

BEST OF ACTIVATION AWARDS 2025



BOA
AWARDS 2025

Deadline for entries 30/06 (18:00)

ENTRY KIT

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ABOUT THE BOAs

This year, we celebrate the 34th edition of the Best of Activation Awards. Last year, you sent in more cases than ever from a record number of agencies, and let's do even better in 2025!

The BOA Awards celebrate your most successful and creative brand activation campaigns in the broadest sense of the word.

All shortlisted agencies will get the chance to present their case(s) to a jury panel with an impressive track record and the winners will witness an impressive Award Celebration like never seen before.

So, take your chances and send in your best work of the past year, because who knows, you might get your payout in the shape of a BOA AWARD, which also counts for the MM Report!

Submit your case(s) **before June 30th 18.00** and join us on November 26th for the Best of Awards Ceremony.

THE BOA CATEGORIES

There are 14 categories in which you may enter your cases.

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 “Emphasis” underneath each category, will help you to understand what the panel is looking for.

1. Integrated Communication

Awarded to the campaign that uses at least three different types of media/disciplines (game, direct marketing, instore, sampling, e-mail marketing, word-of-mouth, street performance, event, social, mass-media) to market a product, service, or company most effectively.

Emphasis: media choice and integration of all media channels, creative look and feel.

2. Experiential Engagement and Events

Awarded to the campaign that best uses experiential marketing activity to achieve its’ promotional objectives, guerrilla, stunts, or immersive activity that disrupts the consumers environment to market a brands’ key objectives.

360°, AR, VR Live and physical experiences are welcome in this category.

Emphasis: engaging live experience.

3. Use of AI

Awarded to the campaign that best integrates the power of AI to answer objectives.

Emphasis: Artificial Intelligence in strategy and creativity.

4. Direct / 1:1 marketing

Awarded to the campaign that best succeeds in attracting new prospects or engaging existing clients. This can be by using a variety of tools like field marketing, direct mailing on & offline, marketing automation and smart content. Partnering with sales and services teams to keep the flywheel spinning effectively and help the business grow.

Emphasis: based upon a 1:1 contact.

5. Innovative Idea

Awarded to the campaign that best demonstrates a unique marketing/creative idea or a fresh interpretation of an established idea in relation to mechanics, channels of communication, type of incentive and/or approach to the target group.

Emphasis: creativity and innovation.

6. Brand Building (Outbound marketing)

Awarded to a campaign that does the utmost to enhance a brand's/company's image and equity in view of the marketplace and relevant circumstances, using all means of and appropriate communication vehicles.

Emphasis: brand activation e.g., feasibility of brand heritage and meaning.

7. B2B Marketing

Awarded to the campaign that does the most to market a product or service among business customers: a B2B activity tailored to an identified business need, target audience and business environment. This can include dealer and sales-force activation. Self-promotion campaigns of agencies fall also within this category.

Emphasis: B2B target group.

8. (Online) Shopper Marketing

Awarded to a campaign that combines the best new thinking for pre-, to-, in- and post-store activity with a deep understanding of the consumer to positively impact on the consumption of a brand by changing shopper behavior. Focusing on the powerful brand currency of intelligent shopper journeys and immersive experiences - captivating audiences at every touch point. This can include traffic creation, point of sale design, in-store theatre and any activity in proximity that contributes to the shopper's experience.

Emphasis: impact on shopper journey and sales activation. It also includes campaigns that promote a retail channel itself towards brands, sales force, shareholders, employees, and dealers as being a touch point within a global shopper marketing experience.

9. Loyalty Marketing Campaigns

Awarded to the campaign that demonstrates the best use of points (saving systems), vouchers, proof of purchase collection, loyalty cards from the industry and the retailing side (either on- or offline). The results should demonstrate proof of impact on the strategic development of a brand, service, or company, driven by either introduction approach (get to know)/loyalty/retention or sales objectives.

Emphasis: the choice and use of media channels adapted to suit each target market and/or customer insight(s).

10. Product Launch/Relaunch/Trial campaigns

Awarded to the campaign most effective in gaining brand awareness/trial/repeat for a new, repositioned, existing, or extended product service or company.

