



BOA Awards

**Best of Activation Awards
by ACC**

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, the Belgian association of communication companies. For further details on ACC, please visit our website: 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 2020 are:

- 7 January - 11 March: Call for Entries
- 12 March - 18 March noon: Late Case submission – Extra Fee
- 19 March – 14 April: Round 1 Judging
- 27 April: Final Round Judging
- 14 May: 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 Wednesday, 11 March 2020.

**Deadline Late Case submission – Extra Fee:
18 March 2020 - noon**

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 20 April 2020, 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 noon on 18 March. 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 01/01/2019 & 28/02/2020 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, 11 March. (18/3: extra fee)

14. Creative Material for the Award presentation can be submitted later – please contact Twiggy@accbelgium.be

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, instore, sampling, e-mail marketing, word-of-mouth, street performance, event, social, 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. 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. Sponsoring

Awarded to the campaign that does the most to leverage and engage with consumers through a brand sponsorship. Entry must clearly state the property being sponsored and how the brand was able to leverage this sponsorship to enhance the brand's key objectives with its target consumers. Emphasis: Leverage of sponsor partnership.

4. Direct / 1:1 marketing

Awarded to the campaign that best succeeds in attracting new prospects or engage existing clients. The emphasis is based upon a 1:1 contact 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.

5. Innovative Idea

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.

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. 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 close 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 Marketing

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 of charity. Emphasis: relate non-profit to a brand/service; raise profile of the cause or charity; create awareness on 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 as less than € 40,000.(media included) Emphasis: maximum result with a minimum of budget (cleverness).

14. Media

Is awarded to the campaign that best promotes media/media channel (radio channel, TV, magazine, daily newspaper, etc.) and broadens the target audience (on a quantitative or qualitative level). The focus is on: winning new viewers, listeners, readers, etc. and/or letting the target audience evolve.

CREATIVE MATERIAL

CASE VIDEO (optional)

Content

The case video (**max.2minutes**) 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 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 27 April.

The group of up to 30 panellists from 2 different backgrounds (advertisers & creatives) 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 30 senior professionals representing advertisers, creative directors, and journalists.

ENTRY, FEE & PAYMENT

To enter your campaign, please follow the steps below:

1. Register on 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. Entry Fee & Payment:
 - ACC Members:
 - €300 per campaign for the 1st category
 - €200 for each additional category (max. 3 cat./case)
 - Non-ACC Members:
 - €550 per campaign for the 1st category
 - €250 for each additional category (max. 3 cat./case)
 - **Late submission fee for cases entered after 11/3/20 (deadline 18/3/20):**
 - €100 extra per campaign for the 1st category
 - €50 extra for each additional category
 - ACC Bank Details:
 - Bank account N°: 434-5188011-67
 - IBAN: BE93 4345 1880 1167
 - BIC: KREDBEBB
 - VAT N° 0451.546.876
 - Reference: please state 'BOA Entry 2020+ Name Agency
 - An invoice will be sent upon receipt of your payment.
4. Fill in the case template & upload your Proof of Result PDF, your visuals & other creative material, and your case movie (optional) on the platform. If you cannot submit your creative material before the submission deadline: please contact Twiggy@accbelgium.be



CONTACT US

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

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Project Manager

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