

# **BEST OF REPUTATION AWARDS 2024**



Deadline for entries 1/07 (18:00)

## **ENTRY KIT**

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## **ABOUT THE BORAs**

The Best Of Reputation Awards are launched in 2022 by ACC's Expert Center Public & Influencer Relations in association with C2.

The BORAs recognize and celebrate the best work in earned media & influencer relations. They reward creative excellence in strategy, campaigns and solutions that manage the reputation, defend interests, drive societal impact or business.

The submitted work should show how - originating from an earned perspective - it has enhanced a brand's and/or company's reputation, reached a unique audience, engaged stakeholders or given consumers access to unique product and purchasing experiences.

## THE BORA CATEGORIES

There are 21 categories in which a case may be entered. A case may be entered in up to three categories.

### A) Integrated PR (earned, influencer and/or corporate)

#### **1. Multi-platform campaign**

Awarded to the most creative & impactful campaign that uses at least two types of platforms, research, or media channels to most effectively market or create impactful news value for a product, service, or a company.

**Focus:** media & channel choice, integration of different platforms, creative look and feel, visual impact, maximum reach, and engagement of audience, the angle that provided extra media attention.

#### **2. Small budget campaign**

Honoring campaigns that excel within a restricted budget of less than €20,000, covering all expenses and influencer fees or KOL. Emphasizing creative aesthetics, visual appeal, and maximizing impact through resourcefulness.

**Focus:** Maximum impact for minimum budget: no more than €20.000.

#### **3. Cause/charity/non-profit**

Recognize campaigns that effectively promote a charity, product, service, or company while making a positive impact on a social cause or charity, with a primary focus on raising awareness.

**Focus:** the client should be a non-profit company

### B) Earned media (earned press + unpaid influencers)

#### **4. Brand campaign - B2C**

Awarded to the most effective campaign in gaining brand awareness and news value via an earned media or influencer approach in the B2C market. It shows impact of a targeted and creative campaign that only relies on earned exposure.

**Focus:** clever earned PR ideas to maximize (visual) impact and extra media attention, with a clear communication plan and set KPIs.

#### **5. Brand campaign - B2B**

Awarded to the most effective campaign in gaining brand awareness and news value via an earned media or influencer approach in the B2B market. It shows impact of a targeted and creative campaign that only relies on earned exposure.

**Focus:** clever earned PR ideas to maximize (visual) impact and extra media attention, with a clear communication plan and set KPIs.

#### **6. Always on - B2C & B2B**

Entries in this category are created to self-promote or publicize a brand or individual's services.

### **7. Best collab**

Awarded to the campaign that does the most to market a brand, service or company while leveraging an external partner in a creative collaboration.

**Focus:** creative look and feel, connect with new audience(s)

### **8. News Hacking**

Entries in this category are about the process by which an organization deals with a major event or current public issue within a timely manner.

### **9. Brand/Corporate Image**

Entries in this category centre on crafting a distinct identity for a product, its strategic placement in the market, and its significance to the intended audience. Likewise, submissions in this category delve into the established perception of a company and its public image.

### **10. (Re)launch**

Entries in this category are for the launch or relaunch of a product or service to its target audience.

### **11. Special Event/Activation**

Entries in this category promote a face-to-face event or stunt specifically designed to deliver a message, introduce a new product, or create interest in a topic, product, or service.

### **12. Specific Target Audience**

Entries in this category utilize a unique behaviour and/or insight to effectively communicate an organization's products and services to a specific community, culture, or group of people. Target audiences include, but are not limited to generations, genders, and races.

### **13. Data & Insights**

Effectively used data and insights to create a successful PR strategy or campaign.

## C) Influencer campaigns (paid + unpaid)

### **14. Social media & best influencer campaigns**

This award celebrates the pinnacle of influencer marketing, highlighting campaigns that wield social media and influencer partnerships to perfection. From enhancing brand identity and product perception to amplifying the company image, these campaigns resonate with specific target demographics while attracting new prospects and engaging existing clients.

**Focus:** The key lies in adept influencer selection, seamless platform integration, creative aesthetics, and achieving unparalleled audience reach and engagement.

### **15. Best ambassador program**

Awarded to the campaign that creates excellent and engaging content together with their ambassadors. The campaign uses this ambassador content as a major driver in their (national) communication via the use of digital media to effectively promote their product, service or company.

**Focus:** creative look & feel, use of digital media to drive consumers to act, connect with (new) target audiences.

### **16. Use of Talent or Celebrity or Influencer Partnership**

Celebrity or influencer partnerships leveraged to craft impactful social purpose campaigns stand out in this category. These collaborations harness the power of influential figures to amplify messages and evoke meaningful engagement. Additionally, the award recognizes exceptional content created with talent or influencers, which not only boosts engagement but also drives brand awareness to new heights.

## D) Other campaigns

### **17. Government**

Awarded to the campaign that does the most to make a client's corporate and/or sustainability objectives come alive. The campaign must focus primarily on environmental, social or governance and spearhead responsible and inclusive stories.

