

The logo features a large red circle on the left. The word "LENS" is written in white, bold, uppercase letters, with the "L" partially overlapping the red circle. Below "LENS", the word "AWARDS" is written in a larger, white, bold, uppercase font. To the left of "AWARDS", the year "2024" is written in a smaller, white, bold, uppercase font.

**2024 LENS AWARDS**

**ENTRY GUIDE**

Entry deadline 15 September 2023

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# ABOUT THE AWARDS

The Lens Awards celebrates those organisations using film and video by setting the standard for excellence in visual communications.

Whether it is through animation, infographics, social video, documentary, narrative or other formats, film plays a crucial role in communicating with an organisation's key audiences.



# WHY ENTER

## Stand out

Entering and winning an award can provide a platform through which to acquire visibility outside your network, promote your latest project to new audiences and gain differential

## Receive valuable insights

Entries will be judged by a panel of industry experts against a particular set of criteria. This is a chance to receive powerful feedback on your work so that you can evaluate and improve

## Celebrate excellence

Entrants develop a new benchmark each year, encouraging the creative community to continually advance the standard of their work and recognise internal teams



# KEY DATES

EARLY ENTRY DEADLINE\*

**4 August 2023**

ENTRY DEADLINE

**15 September 2023**

LATE DEADLINE\*\*

**13 October 2023**

\*Magazine subscribers: Enter by 4 August 2023 to receive £150 off your total entry cost. You can also secure a further discount of your fifth entry for free. Subscribe to Communicate magazine [here](#) to take advantage of this exclusive rate.

Non subscribers: Enter by 4 August 2023 to receive £100 off your total entry cost.

\*\*A late entry surcharge of £125 will be applied to each entry submitted after 15 September 2023. No entries will be accepted after 13 October 2023.

[communicatemagazine.com/lensawards](https://communicatemagazine.com/lensawards)

# FEEES

**£295** for the first entry from each organisation or submitting body

**£195** for each subsequent entry from each organisation or submitting body

**£195** for any entry from or on behalf of a charity, NGO or NFP organisation

All rates shown are excluding VAT

# CATEGORIES

## **Business purpose or audience**

Best video targeted to a general audience  
Best video targeted to the internal audience  
Best video targeted to the investor audience  
Best employer brand video  
Best use of video to assist reputation management  
Best use of video to aid CSR

## **Style and creativity**

Best use of user-generated content  
Best use of video on social media  
Best data visualisation  
Best documentary style video  
Best live or experiential video  
Best animation  
Best interactive video  
Best augmented reality or virtual reality  
Best creative execution

## **Strategy**

Best copy style or tone of voice  
Best innovation  
Best portfolio approach  
Best use of video as part of an integrated campaign  
Best one-off video campaign  
Best long-term video strategy  
Best creative strategy

## **Grand accolades**

Video production company of the year  
Video of the year

## **Sector**

The following categories reward the best use of video across various industry sectors. This can include video campaigns, stand-alone videos or the strategy involved in the creation and execution of a video

Charity, NGO or NFP

Education

Energy, utilities and extraction

Engineering, manufacturing and basic materials

Farming and agricultural

Financial services

FMCG

Food and beverage

Healthcare and pharmaceutical

Lifestyle and wellbeing

Mining and extractives

Professional services

Property, construction and facilities management

Public

Retail

Sport, travel, leisure and tourism

Technology, media and telecommunications

Transport and logistics

**For categories description click [here](#)**

# 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 Lens Awards branding. Judges often prefer entries that do not 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. Judges want to see how the results link back to the objective. Please ensure that your entry includes metrics and tangible results.

To enter the Lens Awards, please prepare a single PDF document including your:

1. Entry summary (300 words)
2. Entry statement (700 words)
3. Supporting materials (written supporting materials do not contribute towards the word count)

*Please ensure your file is no larger than 10MB*

**ENTER HERE**

# WRITING YOUR ENTRY

## 1. ENTRY SUMMARY

Write an entry summary of 300 words.

Please include the following:

- a. Entry synopsis (a short summary of the film, project or campaign)
- b. Category entered and why the work fits into that category
- c. Industry context (company background such as industry, office locations and number of employees, etc)
- d. What is the company's place within the market?
- e. 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.

## 2. ENTRY STATEMENT

Write an entry statement of up to 700 words.

The statement should cover the objective, research and planning, strategy and implementation, creativity, innovation and results.

Please include the video link within the entry statement rather than sending a separate file. If you are embedding a video within your submission, the pdf file size limit is 10MB.

On the next page we have listed some points on how to expand on each. This is a guide to help you craft your entries. Please feel free to expand further on these areas which the judges will evaluate.

Contact Sophia at [sophia.richards@communicatemagazine.co.uk](mailto:sophia.richards@communicatemagazine.co.uk) or call +44 (020) 3950 5356 for further information or help with your entry



# HOW TO MAKE YOUR ENTRY SUCCESSFUL

## OBJECTIVE

- What were the objectives?
- Why were the objectives necessary?
- Why was the film made?
- What prompted the project/campaign to be carried out?
- What were the goals/targets?
- What did you want to achieve?
- What was brief – how did you approach it and meet it?

## RESEARCH AND PLANNING

- Who were the target audience?
- What research was conducted?
- 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

- What made the work stand out? Why was film the best medium?
- How did the project/campaign creatively engage with the target audience?
- Were there any creative restrictions – how did you get around them?
- How did film help tell the story? Is there a strong narrative?

