



Best of Content Awards 2020

Initiated by CUSTO, powered by ACC

Entry kit

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ABOUT THE BOCAS

The BOCAs honour the best Content Marketing cases and Content Productions in Belgium. Awards are given to the most successful Content Marketing programmes 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, the Association of Communication Companies. For further details, please visit www.custo.be or www.accbelgium.be.

KEY DATES FOR THE BOCAs

- 15 January - 16 March: Call for Entries
- 20 March - 22 April: First Round Online Judging
- 21 April: Deadline for sending physical case-material
- 20 April: Deadline for Payment Case Fees
- 28 April: Final Round Judging
- 14 May: 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 Marketing Award, we advise you to:

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

Entries must be submitted by midnight on Monday, 16 March 2020.

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 between 1 January 2019 & 28 February 2020 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.

A case does not have to be new: a programme can have run for more years and it may be interesting to re-enter a case because of new developments. However, when re-entering a previously awarded case, you must explicitly show which changes or improvements were made to the case.

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 'Summary/Period'.

4. Everyone can enter one or several cases or items in one or several categories. Each case or item may be entered in maximum 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 (reduced fee for the second and third category). For more information, please see 'Entry Fees & Payment'.

6. All Entries need to be uploaded by midnight on 16 March 2020.

7. If the entry fee is not paid by 20 April 2020, 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@accbelgium.be and/or 10 copies of your printed material to Twiggy Caels, ACC, Sint-Huibrechtsstraat 17, 1150 Brussels **before 21 April 2020**.

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 in a Content Marketing category, you need to fill in the following boxes:

- a. Client
- b. Case Name
- c. Category or Categories (max. 3)
- d. Why should this receive an award: explain why your case or item should win in this category and adapt your rationale if you submit 1 case in several categories (max 200 words)
- e. Description of your programme: what means were used, how and why (max 500 words)
- f. Summary/Period: did it start or was it improved between January 2019 and February 2020. In case it was improved, state what was changed (max 200 words)
- g. Objectives: what was the problem addressed and the subsequent objective(s) of this case? (max 200 words)
- h. Strategy: what content strategy was used to solve this problem and/or meet these objectives? (max 300 words)
- i. Creative Strategy (optional question): was there an important creative leap (max 300 words)
- j. Results (max 300 words)
- k. Creative Material: max. 5 files: jpg/png/gif/mp3/mp4 + 3 pdf
- l. Case Movie (optional – **max 2 min**): 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 j.)

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

- a. Client
- b. Case Name
- c. Category or Categories (max. 3)
- d. Why should this receive an award: explain why your case or item deserves to win a Craftmanship Award and adapt your rationale if you submit 1 case in several categories (max 200 words)
- e. Description: explain the objective, the audience and the creative rationale

- f. Summary/Period: did it start or was it improved between January 2019 and February 2020. In case it was improved, state what was changed (max 200 words)
- g. Creative Material: max. 5 files: jpg/png/gif/mp3/mp4 + 3pdf
- h. Case Movie (optional): mp4: min. 720 x 576 - max. 1920 x 1080 - file size: max. 600 MB – max 2 minutes
- i. 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 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 and ACC website.

JUDGING PROCEDURE & CRITERIA

Judging the BOCA's takes place in two rounds.

Prior to round 1, an external expert will check if cases, entered in the Content Marketing category, fit with the following definition of Content Marketing: "The discipline of creating quality branded content to deliver engaging relationships, consumer value and measurable success for brands."

Round 1 is an individual online procedure and round 2 is a final 'collective' deliberation on April 28.

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:

Subscriptions for the Content Marketing Awards will be judged on:

1. Content Strategy
2. Creative Concept and Execution
3. Choice of Channels, how they work together and reinforce each other
4. Results and Effectiveness in terms of time, money and manpower
5. Is this a leap forward in terms of innovation and professionalization of the content marketing sector?

Subscriptions for the Content Craftsmanship Awards will be judged on:

1. 'Perfect Fit': content translates the message well for the 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 criterium (1 = Very Poor, 20 = Excellent).

In Round 1, the Juries will decide which cases/submissions will receive a nomination in each of the categories and in Round 2, they can hand out Gold, Silver and Bronze Awards in the Content Marketing categories and Special Awards in the Content Craftsmanship categories.

CATEGORIES

There are 9 Content Marketing categories and 22 Content Craftmanship 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 should this receive an award', 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@accbelgium.be

I. The Content Marketing Awards

Content marketing is in the first place building a free addressable audience. It is about the shift from documents to conversation, from push to pull, from static to dynamic, ...

Content is at the core of content marketing. With content, a brand helps, educates, inspires and/or entertains its' audience. In doing so, it puts the audience at the centre and builds a long-term relationship of trust.

General Content Marketing Awards

The General Content Marketing Awards reward cases that illustrate how clear objectives were met thanks to a strong content strategy: the right content for the right 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.

