

# Best Of Activation Awards 2023



**BOA**  
AWARDS 2023

**Entry kit**

# ABOUT THE BOAs

This year, we celebrate the 32<sup>nd</sup> edition of the Best Of Activation Awards. Last year, we received more cases than ever from a record number of agencies, and we hope to do even better in 2023!

The BOAs award the most successful and creative brand activation campaigns in the broadest sense of the word.

All agencies that were shortlisted last year, got a chance to present their case(s) to a jury panel with an impressive track record and the winners witnessed an animated Award Celebration like never seen before.

So, take your chances and send us your best work of the past year, because who knows, you might get your payout in the shape of a BOA AWARD, which also counts for the MM Report!

Submit your case(s) before June 16<sup>th</sup> and join us on November 15<sup>th</sup> for the BestOfAwards-Ceremony.

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# THE BOA CATEGORIES

There are 15 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 jury 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, instore, sampling, e-mail marketing, word-of-mouth, street performance, event, social, mass-media) to market a product, service, or company most effectively.

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

## 2. Experiential Engagement and Events

Awarded to the campaign that best uses experiential marketing activity to achieve its' promotional objectives, guerrilla, stunts, or immersive activity that disrupts the consumers environment to market a brands' key objectives.

360°, AR, VR Live and physical experiences are welcome in this category.

**Emphasis:** engaging live experience.

## 3. Activation in times of Corona

Awarded to the campaign that best demonstrates its' power to adapt to the Covid-19 restrictions and that generated massive consumer response though people were hardly allowed to leave their houses. Think about the Top Topical Newspaper campaigns in the old days.

**Emphasis:** what is your Corona-alternative and how did you replace 'traditional activation' by 'activation in times of Corona'?

## 4. Direct / 1:1 marketing

Awarded to the campaign that best succeeds in attracting new prospects or engaging existing clients. T This can be by using a variety of tools like field marketing, direct mailing on & offline, marketing automation and smart content. Partnering with sales and services teams to keep the flywheel spinning effectively and help the business grow.

The **emphasis** is based upon a 1:1 contact.

## 5. Innovative Idea

Awarded to the campaign that best demonstrates a unique marketing/creative idea or a 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.

## 6. Brand Building (Outbound marketing)

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

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

## 7. B2B Marketing

Awarded to the campaign that does the most to market a product or service among business customers: a B2B activity tailored to an identified business need, target audience and business environment. This can include dealer and salesforce activation. Self-promotion campaigns of agencies fall also within this category.

**Emphasis:** B2B target group.

## 8. (Online) Shopper Marketing

Awarded to a campaign that combines the best new thinking for pre-, to-, in- and post-store activity with a deep understanding of the consumer to positively impact on the consumption of a brand by changing shopper behavior. Focusing on the powerful brand currency of intelligent shopper journeys and immersive experiences - captivating audiences at every touch point. This can include traffic creation, point of sale design, instore theatre and any activity in proximity that contributes to the shopper experience.

**Emphasis:** impact on shopper journey and sales activation. It also includes campaigns that promote a retail channel itself towards brands, sales force, shareholders, employees, and dealers as being a touch point within a global shopper marketing experience

## 9. Loyalty Marketing Campaigns

Awarded to the campaign that demonstrates the best use of points (saving systems), vouchers, proof of purchase collection, 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 introduction approach (get to know)/loyalty/retention or sales objectives.

**Emphasis:** the choice and use of media channels adapted to suit each target market and/or customer insight(s).

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

Awarded to the campaign most effective in gaining brand awareness/trial/repeat 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. This can include, but is not limited to, websites, microsites, games, search engines, banner ads and instant messaging.

**Emphasis:** use of digital media which clearly drives customers to act directly.

## **12. Cause or Charity/Non-Profit**

Awarded to the campaign that does the most to market a charity or product, service or company while making a positive impact on a cause of charity; create awareness on issues: societal, economic, political.

**Emphasis:** relate non-profit to a brand/service; raise profile of the cause or charity.

## **13. Small Budget Campaign**

Awarded to the campaign that achieves all stated objectives while adhering to a small budget. A small budget is considered as less than € 50,000 (media included)

**Emphasis:** maximum result with a minimum of budget (cleverness).

## **14. Media**

Is awarded to the campaign that best promotes media/media channels (radio, TV, magazine, daily newspaper, site, etc.) and broadens the target audience (on a quantitative or qualitative level).

**Emphasis:** winning new viewers, listeners, readers, etc. and/or letting the target audience evolve.

## **15. Environmental Social Governance**

Awarded to the campaign that does the most to make the Clients' Sustainability objectives come alive. Be it via sponsoring, media campaigns, brochures, (online) manifestos or social media stakeholder engagement.

**Emphasis** is on helping companies achieve their environmental, social or governance goals.

# HOW TO WRITE A STRONG CASE

Please do not overload your case with irrelevant information and try to focus on why your approach deserves an Award, then sell it as if it were to your mother.

