

BEST OF CONTENT AWARDS 2025



BOCA
AWARDS 2025

Deadline for entries 30/06 (18:00)

ENTRY KIT

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ABOUT THE BOCAs

This year, we celebrate the 8th edition of the Best of Content Awards. It is clear now that Content Marketing has matured rapidly over the past few years and that it has established a strong position in every client's marketing mix.

The BOCAs are organized by ACC's Expert Center Content Marketing.

Content Marketing Awards & Content Campaigning Awards are given to the most successful programs in 4 categories that demonstrate how they discovered and exploited the sweet spot between customers and brands.

Content Craftsmanship Awards are given to the most creative and innovative content items in specific categories.

The **Press Award** is given by the trade press.

May the odds be in your favor!

THE BOCA CATEGORIES

There are 4 Content Marketing categories, 4 Content Campaigning categories and 11 Content Craftsmanship 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.

A) The Long Term Content Marketing Awards.

1. Best LT Content Marketing Award B2B

You set up a long term content-driven program to accomplish your B2B marketing objectives and you can prove that your content marketing strategy, your consumer insights, your conceptual translation and your smart mix of channels led to great results. Tell us how you did this and with which results.

2. Best LT Content Marketing Award B2C

You set up a long term content-driven program to accomplish your B2C marketing objectives and you can prove that your content marketing strategy, your consumer insights, your conceptual translation and your smart mix of channels led to great results. Tell us how you did this and with which results.

3. Best LT Content Marketing Award B2E

You set up a long term content-driven program to accomplish your B2E marketing objectives and you can prove that your content marketing strategy, your consumer insights, your conceptual translation and your smart mix of channels led to great results. Tell us how you did this and with which results.

4. Best LT Content Marketing Award Non-Profit

You set up a long term content-driven program to accomplish your Non-Profit marketing objectives and you can prove that your content marketing strategy, your consumer insights, your conceptual translation and your smart mix of channels led to great results. Tell us how you did this and with which results.

B) The Short Term Content Campaigning Awards.

5. Best ST Content Award B2B

You set up a content-driven campaign to accomplish your B2B marketing objectives and you can prove that your content marketing strategy, your consumer insights, your conceptual translation and your smart mix of channels led to great results. Tell us how you did this and with which results.

6. Best ST Content Award B2C

You set up a content-driven campaign to accomplish your B2C marketing objectives and you can prove that your content marketing strategy, your consumer insights, your conceptual translation and your smart mix of channels led to great results. Tell us how you did this and with which results.

7. Best ST Content Marketing Award B2E

You set up a content-driven campaign to accomplish your B2E marketing objectives and you can prove that your content marketing strategy, your consumer insights, your conceptual translation and your smart mix of channels led to great results. Tell us how you did this and with which results.

8. Best ST Content Marketing Award Non-Profit

You set up a content-driven campaign to accomplish your Non-Profit marketing objectives and you can prove that your content marketing strategy, your consumer insights, your conceptual translation and your smart mix of channels led to great results. Tell us how you did this and with which results.

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**
The combination of concept, editorial, images and design of this printed publication makes it a winner.
3. **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.
4. **Best Video Stand-alone/Series**
You created a sublime one-off video, as part of your content strategy or your recurring video format succeeded in captivating audiences.
5. **Best Blog/Content Platform**
Your blog gets your audience's attention, because of its approach, look, consistency, and relevancy. Submit a minimum of three blogs.
6. **Best Illustration or Infographic**
The idea or message was communicated in an imaginative way, with a captivating illustration or infographic.
7. **Best use of social media**
You created specific content for social media, and you build an engaged audience with a consistent strategy.
8. **Best use of Ambassadors or Influencers in a Content Program**
You engaged customers, fans, employees and/or other ambassadors to boost your content distribution or you successfully worked with influencers as part of your content marketing approach.
9. **Best use of PR in a Content Program**
You managed to get a lot of free press with your content marketing effort.
10. **Best use of Native Advertising in a Content Program**
You successfully set up paid content in a media publication.
11. **Best use of AI**
You successfully leveraged AI technology to enhance your content marketing strategy, including analysis of customer data, personalize content to increase engagement and drive results.

HOW TO BE SELECTED FOR/WIN A BOCA

Best Of Content Award (Content Marketing & Content Campaigning):

To increase your chances to win a Content Marketing- or a Content Campaigning Award, we advise you to support your story with credible and accurate data; provide all additional information and creative material to support your entry; provide sufficient details on your channel strategy and use of owned/paid/earned media and present your results in line with the objectives of your strategy.