## INNOVATION

- How was the project innovative?
- Was there anything new, different or innovative about the way your work was created or delivered? Perhaps it was innovative in your organisation or industry.

## RESULTS

Our judges focus on strong results. Please consider the following points to assist you in demonstrating your success.

- How did you meet your objectives?
- How did you measure the results?
- Is there any evidence to support the outcomes?
- Do you have tangible results you can share
- Were there any unexpected outcomes?
- What impact did the project have on the audience?
- Was your 'Call to action' met?
- Was there a clear ROI? (optional)
- How was the project received internally (if you're a creative agency this question is meant in terms of the client). Judges appreciate it but often want more than anecdotal results

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.

# WRITING YOUR ENTRY

## 3. 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)
- Any relevant statistics (optional)
- Client feedback
- Testimonials

NB: The judges will have a large number of entries to review hence long videos may not be watched in their entirety. We recommend including links to shorter videos of around 3-5 minutes where possible. If you are embedding a video within your submission, the pdf file size limit is 10MB.



# FAQs

## **What is the time frame for eligible work? Can I enter work from last year?**

The time frame for eligible work is ordinarily 18 months prior to the final deadline. Please refer to the eligibility and rules section on the Lens Awards website for more details and specific dates.

## **Can I enter more than one category? If so, do I need to submit more than one PDF?**

There is no limit to the number of categories that can be entered. If multiple categories are being entered, multiple PDFs must be submitted. As our entry form only allows one PDF to be entered at a time, you will need to go back and resubmit the form, making sure to change the category field. Although not compulsory, we strongly recommend tailoring each submission according to the category being entered.

## **I'm not sure which category to enter. How shall I decide?**

If you are struggling to categorise your project, please email Sophia at [sophia.richards@communicatemagazine.co.uk](mailto:sophia.richards@communicatemagazine.co.uk)

## **How can I ensure that budgets disclosed on the entry will remain confidential?**

Don't worry – as long as you clearly mark the entry where relevant letting us know that you do not wish information on certain budgets (or any other information) to be shared, we will ensure that all such information is kept strictly confidential.

## **Is it ok if the word count is exceeded?**

The word count is set as a guide, and exceeding it slightly will not be penalised. However, considering the volume of materials read by the judges, a more concise and collected approach to ensure your entry stands out is advised.

## **How should I include my supporting materials?**

All supporting materials should be included within the document. Please hyperlink your videos in your PDF entry, rather than embedding the video. Embedded videos can often increase the size of your entry above the 10MB limit. Besides the supporting materials included within your entry, no other separate materials are required.

# FAQs

**On the 'Enter now' section of the website, what is the difference between the fields 'company' and 'entering company?'**

Often, agencies enter their clients into our awards (i.e. company = agency, entering company = client). If this does not apply to you and you are entering independently, simply fill in both fields with your company name.

**Can previous entries be sent to potential entrants?**

As per our rules section on the Lens Awards website, we cannot send out previous entries as they may contain sensitive and/or confidential material and figures that cannot be disclosed.

**Is there a cost to enter?**

Yes. Rates are available on the Fees & Payments page on the Lens Awards website. There are also discount rates available for charities and an early entry discount for those who enter before a certain date.

**Why won't my entry send?**

Please ensure that the document format is PDF. If you are receiving an error message telling you that supporting materials are required, you have exceeded the 10MB size limit. If your entry is within the size limit but you are still receiving that error message, contact our office on +44 (0)20 3950 5356.

**How do I pay for my entries?**

After you submit your entry, you will be prompted to pay online. If an alternative payment method is preferred, please contact our office on +44 (0)20 3950 5356, where one of our team can explain other payment options.

**Can't find the answer to your question?**

Please contact Sophia at [sophia.richards@communicatemagazine.co.uk](mailto:sophia.richards@communicatemagazine.co.uk) or call our office at +44 (0)20 3950 5356.

Cravenhill Publishing, publisher of Communicate magazine organises a number of industry leading awards programmes that seek to benchmark and reward best practice in the fields in which they operate. The awards programmes within our existing portfolio are shown below.



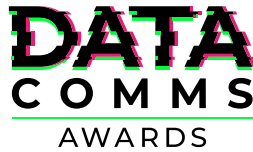
The Corporate Content Awards is the only awards event to benchmark and reward corporate storytelling and the use of narrative to call corporate audiences, across owned, earned and bought media.



The Corporate Engagement Awards recognises the most successful and innovative corporate partnerships and sponsorships, and the communication strategies around those collaborations.



The Corporate & Financial Awards programme celebrates and showcases excellence in financial communications and provides recognition for the efforts of staff, companies, agencies and beneficiaries.



The DataComms Awards recognises and celebrates the use of data in corporate communications and by corporate communicators.



The Digital Impact Awards sets the industry-wide benchmark in digital stakeholder engagement. The event honours the best corporate digital communications work.



The Employer Brand Management Awards programme compares and contrasts the different aspects of successful employer branding, rewarding excellence and celebrating the campaigns and the organisations that are excelling in this field.



The Internal Communications and Engagement Awards recognises and rewards excellence in internal communications.



The Lens Awards celebrates organisations using film and video by setting the standard for excellence in visual communications.



**ENTER  
HERE**

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**Good luck!**