

The logo features a large red circle on the left. The word "LENS" is written in white, bold, sans-serif capital letters, with the "L" partially overlapping the red circle. Below "LENS", the word "AWARDS" is written in a larger, white, bold, sans-serif font. To the left of "AWARDS", the year "2022" is written in a smaller, white, bold, sans-serif font.

**2022 LENS AWARDS**

**ENTRY AND INFORMATION GUIDE**

Entry deadline: 15 October

# 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 to communicating with an organisation's key audiences.



# KEY DATES

**EARLY ENTRY DEADLINE\***

**3 September 2021**

**LAST CHANCE TO SAVE\*\***

**24 September 2021**

**ENTRY DEADLINE**

**15 October 2021**

**LATE DEADLINE\*\*\***

**29 October 2021**

\*Entries made before 3 September will receive their fifth entry free, £100 off total entry cost

\*\*Last chance to get the fifth entry free

\*\*\*Entries made after 15 October are subjected to a £125 late fee

# FEEES

**£295** For the first entry from each organisation

**£195** For each subsequent entry

**£125** Late entry fee

The fifth entry is free until 24 September

# 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  
Property, construction and facilities management  
Public sector  
Retail sector  
Sport, travel, leisure and tourism  
Technology, media and telecommunications  
Transport and logistics

## **Video production company of the year**

## **Corporate video of the year**

For categories description click [here](#)

# 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 Lens Awards branding. Judges often prefer entries that don't have too much text on one page as it makes them easier to read.

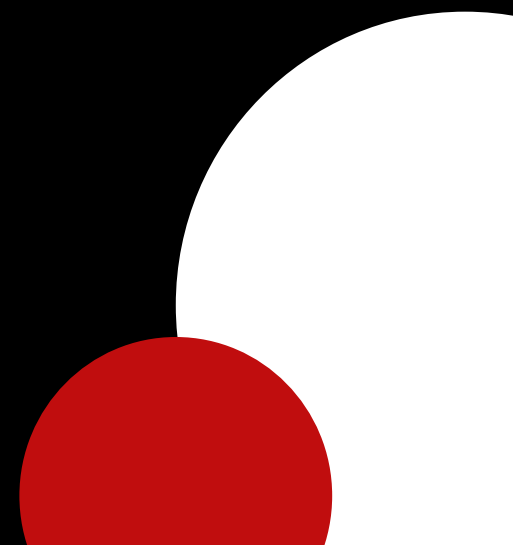
The most successful entries have a clear narrative. They include details of why the work was carried out, how the strategy was developed and implemented, and how the results fit the initial objectives.

To enter the 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](mailto:robert.mitchell@communicatemagazine.co.uk) or call +44 (020) 3950 5356 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:

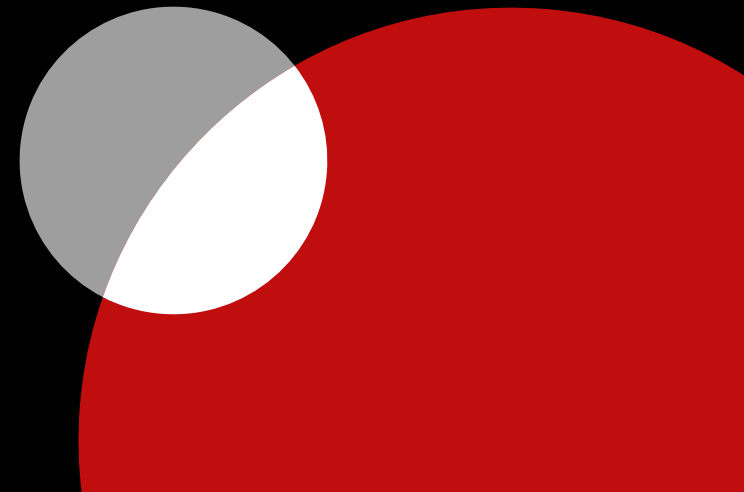
- a. Entry synopsis (a short summary of the project or campaign)
- b. Category entered and why the work fits into that category
- c. Industry context
- d. What is the company's place within the market?
- e. Budget (optional - please mark confidential where necessary)

*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



# 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.*

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



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



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



The Corporate Content Awards is the only awards programme for North American organisations 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 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 will honour the best corporate digital communications work in Asia.



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



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.



**ENTER  
HERE**

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