

**acc** belgium

# **BOA Awards**

**Best of Activation Awards  
by ACC Belgium**

## **Entry kit**

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## **ABOUT THE BOA AWARDS**

The Best of Activation Awards reward the best Belgian Activation cases of the past year in several categories.

The BOAs are organised by the Brand Activation Expert Center of ACC Belgium, the Belgian association of communication companies. For further details on ACC Belgium, please visit our website: [www.accbelgium.be](http://www.accbelgium.be)

The BOAs are also aligned with the guidelines of the European Integrated Marketing Communication Awards, and the best BOA Award winners are eligible to enter this competition.

### **The Key Dates for the BOAs 2017 are:**

- 15 January - 3 March: Call for Entries
- 4 March - 8 March: Late Submission (extra fee)
- 10 March - 20 March: Round 1 Judging
- 28 March: Final Round Judging
- 27 April: Award Ceremony

## **ENTRY PROCEDURE**

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

Before you submit your entry, check that you have:

- received your client's approval
- provided sufficient details on your choice and use of communications/media
- supported your story with credible and accurate data in the Evidence of Results document
- referenced all your data sources
- provided all additional information to support your entry
- filled in the credits correctly
- uploaded your creative material

**Entries must arrive by midnight (23:59) on Friday, 3 March 2017.**

**A Late Submission fee will be charged for all entries after this date. Final deadline: 8 March 2017 by midnight (23:59).**

## **RULES**

1. The BOAs are open to all: agencies from all disciplines, clients, independent parties, ACC members & non-members.
2. Agencies are responsible for registering and uploading their case(s), but must have the approval from the client.
3. Everyone can enter one or several campaigns in one or several categories.
4. Each case may be entered in max. 3 categories, but must be written differently each time to reflect the category's particular emphasis (see 8.g.).
5. An 'Entry' means one case 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. If the entry fee is not paid by 26 March 2017, the case(s) will be automatically disqualified. Entries can be paid by bank transfer. An invoice will be sent after payment.
7. All Entries need to be uploaded by midnight on 3 March; if not, an additional Late Submission fee will be charged. For more information, please see 'Entry Fees & Payment'.
8. The Case Description is limited to a total word count of 1,400 words split into (+300 words per supplementary category):

- a. Campaign Background & Summary (200 words max.)
- b. Description (200 words)
- c. Objectives (100 words)
- d. Strategy (300 words)
- e. Creative Strategy (300 words)
- f. Results (300 words) + PDF of max. 5 pages with proof
- g. Creative Material (max. 5 files: jpg/png/gif/mp3, mp4)
- h. Case Movie: optional (not mandatory - .mp4 - min. 720x576 - max. 1920x1080 - file size: max 600MB)
- i. (& f.) If a case is entered in a second or third category, you will need to explain why you've entered this case in this category (300 words per cat.).

9. Each entry should be submitted in English. Creative Material (visuals & optional case movie) can be submitted in the language of the campaign.

10. All campaigns should have run in Belgium between 01/01/2016 & 28/02/2017 and should be conceived by the submitting agency or client.

11. Any agency failing to submit evidence of results for its entered campaign(s) will receive 0 points for Results from the panel.

12. Evidence of Results data must be referenced and entries can be disqualified if the data source is not stated. It is possible to enter indexed figures to avoid revealing sensitive data.

13. Entrants are required to complete & submit their entry by the closing date, 3 March. A Late Submission fee will be charged for agencies who submit their case(s) after 3 March; however, the final deadline is 8 March by midnight (see Entry, Fee & Payment).

14. Creative Material for the Award presentation can be submitted later.

## CATEGORIES

There are 14 categories in which a case may be entered. More than one category may be chosen per campaign; however, each case must place a different emphasis on the content, depending on the choice of category. The emphasis note, underneath each category explanation, will help to underline what the panel is looking for and the scoring weight given for any entry in that given category.

### **1. Integrated Communication**

Awarded to the campaign that uses at least three different types of media/disciplines (game, direct marketing, sampling, email marketing, word of mouth, street performance, event, skill promotion, mass media) to most effectively market a product, service, or company.

Emphasis: media choice and integration of all media channels, creative look and feel

### **2. Sponsorship/Joint Effort/Tie-in**

Awarded to the campaign that makes the best use of a large-scale public event (sporting, launch of TV series or movie, music, cultural or travel/tourism activity) to primarily market the product, service, or company.

Emphasis: full exploitation of all channels within the sponsorship or full exploitation of all possibilities for the use of a 'trendy issue' to promote a product, brand, or service

### **3. Direct 1:1 Communication**

Awarded to the campaign that uses direct marketing/interactive communication most effectively as the major communication driver either in a traditional way or via the use of digital media, electronic, or other forms of interactive communication to effectively promote a product, service, or company.

Emphasis: 1:1 communication that clearly drives customers to act directly

#### **4. Innovative Idea or Concept**

Awarded to the campaign that best demonstrates a unique marketing/creative idea or fresh interpretation of an established idea in relation to mechanics, channels of communication, type of incentive, and/or approach to the target group.

Emphasis: creativity and innovation

#### **5. Brand-building**

Awarded to a campaign that does the utmost to enhance a brand's/company's image and equity in view of the market place and relevant circumstances, using all means of and appropriate communication vehicles.

