

Best of Content Awards 2021

Initiated by CUSTO, powered by ACC

Entry kit

ABOUT THE BOCA'S

The Best Of Content Awards are back for the 4th consecutive year! And although the entire creative sector was struck by the Covid-19 pandemic, the Content Marketing business was thriving more than ever.

It is clear that Content Marketing has matured rapidly the past year and has established a strong position in every client's marketing mix by now. People and brands want to connect and be informed, stimulated and entertained.

The BOCA's honor the best Content Marketing Programs with either a strong Content Strategy or a strong Content Distribution plan; the Content Productions in different categories that demonstrate Craftsmanship and finally also the people that excel in Content Marketing.

Discover the categories underneath.

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THE BOCA CATEGORIES

There are 14 Content Marketing categories (8 Content Strategy and 6 Content Distribution categories); 15 Content Craftsmanship categories and 3 Content People categories.

You can enter the same case in several categories, however the jury expects a different emphasis on the rationale for each case or item, depending on the choice of category. The item “Why should this receive an award”, underneath each category, will help you to understand what the panel is looking for.

In case you have questions regarding the categories, you can mail laurien@acc.be

A) The Content Strategy awards

Show us how you set up Content Marketing to meet certain objectives: the audience you targeted, the concept, the content you created, the platform(s) you chose, the distribution strategy and the results.

1) Best LT Content Marketing Program B2B

You can prove that your long-term content marketing strategy in a B2B environment led to great results. Show us.

2) Best ST Content Campaign B2B

You set up a short-term content-driven campaign to accomplish your B2B marketing objective. Tell us about your strategy and success.

3) Best LT Content Marketing Program B2C

You can prove that your long-term content marketing strategy aimed at consumers led to great results. Show us.

4) Best ST Content Campaign B2C (LT or ST)

You set up a short-term content-driven campaign to accomplish your B2C marketing objective. Tell us about your strategy and success.

5) Best Content Marketing Program B2E

You can prove that your long-term content marketing strategy aimed at employers led to great results. Show us.

6) Best Content Marketing Program Not for Profit

You can prove that your (long or short term) content marketing strategy for not for profit initiatives lead to great results. Show us.

7) Best Sustainable Strategy

You created content aimed at highlighting an organization's sustainability efforts, be it with a focus on environmental, social or governance. Tell us how you translated these objectives in a content program.

8) Highest conversion response/subscriber growth from a content program.

Your efforts led to substantial conversions. Show us the results and how you obtained them.

B) The Content Distribution awards

In this category, we focus on specific aspects of your distribution strategy.

1) Best Distribution & Promotion Strategy

Your content was successful because of the smart mix of channels you used to bring your content across to your audience. Tell us how you did this and to what results.

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

You created specific content for social media and you build an engaged audience with a consistent strategy.

3) Best use of Ambassadors in a Content Program

You engaged customers, fans, employees and/or other ambassadors to boost your content distribution.

4) Best use of Influencer Marketing in a Content Program

You successfully worked with influencers as part of your content marketing approach.

5) Best use of PR in a Content Program

You managed to get a lot of free press with your content marketing effort.

6) Best use of Native Advertising in a Content Program

You successfully set up paid content in a media publication.

C) The Content Craftsmanship Awards

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

1) Best Content Design

The look and design of your content piece was so extraordinary, it merits this award.

2) Best Print Publication B2B

The combination of concept, editorial, images and design of this printed B2B-publication makes it a winner.

3) Best Print Publication B2C

The combination of concept, editorial, images and design of this printed B2C-publication makes it a winner.

4) Best Print Publication B2E / member

The combination of concept, editorial, images and design of this printed employer or member publication makes it a winner.

5) Best Stand-alone or Special Topic Publication

The combination of concept, design, and editorial of this annual report, white paper, corporate brochure, long read,... publication (print or digital) makes it a winner.

6) Best Print Cover

This cover or cover series grabbed readers' attention.

7) Best email or Newsletter

This attractive email or newsletter gets you subscribers, readers and/or click throughs.

8) Best Editorial

This content piece was so compelling, it made people read and read.