There are four categories:

1. **Best content marketing programme B2B**
2. **Best content marketing programme B2C**
3. **Best content marketing programme B2E**
4. **Best content marketing programme Not for Profit**

PS. We are seeing increasingly more advertising campaigns with content in their core. Enter your campaigns in The Content Craftmanship Award, category 17: 'Best use of content in a campaign (Integrated / Advertising)' (see below) and show us how this content was an indispensable part of that campaign.

Specific Content Marketing Awards

We also want to reward different parts of the content strategy. The Specific Content Marketing Awards reward cases that excel in a specific stage of your content strategy.

There are five categories:

5. Best distribution strategy

Unknown is unloved. Your content marketing programme was successful because of the smart mix of channels you used to bring your content across to your consumer (commercial or nonprofit)/ business audiences. Tell us how you did this and to what results.

6. Best promotion strategy

Promotion helps the right audience at the right scale to discover your content. The unique combination of content, advertising, personal selling, sales promotion, public relations, social media, e-commerce, ... used to promote your content.

7. Best datadriven strategy

Content marketing programmes utilize data to improve the content marketing strategy or the content execution. The jury rewards the cases that used data in an intelligent way to increase the content or its effectiveness.

8. 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?

9. Best policy to embed the different business divisions in your content marketing approach (governance)

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 organization of content by all internal departments.

II. **The Content Craftsmanship Awards**

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).

There are 22 categories:

1. **Best content design**
Who succeeded in raising the bar and creating an exceptional form around its content, thus making it stand out even more?
2. **Best creation print publication (editorial & design) B2B**
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.
3. **Best creation print publication (editorial & design) B2C**
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.
4. **Best creation print publication (editorial & design) Internal/Member**
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.
5. **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.

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 best at this in the past year? This can be one cover or a cover series.

7. Best creation digital publication (editorial & design)

A digital magazine, a long read, an app,... All aspects of this digital publication work really well. The interplay of concept, design, and copy make this digital publication stand out.

8. Best creation e-newsletters

Convince subscribers and send inspiring content via e-mail. The interplay of information, tone of voice, effort, and frequency clearly works for your loyal and growing audience. Tell us and show us how and why.

9. Best infographic

An inspired infographic is the best way to communicate data, statistical information, facts, and figures to a wider audience. Show us your best infographics - interactive or otherwise.

10. 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.

11. Best photography

Your use of photography as an integral part of your content marketing ensures that a content piece, a post or cover catches the eye. The image communicates what the text cannot and creates a context that offers the reader a new reality. Send us your best picture (one or a series) and how it came along.

12. Best blog/content platform

You publish a blog that deals with subjects that are relevant and important to your audience. Your blog makes people feel good because the content is consistent, relevant, and speaks to them personally. What is it exactly that makes people visit and revisit your blog? Your blog can be internal or external. A minimum of three (3) successive blog entries must be submitted.

13. 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.

14. Best video stand alone

Video has become an important part of any content marketing programme. 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 audience? You created a sublime one off video, as part of your content strategy. This can be in any possible form, even instructional. Tell us about it and how you attracted an audience with it.

15. Best video series

You created a recurring video format, that strengthens your content strategy, that people trust and come back to in order to watch. This can be in any possible form, even instructional. Tell us about the format and how you attracted an audience with it.

16. Best instructional and/or demonstration video (stand-alone and series)

80% of online searches are informational and people tend to choose video over text, when the choice is given. What video did you produce that was so enlightening to deliver the necessary information? The jury is looking for terrific examples of such videos

17. Best use of content in a campaign (Integrated / Advertising)

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

18. Best use of social media: Facebook, LinkedIn, Instagram, Whatsapp, ...

Social media is increasingly used to advertise content, as a way to connect with customers and other stakeholders and to increase reach. Show us the innovative and strategic way you achieved results using social media in your content marketing.

19. Best use of ambassadors in a content programme

Word of mouth appears to be the ideal marketing channel. How did you engage customers, fans, employees and/or other ambassadors to boost your content distribution?

20. Best use of influencer marketing in a content programme

Influencers can help you create and distribute content. They contribute to your brand's credibility. Tell us about your strategy, method, and results. Or how did you manage to trigger PR within your content marketing programme and to what effect?

21. Best use of PR in a content programme

A message that is picked up by the regular press has a much greater effect. How did you manage to trigger PR within your content marketing programme and to what effect?

22. Best use of native advertising in a content programme

You collaborate with regular or commercial media to create and/or distribute content promoting your brand. Tell us how you went from concept to collaboration to publication, and to what effect.

ENTRY, FEE, & PAYMENT

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

1. Register on 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 1st category
 - €200 for each additional category (max. 3 cat./case)
 - NON-Custo & NON-ACC Members:
 - €550 per case/item for the 1st category
 - €250 for each additional category (max. 3 cat./case)
 - ACC Bank Details – ACC:
 - Bank account No.: 434-5188011-67
 - IBAN: BE93 4345 1880 1167
 - BIC: KREDBEBB
 - VAT No.: 0451.546.876
 - Reference: please state 'BOCA Entry 2020 + 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.
6. Don't forget to send your copies of your printed material to Twiggy Caels, ACC, Sint-Huibrechtsstraat 17, 1150 Brussels **before 21 April 2020.**



CONTACT US

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

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