Emphasis: brand activation e.g. feasibility of brand heritage and meaning

#### **6. B2B**

Awarded to the campaign that does the most to market a product or service among business customers.

Emphasis: B2B target group

#### **7. Retail or Trade Marketing - Dealer/Sales force/Internal Motivation**

Awarded to the campaign that does the most to maximise the impact of a product or service within the retail trade or channel, or promotes a retail channel itself toward brands, sales force and/or customers. This includes key account activities.

Awarded to the campaign that does the most to motivate, incentivise dealers, sales forces, and own personnel to sell more products or services, or to promote the company to the core target audience.

Emphasis: Retail (e.g. retailer itself or a brand within the retail channel using all possible communications channels) OR how to get dealers/sales forces/personnel moving.

## **8. Loyalty Marketing Campaigns**

Awarded to the campaign that demonstrates the best use of points (saving systems), vouchers, proof of purchase collection, and/or loyalty cards from the industry and the retailing side (either on- or offline).

The results should demonstrate a proof of impact on the strategic development of a brand, service, or company, driven by either an introduction approach (get to know) or loyalty/retention or sales objectives.

The key driver is the choice and use of media channels adapted to suit each target market and/or customer insight(s). You must state results as well as execution samples to show approach and performance.

Emphasis: relevance, consistency, clear creativity

## **9. Event Marketing**

Awarded to the campaign that best leverages an event, a series of events, or any kind of a mobile marketing tour (music, culture, circus, movie, sport) to deliver a brand experience to the target audience.

Emphasis: translation of an event into a brand-related event

## **10. Product Launch/Relaunch/Trial campaigns**

Awarded to the campaign that is most effective in gaining brand awareness/trial/repeat/incremental volume for a new, repositioned, existing, or extended product, service, or company.

Emphasis: clever, innovative ideas to make a brand relevant, new, worth trying

## **11. Digital Communications**

Awarded to the campaign that uses interactive communication most effectively as the major communication driver via the use of digital media, electronic or other forms of interactive communication to effectively promote a product, service, or company.

Emphasis: use of digital media that clearly drives customers to act directly

## **12. Cause, Charity/Non-profit Marketing, or Social Responsibility**

Awarded to the campaign that does the most to market a charity, or product, service, or company while making a positive impact on a social cause or charity.

Emphasis: relate non-profit to a brand/service; raise profile of the cause or charity; create awareness of issues: social, economic, political

## **13. Small-budget campaign**

Awarded to the campaign that achieves all stated objectives while adhering to a small budget. A small budget is considered to be less than €40,000 total (media included).

Emphasis: maximum result with a minimum budget (cleverness)

## **14. Media**

Awarded to the campaign that uses at least three different types of media/disciplines (game, direct marketing, sampling, email marketing, word of mouth, street performance, event, skill promotion, mass media) to most effectively market a brand, product, or service from a media company.

Emphasis: integration of all media channels, creative look and feel

## CREATIVE MATERIAL

### CASE VIDEO (optional)

#### **Content**

The case video (max. 3 minutes) that you submit should showcase the idea behind your campaign and how the idea was ultimately brought to life.

This video helps panellists understand your case better and visualise how your creative work ran in the marketplace; the panel wants to experience your creative work as if they were your audience.

All the creative and communication elements outlined in your written case must relate to your objectives and results, which should be reflected in the case video.

In your case video, you must touch upon the most important points of your communication and creative strategy. You must also present your objectives and results.

#### *Do Not Include:*

- *Agency names, logos or images*
- *Any work for which you do not have the rights (e.g.: any music/images that are not part of your creative execution)*

#### **Rights & BOA Awards Publishing Video Policy**

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. Creative material becomes the property of the BOA Awards.

By entering your work for the competition, ACC Belgium is automatically granted the right to make copies, reproduce, or display the creative material, including the case video, for education and publicity purposes. If you are a winner, your case video and any other material submitted will be used in the online winners' gallery on the ACC website.

## JUDGING PROCEDURE & CRITERIA

Judging the BOA takes place in two rounds.

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

The group of up to 35 panellists from 3 different backgrounds (advertisers, creatives & press) aims to evaluate entries based on the proof that Brand Activation mechanics were key to the success of the campaign.

A panellist is not allowed to review and provide a score for any entry from his/her own company or brand.

### ***Panellists will score on the following criteria:***

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

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

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

### ***Panellists:***

The BOA Panel consists of around 35 senior professionals representing advertisers, creative directors, and journalists.

Nele Baeyens, Medialaan, will chair the Advertising Panel & Sebastien De Valck, BBDO, will chair the Creative Panel.

## **ENTRY, FEE & PAYMENT**

To enter your campaign, please follow the steps below:

1. Register on [www.bestofactivation.be](http://www.bestofactivation.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:
  - Members:  
€300 per campaign for the 1<sup>st</sup> category  
€200 for each additional category (max. 3 cat./case)
  - NON-ACC Members:  
€550 per campaign for the 1<sup>st</sup> category  
€250 for each additional category (max. 3 cat./case)
  - Late submission fee:  
€100 extra per campaign for the 1<sup>st</sup> category  
€50 extra for each additional category
  - Bank Details:  
ACC Belgium: 434-5188011-67, please state 'BOA Case 2017+NAME AGENCY'. 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.
5. Fill in the case template & upload your Proof of Result PDF, your visuals & other creative material, and your case movie (optional) on the platform.

## **CONTACT US**

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

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