

BEST OF REPUTATION AWARDS 2025



Deadline for entries 30/06 (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 4 clusters with in total 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 on a regular basis throughout the year.

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. Best use of influencer(s) in social campaigns

This award celebrates the pinnacle of influencer marketing, highlighting campaigns that wield social media and influencer partnerships to perfection. By strategically leveraging social platforms as a core channel, these campaigns enhance brand identity, shape product perception, and amplify corporate image in the digital space. Through targeted content and platform-native strategies, they resonate deeply with specific demographics while also attracting new prospects and engaging existing audiences across key social channels.

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

15. Best long term ambassador program

Awarded to the campaign that creates excellent and engaging content together with their ambassadors as a part of a longer collaboration. 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. Impactful societal purpose campaign

Celebrity or influencer partnerships leveraged to craft impactful social purpose campaigns with a clear focus on societal impact stand out in this category. These collaborations harness the power of influential figures to amplify meaningful messages that drive awareness and action around important social issues. Additionally, the award recognizes exceptional content created with talent or influencers—content that not only boosts engagement and brand visibility but also contributes to positive change within communities and society at large.

D) Corporate campaigns

17. Governance

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) OPTIONAL: Sustainability*
 - a) How have you measured the environmental impact of the campaign production? (If applicable)
 - b) How have you measured the environmental impact of the campaign diffusion? (If applicable)
 - c) How did this campaign help the consumer into shifting towards a more sustainable society or environment?
- k) 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.

(*) 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

The jury:

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

The Jury 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 13/08 and 05/09
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 (15/10), we plan a live and streamed presentation of the shortlisted cases by the Agencies to the Clients' Jury.

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
- 17/09: Announcement shortlisted cases
- 15/10: Final Judging Round with live presentations
- 26/11: Award Ceremony

RULES OF THE GAME

1. The BORAs are open to all: agencies from all disciplines, clients, independent parties, ACC members, C² 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 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, 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 **30/06/25**. We grant an extended deadline till **28/07 (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 the 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 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, 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:
 - €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 06/08/25.

CONTACT DETAILS

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