**Focus:** stakeholder engagement, (brand) purpose and strategy

### **18. CEO Positioning & Thought Leadership**

Awarded to the campaign positioning CEO's, management members or experts of an organization in a credible manner as thought leaders. The campaign ensures that the organization's desired reputation is enhanced.

**Focus:** Strategy, means and result

### **19. Stakeholder relations**

Awarded to the best campaign, designed to engage with stakeholders and improve relationships between a brand or a company and its stakeholders to make the client's objectives come alive.

**Focus:** Strategy, means of engagement and result

### **20. Internal and change communication**

Awarded to the most effective employer communication that shapes an organisation's internal and/or change communications to help drive desired and required changes in the workplace.

**Focus:** Strategy, means and result

### **21. Issue and crisis management**

Awarded to the most effective communication in managing issues and/or crisis situations which might affect an organisation's reputation and/or business continuity.

**Focus:** Strategy, means and result

## 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.

**The Case Description is maximum 1.350 words**, split into:

- a) Client name
- b) Campaign name
- c) Category or Categories (max. 3)
- d) Why should you win this category (max 50 words)  
If you enter your case for a second or third category, we ask you to explain to the Jury why you've entered this case in an extra category.
- e) Short Summary of Campaign (50 words)
- f) Situation, objectives & target groups (300 words)
- g) Strategy, tactics & creative concept (500 words)
- h) Execution & results (300 words) + PDF of proof (max. 5 pages)
- i) In the case of several partners participating in this action/campaign: specify the role that each partner fulfilled. (150 words)
- j) Creative Material:  
max. 5 files: jpg/png/gif/mp3, mp4  
Case Movie: mp4: min. 720 x 576 - max. 1920 x 1080 - file size: max. 600 MB
  - 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 to the shortlist, we'll ask you to send us a 1 min video!**

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 (50 words/cat).

**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.
- Check the spelling of campaign- and client name before submission. The entered spelling will be seen as the official name.

## JUDGING PROCEDURE & CRITERIA

### There are 2 juries:

**A Jury of Clients with PR Expertise** who will evaluate your cases on their strategic, conceptual and performance merits.

**A Jury of Journalists** who select their 'Coup de Coeur'.

The 2 Juries aim to evaluate entries based on the proof that (Corporate) PR and Influencer Marketing 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 12/08 and 13/09  
The Jury will score each case on 4 criteria on a scale from 1 to 20:

- Objectives & Strategy (25%)
- Creative Concept & Execution (25%)
- Results (25%)
- Persuasiveness & innovation (25%)

**Round 2** is the final deliberation of the shortlisted cases by all Juries (16/10), we plan a live and streamed presentation of the shortlisted cases by the Agencies to the Clients' Jury.



## KEY DATES

- 29/04: Start Call for Entries
- 03/06: Announcement judges BOCA
- 01/07 (18:00): End Call for Entries
- 01/08 (18:00): Late Case submission – Extra Fee
- 16/08: Deadline for sending physical case-material
- 12/08: Start Online Judging Round
- 23/09: Announcement shortlist cases
- 16/10: Final Judging Round with live presentations
- 04/12: Awards Ceremony

## RULES OF THE GAME

1. The BORAs are open to all: agencies from all disciplines, clients, independent parties, ACC members, C<sup>2</sup> members and non-members.
2. Everyone can register and upload case(s), but clients should always give their approval.
3. All programs should have run in Belgium between January 2023 and June 2024 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, the lead agency should enter the case and the other agencies can be mentioned in the specified section.
5. Everyone can enter one or several cases or items in 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 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'.
7. All Entries need to be uploaded by 18:00 on **01/07/24**. We grant an extended deadline till **01/08 (18:00)**, 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 16/08/24**. If the entry fee is not paid by 16/08/24, 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 Entry 2024 + Company name'

9. Please submit your entries in English, so that the Jury members will understand everything. Creative Material (visuals & optional case movie) can be submitted in the language of the program.

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 [lia@acc.be](mailto:lia@acc.be) and/or 10 copies of your printed material to Lia Vinck, ACC, Minervastraat 4, 1930 Zaventem **before 16/08/24.**

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. 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 right to use them.

13. 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 case/item, please follow the steps below:

Register on [www.bestofawards.be](http://www.bestofawards.be), then go to the BORAs 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 case/item 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 case/item for the 1<sup>st</sup> category
  - €305 (incl. VAT) for each additional category (max. 3 cat/case)
- An extra handling fee of €60 (incl. VAT)/category will be charged in case of late subscription (between 01/07 and 01/08)
- An invoice will be sent after submission of your cases.

Don't forget to send your copies of your printed material to Lia Vinck, ACC, Minervastraat 4, 1930 Zaventem before 16/08/24.

## CONTACT DETAILS

If you have questions about the above, please do not hesitate to contact Lia Vinck, Communication Manager, at [lia@acc.be](mailto:lia@acc.be) or on 0470 87 19 32.