Entry template

About the awards

The Corporate Content Awards will celebrate the best in creative content, corporate storytelling and communications. The inaugural awards event will recognise the role content has to play in carrying out business objectives. The shortlist will be announced in late November once judging has taken place. The winners will be announced at our prestigious awards ceremony in early February 2020:

KEY DATES

20 Sept	**25** Oct	**8** Nov
Last chance to save*	Final deadline	Late entry deadline**

Fees (ex. VAT)

- £295 for the first entry from each organisation/submitting body.
- £125 for each subsequent entry from each organisation/submitting body.
- £125 for all entries by or on behalf of a charity, NGO or other NFP organisation.

Please call Lauren +44 (0)20 3950 5356 if you think you may be eligible.

*Last chance to get your fifth entry for free.
**Each entry after 25 October will be subject to £125 surcharge. Entries will not be accepted after 8 November.

Categories

- Best content campaign to assist with corporate positioning

- Best content campaign to assist with reputation management

- Best content targeted to the CSR community

- Best content targeted to the investor audience

- Best content targeted to the internal audience

- Best use of video

- Best use of digital

- Best use of print

- Best use of audio

- Best use of a visual property

- Best use of mobile

- Best use of a celebrity/influencer

- Best copy style/tone of voice

- Best corporate blog

- Best content-driven brand created community

- Best use of content with an existing external community

- Best user-generated content (employee)

- Best user-generated content (external stakeholder)

- Best use of content in a live or experiential setting

- Most creative use of a native opportunity

- Most creative use of owned media channels

- Best branded content publication

- Best branded content site

- Best use of data

- Best interactive content

- Best use of content in a social context

- Best one-off content campaign

- Best long term use of content

The categories below cannot be entered. Judges will decide the winner of these categories based on those submissions that have stood out from other categories:

- Best corporate storyteller

- Grand prix

How to enter

Writing your entry

There are no boundaries on the design, branding or format of the entry. The submission can be formatted portrait or landscape. Feel free to include the Corporate Content Awards branding. Judges often prefer entries that don't have too much text on one page as it makes them easier to read.

The most successful entries have a clear narrative. They include details of why the work was carried out, how the strategy was developed and implemented, and how the results fit the initial objectives.

To enter the Corporate Content Awards, please prepare a single PDF document including your entry summary and statement of up to 1000 words in total. Written supporting materials do not contribute towards the word count. Please ensure your file is no larger than 10MB.

Entry summary

Provide a short summary of 300 words or less that includes the following:

- Entry synopsis – a short summary of the project or campaign
- Category entered and why the work fits into that category
- Industry context – what is the company's place within the market?
- Budget (optional – please mark confidential where necessary)

NB: We advise that the submission includes a guide on the project brief, budget and time frame to help put the project into context for the judges.

How to enter

Entry statement

Write an entry statement of up to 700 words. The statement should cover the objective, research and planning, creativity and innovation, strategy and implementation, and results. Below are some points on how to expand on each area.

Objective

- What were the goals/targets?
- What did you want to achieve?
- Why were the objectives necessary?
- What prompted the project/campaign to be carried out?
- What was the brief? (optional)

Research and planning

- What research was conducted?
- How did it represent the target audience?
- Did the research expose any problems or additional challenges?
- Were changes needed to meet the objectives?

Strategy and implementation

- How was the research incorporated into the strategy?
- How did the project reach its target audience?
- How was the strategy implemented?
- Were there any unexpected problems or unforeseen circumstances?

Creativity and innovation

- How was the project innovative?
- What made the work stand out?
- How did the project/campaign creatively engage with the target audience?
- Were there any creative restrictions?
- How did you get around them?

Results

- How did you meet your objectives?
- Were there any unexpected outcomes?
- What was the ROI? (optional)
- Is there any evidence to support the outcomes?
- How was the project received internally?

NB: The judges often ask for evidence of how the goals were met. The best entries include the ROI and ROO. Statistical data can be included in the supporting materials.

How to enter

Supporting materials

Please include a selection of supporting materials that strengthen your entry by providing evidence of your achievements. Materials should illustrate your work and aid the narrative of your entry statement. It is best to include only those materials that are directly relevant to the specific category.

- Images illustrating the project or campaign
- Press coverage (up to five examples)
- Social coverage (up to five examples)
- Video (up to three minutes, please send a link rather than the video file)
- Statistics: any relevant statistics (optional)
- Client feedback
- Testimonials

NB: Videos can be more than three minutes long if submitting for the best use of online video or best corporate viral campaign. We do not accept video files, so please provide links and log in details if necessary. Please ensure there are no expiration dates on video links.

Contact Lauren Ditcher for more information:

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Enter here