

A large red circle is positioned behind the text, partially overlapping the word 'LENS'.

LENS AWARDS

2023

ENTRY AND INFORMATION GUIDE

Entry deadline: 23 September 2022

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*

12 August 2022

ENTRY DEADLINE

23 September 2022

LATE DEADLINE**

7 October 2022

*Magazine subscribers: Enter by 12 August 2022 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 12 August 2022 to receive £100 off your total entry cost.

**A late entry surcharge of £125 will be applied to each entry submitted after 23 September 2022. No entries will be accepted after 7 October 2022.

FEES

£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, pressure group or otherwise NFP organisation. Please call if you think you may be eligible.

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 for the employer brand

Best use of video to assist reputation management

Best use of video to aid CSR

Style/creativity

Best use of user-generated content

Best use of video with social media

Best data visualisation

Best video in a documentary style

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 measurement or evaluation strategy

Best use of video as part of an integrated campaign

Best one-off video campaign

Best long-term video strategy

Best viral video

Best creative strategy

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 and utilities

Engineering and manufacturing

Farming and agricultural

Financial services

FMCG

Food and beverage

Healthcare and pharmaceutical

Industrial and basic materials

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

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. 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.

Contact Emma at emma.macdonald@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 (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)

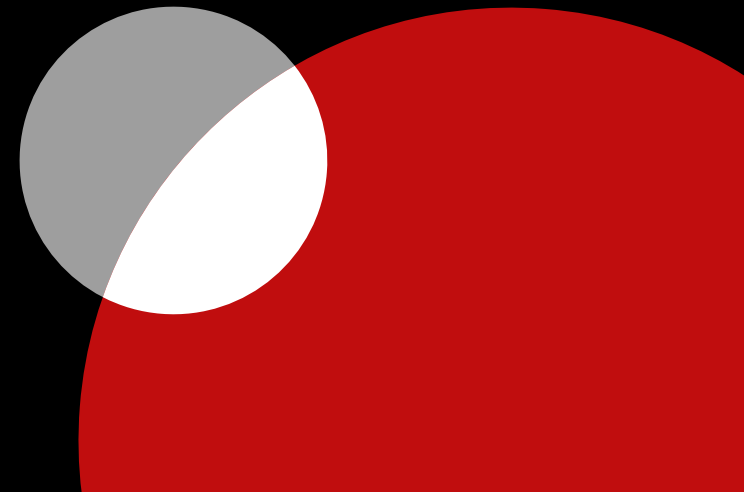
NB: We advise that the submission includes a guide on the project brief, budget and time frame to help put the project into context for the judges.

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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

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

- 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: 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.

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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 in Europe to benchmark and reward corporate storytelling and the use of narrative to call corporate audiences, across owned, earned and bought media.



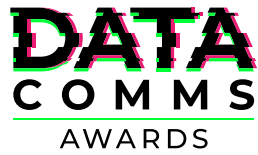
The Corporate Content Awards is the only awards programme for North American organisations to benchmark and reward corporate storytelling and the use of narrative to call corporate audiences, across owned, earned and bought media.



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 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.



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HERE**

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