

# Best Of Reputation Awards 2023

Initiated by ACC, supported by C<sup>2</sup>



## Entry kit



# ABOUT THE BORAs

The Best Of Reputation Awards are launched in 2022 by ACC's Expert Center Public & Influencer Relations in association with C<sup>2</sup>.

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.

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.

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# THE BORA CATEGORIES

There are 13 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. Best 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. Best small budget campaign

Awarded to the campaign that achieves a best-in-class result while adhering to a small budget. A small budget is considered as less than €20.000, including all expenses, influencer fees or KOL.

**Focus:** creative look and feel, visual impact, maximum output with a minimum budget (cleverness).

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

### 3. Best mono-brand campaign

Awarded to the most effective campaign in gaining brand awareness and news value via an earned media or influencer approach. 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

#### 4. Best collab (brand, Key Opinion Leader, or personality)

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)

### C) Influencer campaigns (paid + unpaid)

#### 5. Best influencer campaign

Awarded to the campaign that demonstrates influencer marketing at its' best. The campaign needs to showcase true (visual) impact on the brand, a product or a company's image while maintaining relevancy with their (specific) target audiences, attracting new prospects, or engaging existing clients.

**Focus:** influencer choice, integration of different platforms, creative look and feel, maximum reach and engagement of audience.

#### 6. Best content created with influencers

Awarded to the campaign that creates excellent and engaging content together with influencers. The campaign uses this influencer 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, visual impact, use of digital media to drive consumers to act, connect with (new) target audiences.

### D) Corporate campaigns

#### 7. Environmental Social Engagement

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

## 8. 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

## 9. 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

## 10. Issue management and crisis communication

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

## 11. 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

## E) Special campaigns

### 12. Best international campaign run from Belgium

Awarded to a Belgian agency that engaged international media, influencers and/or stakeholders with an out-of-the-box campaign. The campaign must have run in a minimum of two countries excluding Belgium.

**Focus:** clear identification of how the campaign was altered to different markets, desired outcome.

### 13. Cause/charity/non-profit

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.

**Focus:** raise awareness

## 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.

**We advise you to limit the Case Description to a total of 1.175 words**, split into:

- a. Short Summary Campaign (50 words)
- b. Situation: opportunity, challenge, problem (150 words)
- c. Objectives & Target Group (150 words)
- d. Strategy (250 words)
- e. Creative Concept & Execution (250 words)
- f. Results in relation to the objectives (250 words)  
+ PDF of max. 5 pages with proof
- g. Creative Material  
max. 5 files: jpg/png/gif/mp3, mp4
- h. Case Movie: (not mandatory)  
format: .mp4 - min. 720x576 - max. 1920x1080 - file size: max 600MB

**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).

**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 into 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
- provide reference for 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 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 24/07 and 01/09

The Jury will score each case on 4 criteria on a scale from 1 to 20:

1. Objectives & Strategy (25%)
2. Creative Concept & Execution (25%)
3. Results (25%)
4. Persuasiveness & innovation (25%)

**Round 2 is the final deliberation** of the shortlisted cases by all Juries (04/10), we plan a live and streamed presentation of the shortlisted cases by the Agencies to the Clients' Jury.

## KEY DATES

- 24/04: Start Call for Entries
- 23/05: Announcement judges BORA
- 16/06: End Call for Entries
- 17/07: Late Case submission – Extra Fee
- 21/07: Deadline for sending physical case-material
- 24/07: Start Online Judging Round
- 06/09: Announcement shortlists
- 04/10: Final Judging Round with live presentations
  - Client Jury: between 13:00 – 18:00
- 15/11: Awards night

## 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 campaigns should have run in Belgium between 01/01/2022 & 16/06/2023 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 campaigns in one or 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 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'.



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 of €60 per 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. Each entry should be submitted in English, so that the Jury members will understand everything. Creative material (visuals & optional case movie) can be submitted in the language of the campaign.

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 [lina@acc.be](mailto:lina@acc.be) and/or 10 copies of your printed material to Lina Corrigan, 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, 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 campaign, 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 campaign 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 campaign for the 1<sup>st</sup> category
  - €305 (incl. VAT) for each additional category (max. 3 cat/case)
- Late submission fee for cases, entered between 17/6 & 17/7:
  - €60 (incl. VAT) extra per item
- An invoice will be sent after submission of your cases.

## CONTACT DETAILS

If you have questions about the above, please do not hesitate to contact Lina Corrigan, Community Manager, at [lina@acc.be](mailto:lina@acc.be) or on 0484 96 44 69.