Sustainability Awards:

All Content cases are eligible for a Sustainability Award; but you have to demonstrate that you created content, aimed at highlighting an organization's sustainability efforts with a focus on environmental, social and/or governance. Tell us how you translated these objectives in a content program.

Content Craftsmanship Award:

Submitting Content Production items for the Content 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 the required information to support your case.

Press Award:

You cannot subscribe for a Press Award; the Trade Press simply picks their most preferred case among all submitted cases.

HOW TO WRITE A STRONG CASE

We ask you to fill in the following boxes:

- a) CLIENT NAME
- b) CAMPAIGN NAME
- c) CATEGORY OR CATEGORIES (max. 3)
- d) WHY SHOULD YOU WIN IN 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.
 - WHY SHOULD YOU WIN IN THIS 2ND CATEGORY? (max 50 words)
 - WHY SHOULD YOU WIN IN THIS 3RD CATEGORY? (max 50 words)
- e) BACKGROUND: Describe the market or category background, the challenges for your brand and the briefing you received from your client (max 200 words).
- f) FOR CONTENT MARKETING AWARDS & CONTENT CAMPAIGNING AWARDS:
 - 1. STRATEGY & CREATIVE (max 500 words):
 - STRATEGY: describe your goal, audience, and strategy: approach, content, means, sustainability approach.
 - CREATIVE: describe how you translated your insights in a pertinent concept and why it fits with your target.
 - 2. DISTRIBUTION & RESULTS (max 500 words):
 - DISTRIBUTION: describe your choice of channels, how they work together and reinforce each other.
 - RESULTS: describe your results against the defined goals; reach, impact, data, etc.
 - You can add a PDF max. 5 pages with Evidence of Results.
 - 3. OPTIONAL: SUSTAINABILITY AWARD*:
 - How have you measured the environmental impact of the campaign production? (If applicable)
 - How have you measured the environmental impact of the campaign diffusion? (If applicable)
 - How did this campaign help the consumer into shifting towards a more sustainable society or environment?

g) For CONTENT CRAFTSMANSHIP AWARDS (max 300 words):

- Describe your goal, audience, creative rationale, innovative concept or approach, superior creativity, exceptional results and tell us why you should win a Content Craftsmanship Award.

h) For all cases: Creative Material: max. 5 files: jpg/png/gif/mp3/mp4 + 3 pdf

- 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 min.

If you make it to 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.
- Check the spelling of campaign- and client name before submission. The entered spelling will be seen as the official name.

(*) SUSTAINABILITY AWARD

The Jury can give a Sustainability Award to the campaign that champions sustainability with their case. We see sustainability in the narrow sense: environmental.

This can be on different levels: measuring & reducing the CO2-equivalent of the production and media touchpoints of your campaign. (You can use the free CommToZero Tools for that). Or by making a positive environmental impact on society with KPIs like perception, behaviour or actual environmental impact.

Purpose: Recognise agencies & brands who have taken (environmental) sustainability initiatives/responsibilities throughout their communication process.

The meaning : CommToZero gives a path to follow, and milestones an agency/brand should be mindful of when communicating sustainably.

Cases that greenwash will not be chosen.

1. The campaign processes (production)

Measuring the footprint of a production campaign involves assessing the environmental impacts of the campaign's creation and execution.

You can use the specialised tool: Production Carbon Calculator of CommToZero. This tool provides a structured framework for quantifying and analysing the carbon emissions of the campaign's production processes.

This approach allows businesses and agencies to make informed decisions, identify areas for improvement, and ultimately work towards more sustainable and eco-friendly production practices for their campaigns.

2. The campaign processes (diffusion)

In your mission to create impactful campaigns, it's crucial to consider not only the message you're sending but also the environmental impact of how you send it. One way to do this is by measuring the environmental footprint of the media.

This means evaluating the carbon emissions and resource consumption of communication channels and content distribution methods throughout the campaign's lifecycle.

To make this process more manageable, you can use the Media Carbon Calculator tool of CommToZero. This specialized tool provides you with a structured framework to analyse the environmental effects of your media touchpoints. By inputting the relevant data and parameters, you gain valuable insights into how the media choices contribute to your overall environmental footprint.

3. Societal & environmental impact

This criterion measures the impact of the campaign in influencing society towards more sustainable choices or towards a more sustainable environment.

A high score in this criterion indicates that the campaign was successful in promoting sustainable behaviour, perception or environment.

If you have any questions: ACC's ESG Manager lina@acc.be will help you out!

JUDGING PROCEDURE & CRITERIA

There are 3 Juries:

A selection of Content Marketing professionals from the Client side, who will judge the Content Marketing, Content Campaigning and Content Craftsmanship Awards.

