

Best Of Content Awards 2023

Initiated by CUSTO, powered by ACC



BOCA
AWARDS 2023

Entry kit



ABOUT THE BOCAs

This year, we celebrate the 6th edition of the Best of Content Awards, which means they have outgrown their baby gowns and have become a well-respected disciplinary award. It is clear by 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, aka CUSTO.

Awards are given to the most successful programs (Content Marketing Awards: Strategy and Distribution) and the most creative and innovative content items in specific categories (Content Craftsmanship Awards). Cases that demonstrate how they discovered and exploited the sweet spot between customers and brand are bound to receive a BOCA Award!

The Jury can also award a Content Marketer of the Year-Award, both at Client and at Agency side, as well as a Content Marketing Agency of the Year-Award.

May the odds be in your favor!

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THE BOCA CATEGORIES

There are 14 Content Marketing categories (8 Content Strategy and 6 Content Distribution categories); 15 Content Craftmanship categories and 3 Content People 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 Content Strategy awards

Show us how you set up Content Marketing to meet certain objectives: the audience you targeted, the concept, the content you created, the platform(s) you chose, the distribution strategy and the results.

1) Best LT Content Marketing Program B2B

You can prove that your long-term (>1 year) content marketing strategy in a B2B environment led to great results. Show us.

2) Best Content Campaign B2B

You set up a content-driven campaign to accomplish your B2B marketing objective. Tell us about your strategy and success.

3) Best LT Content Marketing Program B2C

You can prove that your long-term (>1 year) content marketing strategy aimed at consumers led to great results. Show us.

4) Best Content Campaign B2C (LT or ST)

You set up a content-driven campaign to accomplish your B2C marketing objective. Tell us about your strategy and success.

5) Best Content Marketing Program B2E

You can prove that your long-term content marketing strategy aimed at employers led to great results. Show us.

6) Best Content Marketing Program Not for Profit

You can prove that your (long or short term) content marketing strategy for not-for-profit initiatives lead to great results. Show us.

7) Best Sustainable Strategy

You created content aimed at highlighting an organization's sustainability efforts, be it with a focus on environmental, social or governance. Tell us how you translated these objectives in a content program.

8) Highest conversion response/subscriber growth from a content program.

Your efforts led to substantial conversions. Show us the results and how you obtained them.

B) The Content Distribution awards

In this category, we focus on specific aspects of your distribution strategy.

1) Best Distribution & Promotion Strategy

Your content was successful because of the smart mix of channels you used to bring your content across to your audience. Tell us how you did this and to what results.

2) Best use of Social Media: Facebook, LinkedIn, Instagram, TikTok, ...

You created specific content for social media, and you build an engaged audience with a consistent strategy.

3) Best use of Ambassadors in a Content Program

You engaged customers, fans, employees and/or other ambassadors to boost your content distribution.

4) Best use of Influencer Marketing in a Content Program

You successfully worked with influencers as part of your content marketing approach.

5) Best use of PR in a Content Program

You managed to get a lot of free press with your content marketing effort.

6) Best use of Native Advertising in a Content Program

You successfully set up paid content in a media publication.

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 B2B

The combination of concept, editorial, images and design of this printed B2B-publication makes it a winner.

3) Best Print Publication B2C

The combination of concept, editorial, images and design of this printed B2C-publication makes it a winner.

4) Best Print Publication B2E / member

The combination of concept, editorial, images and design of this printed employer or member publication makes it a winner.

5) Best Stand-alone or Special Topic Publication

The combination of concept, design, and editorial of this annual report, white paper, corporate brochure, long read, publication (print or digital) makes it a winner.

6) Best Print Cover

This cover or cover series grabbed readers' attention.

7) Best email or Newsletter

This attractive email or newsletter gets you subscribers, readers and/or click throughs.

8) Best Editorial

This content piece was so compelling, it made people read and read.

9) Best Illustration or Infographic

The idea or message was communicated in an imaginative way, with a captivating illustration or infographic.

10) Best Photography

The idea or message was communicated in an imaginative way, with a captivating photo or photo series.

11) Best Blog/Content Platform

Your blog gets your audience's attention, because of its approach, look, consistency, and relevancy. A minimum of three blog entries must be submitted.

12) 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.

13) Best Video Stand alone

You created a sublime one-off video, as part of your content strategy.

14) Best Video Series

With this recurring video format, you succeeded in captivating audiences.

15) Best Instructional and/or Demonstration Video (stand-alone and series)

This video was so enlightening to deliver the necessary information.

D) The Content People Awards

Agencies or Content Marketing Professionals from the Agency side can apply for a Content People award, by submitting a file to the Juries, who will select 1 Content Agency of the Year and 1 Content Marketing Professional of the Year on the Agency side.

Agencies will recommend candidates for the Content Marketing Professional of the Year on the Client side, who will then be asked to write a motivation letter, which will be evaluated by the Juries to select the Content Marketing Professional of the Year on the Client side.

1) Content Marketing Agency of the Year

This agency took a big leap in the past year, be it with remarkable work, amazing growth, awards won and/or another remarkable achievement in content marketing.

2) Content Marketing Professional of the Year - Agency side

This person at an agency made a big contribution to the field of content marketing, with his/her innovative vision, initiatives, publications or other efforts.

3) Content Marketing Professional of the Year - Client side

This person at the client side took some remarkable steps in content marketing with his/her organization in the past year.

HOW TO BE SELECTED FOR/WIN A BOCA

Content Marketing Award (Strategy or Distribution):

In order to increase your chances to win a Content Marketing Award, we advise you to support your story with credible and accurate data, provide all additional information to support your entry and provide sufficient details on your channel strategy and use of owned/paid/earned media.

