

COMMUNICATE LENS AWARDS²⁰²¹

ENTRY AND INFORMATION GUIDE

ABOUT THE AWARDS

The Communicate Lens Awards will celebrate 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 to communicating with an organisation's key audiences.

EARLY ENTRY DEADLINE*

24 July 2020

LAST CHANCE TO SAVE**

21 August 2020

ENTRY DEADLINE

4 September 2020

LATE DEADLINE***

9 October 2020

*Entries made before 24 July will receive their fifth entry free, £100 off total entry cost

**Entries made before 21 August receive their fifth entry free

***Entries made after 4 September are subjected to a £125 late fee

ENTRY FEES

£295

For the first entry
from each
organisation

£195

For each
subsequent entry

£125

Late entry fee

All rates shown are excluding VAT.

CATEGORIES

Business Purpose/Audience

- Best video targeted to a general audience
- Best video targeted to the investor audience
- Best video targeted to the internal audience
- Best use of video to aid CSR
- Best use of video to assist reputation management
- Best use of video for the Employer Brand

Style/creativity

- Best Augmented Reality or Virtual Reality
- Best animation
- Best use of User Generated Content
- Best data visualisation
- Best viral video
- Best live or experiential video
- Best interactive video
- Best video in a documentary style
- Best creative execution
- Best use of video with social media

Strategy

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

Sectors

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/non-profit
- Education
- Energy and utilities
- Engineering and manufacturing

- Farming and agriculture
- Financial services
- FMCG
- Food and beverage
- Healthcare and pharmaceuticals
- Industrial and basic materials
- Lifestyle and wellbeing
- Mining and extractives
- Professional services
- Public
- Real estate, construction and facilities management
- Retail
- Sport, travel, leisure and tourism
- Technology, media and telecommunications
- Transport and logistics

Video Production Company of the Year

Corporate Video of the Year

Explore the categories further on: www.communicatemagazine.com/awards/communicate-lens-awards/categories/

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 Communicate Lens 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 Communicate 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.

Contact Robert at robert.mitchell@communicatemagazine.co.uk or call +44 (0) 2039505356 for further information or help with your entry.

HOW TO ENTER

1. ENTRY SUMMARY

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

- a. Entry synopsis (a short summary of the project or campaign)
- b. Category entered and why the work fits into that category
- c. Industry context
- 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, creativity and innovation, strategy and implementation, and results.

On the next page we have listed some points on how to expand on each

Contact Robert at robert.mitchell@communicatemagazine.co.uk or call +44 (0) 2039505356 for further information or help with your entry.

HOW TO MAKE YOUR ENTRY SUCCESSFUL

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

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)
- Video (please send a link rather than the file)
- 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.

ENTER HERE

Contact Robert at robert.mitchell@communicatemagazine.co.uk or
call +44 (0) 2039505356 for any more information or help with your entry.