A Jury of Creative Directors/Strategists from the Agency side, who evaluates your cases on creative merits and innovative character.

A Press Jury from MM and PUB, who select their 'Coup de Coeur'.

Judging takes place in two rounds:

Round 1 is an individual online judging procedure between 13/08 and 05/09, which leads to a shortlist of potential BOCA Winners, announced on 16/09.

The Client Jury & the Creative Jury will score each case on 5 criteria on a scale from 1 to 20:

Content Marketing Awards & Content Campaigning Awards:

- Quality of Content Strategy (20%)
- Excellence of Creative Concept and Execution (20%)
- Choice of Channels, how they work together and reinforce each other. (20%)
- Results in terms of conversion response or subscriber growth (20%)
- Is this a leap forward in terms of innovation and professionalization of the content marketing sector? (20%)

Content Craftsmanship Awards:

- 'Perfect Fit': content translates the message well for the audience. (25%)
- Attention-grabbing and Persuasive Power (25%)
- Originality/Uniqueness/Innovative Character (25%)
- Superior Quality of Content and Execution (25%)

Round 2 is a live deliberation on 14/10:

- Live deliberation among the Creative Directors/Strategists from the Agency side for shortlisted cases in all categories.
- Live and streamed presentations of shortlisted Agencies to Client Jury for the Best Of Content Marketing Awards & Content Campaigning Awards
- Online presentation of shortlisted Agencies to Client Jury for the Content Craftsmanship Awards.

Prior to round 1, an external expert will check if cases, entered in a Best of Content 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.”

In Round 1, the Jurys will decide which cases/submissions will receive a nomination in each of the categories.

In Round 2, the Client Jury will hand out the following prizes per category:

- For each of the 4 Content Marketing Awards & 4 Content Campaigning Awards categories:
 - In case of 3+ entries:
 - In any case: 1 Gold, 1 Silver, 1 Bronze
 - Maximum 1 Gold, 2 Silver, 3 Bronze
 - In case of -3 entries:
 - Jury chooses from 1 Gold, 2 Silver, 2 Bronze
 - Sustainability Award:
 - Maximum 1 Sustainability award per category
- For each of the 12 Content Craftsmanship categories:
 - One Special Award per category
 - In case of a tie, the Jury can award a second case.

The creative jury will hand out a maximum of:

- Content Marketing Awards: 1 Gold, 1 Silver, 1 Bronze
- Content Campaigning Awards: 1 Gold, 1 Silver, 1 Bronze
- Content Craftsmanship Awards: 1 Gold, 1 Silver, 1 Bronze

A Jury member is not allowed to review or score submissions from his/her own company or brand.

KEY DATES

- 05/05: Start Call for Entries
- 03/06: Announcement judges BOCA
- 30/06 (18:00): End Call for Entries
- 28/07 (18:00): Late Case submission – Extra Fee
- 06/08: Deadline for sending physical case-material
- 13/08: Start Online Judging Round
- 16/09: Announcement shortlists
- 14/10: Final Judging Round with live presentations for Best Of Content Marketing Award & Content Campaigning Award categories, final judging round for Best of Content Craftsmanship with online presentation (if requested by agency).
- 26/11: Award Ceremony

RULES OF THE GAME

1. The BOCAs are open to all agencies (ACC members and non-members), clients, independent parties, and media houses.
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 2024 and June 2025 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 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 **30/06/25**. We grant an extended deadline till **28/07/25 (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 **13/08/25**.; if their entry fee is not paid by 13/08/25, 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 2025 + 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 boca@acc.be and/or 10 copies of your printed material to ACC, Minervastraat 4, 1930 Zaventem **before 06/08/25**.

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 rights to use them.

13. By entering your work for the competition, ACC is 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 Bestofawards- and ACC websites.

CASE ENTRY, FEE & PAYMENT

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

Register on www.bestofawards.be, then go to the BOCAs 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:
 - €325 (Excl. VAT) per case/item for the 1st category
 - €199 (Excl. VAT) for each additional category (max. 3 cat/case)
- NON-ACC Members:
 - €575 (Excl. VAT) per case/item for the 1st category
 - €255 (Excl. VAT) for each additional category (max. 3 cat/case)
- An extra handling fee of €50 (excl. VAT)/category will be charged in case of late subscription (between 30/06 and 28/07)
- An invoice will be sent after submission of your cases.

Don't forget to send your copies of your printed material to ACC, Minervastraat 4, 1930 Zaventem before 16/08/25.

CONTACT DETAILS

If you have any questions about the above, please do not hesitate to contact boca@acc.be or at +32 2 761 19 99.