9) Best Illustration or Infographic

The idea or message was communicated in an imaginative way, with a captivating illustration or infographic.

10) Best Photography

The idea or message was communicated in an imaginative way, with a captivating photo or photo series.

11) Best Blog/Content Platform

Your blog gets your audience's attention, because of its approach, look, consistency, and relevancy. A minimum of three blog entries must be submitted.

12) Best Podcast/Audio Series

A regular series using audio, radio or a podcast service that focuses on a particular topic. Submit a minimum of three (3) consecutive episodes.

13) Best Video Stand alone

You created a sublime one-off video, as part of your content strategy.

14) Best Video Series

With this recurring video format, you succeeded in captivating audiences.

15) Best Instructional and/or Demonstration Video (stand-alone and series)

This video was so enlightening to deliver the necessary information.

D) The Content People Awards

You cannot enter for this award. Each separate jury can nominate 2 people and 1 agency who have made remarkable contributions to the field of content marketing in the past year. The presidents of the juries will then award the winners.

1) Content Marketing Agency of the Year

This agency took a big leap in the past year, be it with remarkable work, amazing growth, awards won and/or another remarkable achievement in content marketing.

2) Content Marketing Professional of the Year - Agency side

This person at an agency made a big contribution to the field of content marketing, with his/her innovative vision, initiatives, publications or other efforts.

3) Content Marketing Professional of the Year - Client side

This person at the client side took some remarkable steps in content marketing with his/her organization in the past year.

HOW TO BE SELECTED FOR/WIN A BOCA

Subscribing a Content Production item for the Craftsmanship awards is a piece of cake: you send in your preferred item(s) of the past year in the appropriate category(ies), taking into account the Jury criteria underneath and you provide a minimum of information.

In order to increase your chances to win a Content Marketing Award, we advise you to support your story with credible and accurate data, provide all additional information to support your entry and provide sufficient details on your channel strategy and use of owned/paid/earned media.

To win a Content Person Award, you can't do anything anymore. If you demonstrated a superior engagement in the field of Content Marketing over the past year; you might get a chance to be nominated by one of the Jury members and selected by the Jury Presidents.

HOW TO WRITE A STRONG CASE

For entries in a Content Marketing category (Strategy and/or Distribution) or a Content Craftmanship category, we ask you to fill in the following boxes:

- Client
- Name Case
- Category or Categories (max. 3)
- Summary/Period: did it start or was it improved between June 2020 and June 2021. In case it was improved, state what was changed (max 200 words)
- Why this case should win in this category? Adapt your rationale if you submit 1 case in several categories (max 200 words)
- Only for Content Marketing categories:
 - Describe your Goal, Audience and Strategy (approach, content, means, distribution) (300 words).
 - Describe your results against the defined goals; reach, impact, data, etc. (200 words).
 - You can add a PDF with max. 5 pages of proof of results
 -
- Only for Craftmanship categories:
 - Describe your Goal, Audience and Creative Rationale (max 200 words)
- Creative Material: max. 5 files: jpg/png/gif/mp3/mp4 + 3 pdf
- Case Movie (optional): mp4: min. 720 x 576 - max. 1920 x 1080 - file size: max. 600 MB – max 2 minutes

JUDGING PROCEDURE & CRITERIA

The Jury consists of a selection of marketing professionals from the client side; the **Content Marketing (Strategy and Distribution) Awards** will be judged by (content) marketeers, the **Content Craftmanship Awards** will be judged by (content) marketing executives. Both Juries will make their selection for the Content People Awards.

Content Marketing and Craftmanship Awards are judged in two rounds:

- **Round 1** is an individual online judging procedure between 02/08 and 19/09, which leads to a shortlist of potential BOCA Winners, announced on 20/09.
- **Round 2** is a live deliberation of the two Juries w/o 18/10 (TBC):
 - Content Marketing Cases: Live and streamed presentation of shortlisted agency and/or client in front of a live Jury.
 - Craftmanship Awards: Live deliberation of physical material by the Jury (no live presentations by Agency or Client).

Prior to round 1, an external expert will check if cases, entered in a 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."

