Content marketing awards shortlist

Content strategy awards

Agency	Brand	Campaign Name
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Highest conversion response/subscriber growth from a content program

Gutzandglory	HOGENT	Geef de wereld het beste van jezelf
Impuls	De Socialistische Mutualiteiten	Ik ben ik (I am me)
The Fat Lady	Takeda	Building an IBD-community

Best Content Marketing Program Not for Profit

Impuls	De Socialistische Mutualiteiten	Ik ben ik (I am me)
The Fat Lady	Universiteit Gent	The virtual projection
The Oval Office	FOD Volksgezondheid	Lezen voor Gebruik
VO Citizen	Brussels Mobility	Barlos

Best Content Marketing Program B2E

The Fat Lady	Universiteit Gent	The UGent community
The Oval Office	Actiris	Wat doe jij bij Actiris?

Best ST Content Campaign B2C

HeadOffice	A.S adventure	Curiosity Is Everywhere
Kunstmaan Accenture	Corona Direct Verzekeringen	Wie is de Hond?
Propaganda	Carrefour	Tournée Locale
The Oval Office	FOD Volksgezondheid -	Lezen voor Gebruik

Best LT Content Marketing Program B2C

Impuls	De Socialistische Mutualiteiten	Ik ben ik (I am me)
Only Humans	Parentia	Time For What Really Matters
The Fat Lady	Kidslife	Affordable Happiness
The Other Agency	Standaard Uitgeverij	The Endless Bookshelf

Best ST Content Campaign B2B

com&Co	Cevora	Wendbaar voor morgen
HeadOffice	Federale Verzekering / Fédérale Assurance	OndernemendBloed / CoeursBattants

Best LT Content Marketing Program B2B

Becoming	Bank J. Van Breda & C-∞	The SQUARE
com&Co	Teamleader	Agency Life
The Fat Lady	The Fat Lady	the road to thought leadership

Content distribution awards

Best Distribution & Promotion Strategy

Becoming	Bank J. Van Breda & C-∞	The SQUARE
Only Humans	Parentia	Time For What Really Matters
The Fat Lady	Kidslife	From audience to conversion

Best use of Social Media: Facebook, LinkedIn, Instagram, TikTok, ...

The Fat Lady	Universiteit Gent	The virtual projection
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Best use of Ambassadors in a Content Program

Gutzandglory	HOGENT	Geef de wereld het beste van jezelf
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Best use of PR in a Content Program

Only Humans	Immotheker Finotheker	25 jaar wonen en sparen in België: Het Grote Onderzoek
Studio Cameo	VSOA Politie / SLFP Police	Violence against the police

Best use of Native Advertising in a Content Program

DPG Media	VDAB & DPG Media	Humo's Krasse Knarren
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