Emphasis: clever, innovative ideas to make a brand relevant/new, worth trying.

11. Digital Communications

Awarded to the campaign that uses interactive communication most effectively as the major communication driver via the use of digital media, electronic or other forms of interactive communication to effectively promote a product, service, or company. This can include, but is not limited to, websites, microsites, games, search engines, banner ads and instant messaging.

Emphasis: use of digital media which clearly drives customers to act directly.

12. Cause or 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 cause of charity; create awareness on issues: societal, economic, political.

Emphasis: relate non-profit to a brand/service; raise profile of the cause or charity.

13. Small Budget Campaign

Awarded to the campaign that achieves all stated objectives while adhering to a small budget. A small budget is considered as less than € 50,000 (media included)

Emphasis: maximum result with a minimum of budget (cleverness).

14. Media

Awarded to the campaign that best promotes media/media channels (radio, TV, magazine, daily newspaper, site, etc.) and broadens the target audience on a quantitative or qualitative level.

Emphasis: winning new viewers, listeners, readers, etc. and/or letting the target audience evolve.

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 parents.

The limit of the Case Description is a total of 1.100 words, split into:

- a) Client name
- b) Campaign name
- c) Category or Categories (max. 3)
- d) Description & objectives (200 words)
- e) Campaign Background (150 words)
- f) Strategy (250 words)
- g) Creative Strategy (200 words)
- h) Results in relation to the objectives (300 words) + PDF of max. 5 pages with proof
- i) 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?
- j) Creative Material (max. 5 files: jpg/png/gif/mp3, mp4)
- k) Case Movie: (optional) format: .mp4 - min. 720x576 - max. 1920x1080 - file size: max 600MB
 - o If you submit a case video; make sure that you showcase the idea behind your campaign and how the idea was ultimately brought to life in max 2 minutes.
 - o This video helps the jury members to better understand your case and visualise how your creative work ran in the marketplace; let them experience your creative work as if they were your audience.

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 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 the campaign- and client name before submission. The entered spelling will be seen as the official name and used throughout the award process.

(*) 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

Who are the 3 juries?

A Jury of Advertisers evaluates your cases on their strategic, conceptual and performance merits.

A Jury of Creative Directors evaluates your cases on creative merits and innovative character.

A Press Jury from MM and PUB, selects their *Coup de Coeur*.

The 3 juries aim to evaluate entries based on the proof that Brand Activation 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 Advertisers' Jury will score each case on 4 criteria on a scale from 1 to 20:

- Strategy (25%)
- Creative Concept (25%)
- Creative Execution (25%)
- Results (25%)

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

- Creative Power
- Innovative Character
- Relevant for the Brand
- Engaging Power

Round 2 is the final deliberation of the shortlisted cases (13/10):

- A live and streamed presentation by the Agencies to the Advertisers' Jury.
- A live debate among the Jury of Creative Directors.

KEY DATES

- 05/05: Start Call for Entries
- 03/06: Announcement judges BOA
- 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
- 15/09: Announcement shortlists
- 13/10: Final Judging Round with live presentations
 - Creative Jury between 10:30-12:30
 - Client Jury between 09:30 – 18:00
- 26/11: Award Ceremony

RULES OF THE GAME

1. The BOAs are open to all: agencies from all disciplines, clients, independent parties, ACC members & 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 January 2024 & 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 campaign, the lead agency should enter the case, and the other agencies can be mentioned in the section ‘Summary’.
5. Everyone can enter one or several campaigns in one or max three 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 (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, their case(s) will be automatically disqualified:

ACC Bank Details:

- IBAN: BE93 4345 1880 1167
- BIC: KREDBEBB
- VAT No.: 0451.546.876
- Reference: please state 'BOA Entry 2025 + Company name'

9. Each entry should be submitted in English, to ensure all jury members will understand everything. Creative material (visuals & optional case movie) can be submitted in the original 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 boa@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.

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 Best of Awards websites.

CASE ENTRY, FEE & PAYMENT

To enter your case, please follow the steps below:

Register on www.bestofawards.be, then go to the BOAs 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.

CONTACT DETAILS

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