**We advise you to limit the Case Description to a total of 1.125 words**, split into:

- a. Description (150 words)
- b. Campaign Background (150 words)
- c. Objectives (75 words)
- d. Strategy (250 words)
- e. Creative Strategy (200 words)
- f. Results in relation to the objectives (300 words)  
+ PDF of max. 5 pages with proof
- g. Creative Material  
max. 5 files: jpg/png/gif/mp3, mp4
- h. Case Movie: (not mandatory)  
format: .mp4 - min. 720x576 - max. 1920x1080 - file size: max 600MB

**If you enter your case for a second or third category**, we ask you to explain the Jury why you've entered this case in an extra category (300 words/cat).

**If you submit a case video (optional)**; make sure that you showcase the idea behind your campaign and how the idea was ultimately brought to life in **no more than 2 minutes**.

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

**If you make it into the shortlist; we'll ask you to send us a 1 min video!**

**Please, make sure that you:**

- receive your client's approval
- provide sufficient details on your choice and use of (media) channels
- support your story with credible and accurate data in the Evidence of Results document
- reference all your data sources
- provide additional information to support your entry if helpful
- fill in all the credits correctly
- upload your creative material

# JUDGING PROCEDURE & CRITERIA

## There are 3 Juries:

**A Jury of Advertisers** who evaluate your cases on their strategic, conceptual and performance merits.

**A Jury of Creative Directors**, who evaluate your cases on their creative merits and their innovative character.

**A Jury of Journalists** from MM and PUB, who select their 'coup de coeur'.

The 3 Juries aim to evaluate entries based on the proof that Brand Activation mechanics were key to the success of the campaign. A Jury member is not allowed to review and provide a score for any entry from his/her own company or brand.

## Judging takes place in two rounds:

**Round 1 is an individual online procedure** between 24/07 and 01/09

The Advertisers' Jury will score each case on 4 criteria on a scale from 1 to 20:

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

The Creative Jury will score each case on 4 criteria on a scale from 1 to 20:

1. Creative Power
2. Innovative Character
3. Relevant for the Brand
4. Engaging Power

**Round 2 is the final deliberation** of the shortlisted cases: a live and streamed presentation of the shortlisted cases by the Agencies to the Advertisers' Jury (w/o 02/10).

# KEY DATES

- 24/04: Start Call for Entries
- 23/05: Announcement judges BOA
- 16/06: End Call for Entries
- 17/07: Late Case submission – Extra Fee
- 21/07: Deadline for sending physical case-material
- 24/07: Start Online Judging Round
- 06/09: Announcement shortlists
- 02/10: Final Judging Round with live presentations
  - Creative Jury between 09:30-12:30
  - Client Jury between 09:30 – 18:00
- 15/11: Awards night

# RULES OF THE GAME

1. The BOAs are open to all: agencies from all disciplines, clients, independent parties, ACC members & non-members.
2. Everyone can register and upload case(s), but clients should always give their approval.
3. All campaigns should have run in Belgium between 01/01/2022 & 16/06/2023 and should be conceived by the submitting agency or client. When re-entering a previously awarded case, you must explicitly show which changes or improvements were made to the case.
4. 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'.
5. Everyone can enter one or several campaigns in one or up to 3 categories. In that case, the rationale must be written differently each time to reflect the category's particular emphasis
6. 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 (reduced fee for the second and third category). For more information, please see 'Entry Fees & Payment'.



7. All Entries need to be uploaded by midnight on 16/06/23. We grant an extended deadline till 17/07, but that comes with an extra handling fee (€60/item).

8. - For ACC members: you will receive an invoice in due time.

- For NON-MEMBERS: the entry fee must be paid before 21/07/23. If the entry fee is not paid by 21/07/23, the case(s) will be automatically disqualified:

ACC Bank Details:

- IBAN: BE93 4345 1880 1167
- BIC: KREDBEBB
- VAT No.: 0451.546.876
- Reference: please state 'BOCA/BOA/BORA Entry 2023 + Company name'
- An invoice will be sent upon receipt of your payment.

9. Each entry should be submitted in English, so that the Jury members will understand everything. Creative material (visuals & optional case movie) can be submitted in the language of the campaign.

10. 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 [mike@acc.be](mailto:mike@acc.be) and/or 10 copies of your printed material to Mike Goetelen, ACC, Minervastraat 4, 1930 Zaventem **before 21/07/23**.

11. 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.

12. 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.

13. 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.

14. By entering your work for the competition, ACC 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 and Bestofawards websites.

# CASE ENTRY, FEE & PAYMENT

To enter your campaign, please follow the steps below:

Register on [www.bestofawards.be](http://www.bestofawards.be), then go to the BOAs 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:

- ACC Members:
  - €375 (incl. VAT) per campaign for the 1<sup>st</sup> category
  - €245 (incl. VAT) for each additional category (max. 3 cat/case)
- Non-ACC Members:
  - €675 (incl. VAT) per campaign for the 1<sup>st</sup> category
  - €305 (incl. VAT) for each additional category (max. 3 cat/case)
- Late submission fee for cases, entered between 17/6 & 17/7:
  - €60 (incl. VAT) extra per item
- An invoice will be sent after submission of your cases.

## CONTACT DETAILS

If you have questions about the above, please do not hesitate to contact Mike Goetelen, Talent Manager, at [mike@acc.be](mailto:mike@acc.be) or on 0495 23 81 43