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:

- Content Strategy
- Creative Concept and Execution
- Choice of Channels, how they work together and reinforce each other
- Results and Effectiveness weighed against time, money and manpower spent
- Is this a leap forward in terms of innovation and professionalization of the content marketing sector?

Subscriptions for the Content Craftmanship Awards will be judged on:

- 'Perfect Fit': content translates the message well for the audience
- Attention-grabbing and Persuasive Power
- Originality/Uniqueness/Innovative Character
- 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 Craftmanship categories.

For the **Content People Awards**, we follow a different procedure:

- Content Marketer of the Year - Agency and Client:

All Jury members will be asked to propose candidates, based on the criteria underneath. The Jury members will select a Top 3 of candidates, who will be asked if they are willing to present themselves in a short video-pitch that will be presented to both Jury's at Round 2.

The Content Marketer of the Year:

- Is a respected authority in the field of CM (w/ strong recent case)
- Contributes to the development and innovation of CM
- Shares his knowhow with his/her peers
- Is an internal and external ambassador for CM

The Juries will select the Content Marketers of the Year with a majority of votes.

- Content Marketing Agency of the Year:

All agencies that subscribe a BOCA Case in 2021 can qualify as Content Marketing Agency of the Year, by submitting a file with proof of:

- How did the agency's work contribute in 'growing' the CM business?
- How did the agency's work make their clients prosper (in awareness, growth, customer centric thinking, ...)?
- What is the agency's track record (awards, new business, turnover, ...)?
- How did the agency develop the CM skills internally?

The Juries will select the Agency of the Year with a majority of votes.

KEY DATES

- 10/05: Start Call for Entries
- 02/07: End Call for Entries
- 22/07: Late Case submission – Extra Fee
- 30/07: Deadline for sending physical case-material
- 30/07: Deadline for Payment Case Fees
- 02/08: Start Online Judging Round
- 20/09: Announcement Shortlists
- w/o 18/10: Final Judging Round with live presentations for Content Marketing categories
- 01/12 (TBC): Award Ceremony

RULES OF THE GAME

1. The BOCA's are open to all agencies (CUSTO members, ACC members and non-members), clients, independent parties and media houses.
2. All programs should have run in Belgium between June 2020 and June 2021. When re-entering a previously awarded case, you must explicitly show which changes or improvements were made to the case.
3. In case several agencies worked together on a program, 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 02/07/21. We grant an extended deadline till 22/07, but that comes with an extra handling fee (see below).
7. If the entry fee is not paid by 30/07/21, the case(s) or item(s) will not be presented to the Juries. Entries can be paid by bank transfer. An invoice will be sent after payment.
8. Please submit your entries in English, so that the Jury members will understand everything. Creative Material (print & audio-visual) can be submitted in the language of the program.
9. If you want your work to be presented in an optimal way to the Jury, please send a link with your audio-visual material to laurien@acc.be and/or 10 copies of your printed material to Laurien Engels, ACC, Sint-Huibrechtsstraat 17, 1150 Brussels **before 30/07/21**.
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. 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.

13. 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 sites and in the BOCA Annual.

CASE ENTRY, FEE & PAYMENT

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

Register on www.bestofawards.be, then go to the BOCA's page and fill in the online entry form. You then automatically receive a login and password (check your spam folder) to access the site.

You will be able to access your online entry upon receipt of your login & password (check your spam folder).

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.

Fee details:

- 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)
- An extra handling fee of €50/item will be charged in case of late subscription (between 02/07 and 22/07)

ACC Bank Details:

- Bank account No.: 434-5188011-67
- IBAN: BE93 4345 1880 1167
- BIC: KREDBEBB
- VAT No.: 0451.546.876
- Reference: please state 'BOCA Entry 2021 + Agency name'
- An invoice will be sent upon receipt of your payment.

Don't forget to send your copies of your printed material to Laurien Engels, ACC, Sint-Huibrechtsstraat 17, 1150 Brussels before 30/07/21.

CONTACT DETAILS

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

- Laurien Engels
- Project Manager
- laurien@acc.be
- Phone: 02/761.19.99