

# **BEST OF CONTENT AWARDS 2024**

**Initiated by CUSTO, powered by ACC**



**BOCA**  
AWARDS 2024

Deadline for entries 1/07 (18:00)

**ENTRY KIT**

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## ABOUT THE BOCAs

This year, we celebrate the 7<sup>th</sup> 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, aka CUSTO.

**Content 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.

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

The **Agency of the Year Award** is given to the agency that collects the most points (see later).

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

May the odds be in your favor!

## THE BOCA CATEGORIES

There are 4 Content Award categories and 12 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 Content Awards.

Show us how you set up Content Marketing to meet certain objectives: the audience you targeted, the strategy you outlined, the creative concept, the content you created, your distribution strategy and your results in terms of conversion response or subscriber growth from a content program.

#### 1. Best 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.

#### 2. Best 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.

#### 3. Best Content 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.

#### 4. Best Content 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.

## B) The Content Craftsmanship Awards

The Content Craftsmanship Awards reward excellence, creativity, and innovation in specific areas of content marketing.

### 5. Best Content Design

The look and design of your content piece was so extraordinary; it merits this award.

### 6. Best Print Publication

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

### 7. 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.

### 8. 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.

### 9. 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.

### 10. 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.

### 11. Best Illustration or Infographic

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

### 12. 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.

### 13. 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.

### 14. Best use of PR in a Content Program

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

### 15. Best use of Native Advertising in a Content Program

You successfully set up paid content in a media publication.

## 16. 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 (Strategy/Creative or Distribution/Conversion):

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 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.

### Craftsmanship Award:

Subscribing Content Production items 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 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.

### Agency of the Year Award:

You cannot subscribe for the Agency of the Year Award; it is given to the agency that collects most points by winning several Awards. The Gold Awards collect most points, followed by Silver and Craftsmanship Awards; followed by Bronze, Sustainability and Press Awards.

# 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.
  - Optional: WHY SHOULD YOU WIN IN THIS 2ND CATEGORY? (max 50 words)
  - Optional: 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 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. SUSTAINABILITY RATIONALE: OPTIONAL (max 300 words)
    - Describe how you integrated a more sustainable approach in your content marketing program and provide the results of this approach.
  
- g) For 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 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.

## **JUDGING PROCEDURE & CRITERIA**

### **There are 2 Juries:**

**A selection of Content Marketing professionals from the Client side**, who will judge the Content and Craftsmanship 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 12/08 and 13/09, which leads to a shortlist of potential BOCA Winners, announced on 23/09.

**Round 2** is a live deliberation on 15/10:

- Best Of Content 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).

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 Juries will decide which cases/submissions will receive a nomination in each of the categories.

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



- For each of the 4 Content Awards categories:
  - In case of 3+ entries:
    - In any case: A 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.

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

## **SCORING SYSTEM:**

Subscriptions will be judged on:

### Content Awards

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

### Craftsmanship Awards:

- ‘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

- 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 shortlists
- 15/10: Final Judging Round with live presentations for Best Of Content Award categories
- 04/12: 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 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 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 **01/07/24**. We grant an extended deadline till **01/08/24 (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 their 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 rights to use them.

13. 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](http://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 1<sup>st</sup> 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 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 any questions about the above, please do not hesitate to contact Lia Vinck at [lia@acc.be](mailto:lia@acc.be) or at 0470 87 19 32.