Craftsmanship Award:

Submitting a Content Production item for the 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 a minimum of information.

Content Marketing Agency of the Year Award:

If your agency demonstrated a superior engagement in the field of Content Marketing over the past year, you may apply for a Content Marketing Agency of the Year Award. In that case, we ask you to submit a file (max 10p ppt or 2p Word) before July 17th, with the following rationale:

- How did the agency's work contribute in 'growing' the CM business?
- How did the agency's work make its clients prosper (in awareness, growth, customer centric thinking, ...)?
- What is the agency's track record (awards, new business, turnover)?
- How did the agency develop the CM skills internally?

Content Marketing Professional of the Year Award – Agency side:

If you or one of your colleagues qualifies for a Content Marketing Professional of the Year Award, we ask you to submit a file (max 10p ppt or 2p Word) before July 17th, that illustrates that this person:

- is a respected authority in the field of CM (with strong recent cases),
- contributes to the development and innovation of CM,
- shares his knowhow with his/her peers and is an internal and external ambassador for CM.

Content Marketing Professional of the Year Award – Client side:

If one or several of your clients deserve to win a Content Marketing Professional of the Year Award, we also ask you to submit a document (max 10p ppt or 2p Word) before July 17th, to defend your client's candidacy.

HOW TO WRITE A STRONG CASE

For entries in a Content Marketing category (Strategy and/or Distribution) or a Content Craftsmanship category, we ask you to fill in the following boxes:

- a. Name Case
- b. Client
- c. Category or Categories (max. 3)
- d. DESCRIPTION: Describe the case and confirm that it started or was it improved between January 2022 and June 2023? In case it was improved, state what was changed (max 200 words)
- e. WHY THIS CATEGORY? Why should this case win in this category? Adapt your rationale if you submit 1 case in several categories (max 200 words)
- f. Only for Content Marketing categories:
 - o STRATEGY: describe your goal, audience and strategy (approach, content, means, distribution) (300 words).
 - o RESULTS: describe your results against the defined goals; reach, impact, data, etc. (200 words).
 - o You can add a PDF with max. 5 pages of proof of results
- g. Only for Craftsmanship categories:
 - o STRATEGY: Describe your Goal, Audience and Creative Rationale (max 200 words)
- h. Creative Material: max. 5 files: jpg/png/gif/mp3/mp4 + 3 pdf
- i. Case Movie (optional): mp4: min. 720 x 576 - max. 1920 x 1080 - file size: max. 600 MB

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.

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

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.

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 selection of content marketing professionals from the client side, who will judge the Content Marketing (Strategy and Distribution) Awards

Another selection of content marketing professionals from the client side, who will judge the Content Craftsmanship Awards.

Both Juries will make their selection for the Content People Awards.

A Jury of Journalists 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 24/07 and 01/09, which leads to a shortlist of potential BOCA Winners, announced on 06/09.

Round 2 is a live deliberation of the two Juries on 03/10:

- Content Marketing Awards: Live and streamed presentation of shortlisted agency and/or client in front of a live Jury.
- Craftsmanship Awards: Live deliberation of physical material by the Jury (no live presentations by Agency or Client).
- Content People Awards will be selected by majority based on the applications submitted by the agencies.

Prior to round 1, an external expert will check if cases, entered in a Content Marketing 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 Juries will decide which cases/submissions will receive a nomination in each of the categories and in Round 2, they can hand out Gold, Silver and Bronze Awards in the Content Marketing categories and Special Awards in the Content Craftsmanship and People categories.

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

Scoring system:

Subscriptions for the Content Marketing Awards will be judged on:

- Content Strategy
- Creative Concept and Execution
- Choice of Channels, how they work together and reinforce each other
- Results and Effectiveness weighed against time, money and manpower spent
- Is this a leap forward in terms of innovation and professionalization of the content marketing sector?

Subscriptions for the Content Craftsmanship Awards will be judged on:

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

Every case is scored on a scale of 1-20 per criterium (1 = Very Poor, 20 = Excellent).

KEY DATES

- 24/04: Start Call for Entries
- 23/05: Announcement judges BOCA
- 16/06: End Call for Entries
- 17/07: Late Case submission – Extra Fee
- 17/07: Deadline to submit files Content People/Agency Awards
- 21/07: Deadline for sending physical case-material
- 24/07: Start Online Judging Round
- 06/09: Announcement shortlists
- 03/10: Final Judging Round with live presentations for Content Marketing categories
 - Content Marketing Jury: between 09:30 and 17:30 (max)
 - Content Craftsmanship Jury: between 09:30 and 15:30 (max)
- 15/11: Awards night

RULES OF THE GAME

1. The BOCAs are open to all agencies (CUSTO members, 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 2022 and June 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 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 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. 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 stephanie@acc.be and/or 10 copies of your printed material to Stephanie Vazquez, 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, CUSTO and ACC are 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, CUSTO 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 BOCA's 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:

- Custo & ACC Members:
 - €375 (incl. VAT) per case/item for the 1st category
 - €245 (incl. VAT) for each additional category (max. 3 cat/case)
- NON-Custo & NON-ACC Members:
 - €675 (incl. VAT) per case/item for the 1st category
 - €305 (incl. VAT) for each additional category (max. 3 cat/case)
- An extra handling fee of €60 (incl. VAT)/item will be charged in case of late subscription (between 17/06 and 17/07)
- An invoice will be sent after submission of your cases.

Don't forget to send your copies of your printed material to Stephanie Vazquez, ACC, Minervastraat 4, 1930 Zaventem before 21/07/23.

CONTACT DETAILS

If you have any questions about the above, please do not hesitate to contact Stephanie Vazquez, Office Manager, at Stephanie@acc.be or at 02/761.19.99.