ENTRY GUIDE

Entry deadline
15 January 2027

corporate content awards 2027

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ABOUT THE AWARDS

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

The Corporate Content Awards celebrates the best in creative content, corporate storytelling and communications from across the globe. The awards event will recognise the role content plays in business objectives.

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 differentiate yourself from competitors.

Receive valuable insights

Entries will be judged by a panel of corporate communications experts against a particular criterion. 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 corporate communications community to continually advance the standard of their work and recognise internal teams.

KEY DATES

Early entry deadline*

20 November 2026

Entry deadline

15 January 2027

Late entry deadline*

12 February 2027

* Magazine subscribers: Enter by 20 November 2026 to receive £150/$150 USD off your total entry cost and your fifth entry for free

** Non-magazine subscribers: Enter by Enter by 20 November 2026 to receive £100/$100 USD off your total entry cost

*** A late entry surcharge of £125 will be applied to each entry submitted after 15 January 2027. No entries will be accepted after 12 February 2027

FEES

£320 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

For more information about fees and payment click *here*

CATEGORIES

Best Content Campaign to Assist with Corporate Positioning

Best Content Campaign to Assist with Reputation Management

Best Content Targeted to a CSR or ESG Audience

Best Content Targeted to the Internal Audience

Best Content Targeted to the Investor Audience

Best Use of Learning and Development Content

Best Purpose-Driven Content

Best Use of Video

Best Use of Digital

Best Use of Animation

Best Use of Print

Best Use of Audio and Podcasts

Best Use of Mobile or App

Best Use of a Visual Property

Best Use of a Celebrity or Influencer

Best Copy Style or 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

Best Use of Content in a Live or Experiential Setting

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 on Social Media

Best One-Off Content Campaign

Best Long-Term Use of Content

Best Campaign Featuring AI-Generated Content

Best Activation of Media Coverage

SECTOR

Automotive

Charity,NGO or Not-for-Profit

Education

Energy and Utilities

Engineering, Manufacturing and Basic Materials

Financial Services

FMCG

Food and Beverage

Healthcare and Pharmaceutical

Hospitality

Lifestyle and Wellbeing

Professional Services

Property, Construction and Facilities Management

Public

Retail

Sport, Travel, Leisure and Tourism

Technology, Media and Telecommunications

Transport and Logistics

GRAND ACCOLADES

Best Corporate Storyteller

Grand Prix

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. 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 Corporate Content Awards please prepare a single PDF document including your:

1. Entry summary (300 words)

2. Entry statement (800 words)

3. Supporting materials (written supporting materials do not contribute towards the word count)

Please ensure your file is no larger than 10MB (up to 20 pages)

ENTER HERE

For further information or help with your entry, email Amelia at amelia.mcevoy@communicatemagazine.com or call +44 (020) 3950 5356

WRITING YOUR ENTRY

1. ENTRY SUMMARY

Provide a short summary of 300 words.

Please include 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)

Note: 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 800 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. This is a guide to help you craft your entries. Please feel free to expand further on these areas which the judges will evaluate.

For further information or help with your entry, email Amelia at amelia.mcevoy@communicatemagazine.com or call +44 (020) 3950 5356

HOW TO MAKE YOUR ENTRY SUCCESSFUL

OBJECTIVE

- What were the objectives?
- Why were the objectives necessary?
- What prompted the project or 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

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

- What made the work stand out?
- How did the project or campaign creatively engage with the target audience?
- Were there any creative restrictions?
- How did you get around them?
- 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 there a ‘Call to action’ and was it 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.

Note: 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)
- Video (up to three minutes, please include a link rather than embedding the file)
- Any relevant statistics (optional)
- Client feedback
- Testimonials

Note: Videos can be more than three minutes long if submitting for the 'Best use of video.' 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.

For further information or help with your entry, email Amelia at amelia.mcevoy@communicatemagazine.com or call +44 (020) 3950 5356

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 Corporate Content 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 Amelia at: amelia.mcevoy@communicatemagazine.com

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

Can I only include images in the supporting materials section?
Your submission can be designed and branded as you wish. Previous submissions have included imagery alongside the entry summary and statement to add to the entry narrative. At the end of the entry, further imagery can be included in the supporting materials section to showcase the project. We ask that you limit the pages of images, as our judges have a large number of submissions to go through, so be concise, clear and make sure what you are sharing is relevant.

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 Corporate Content 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 Corporate Content 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.

FAQs

How do I pay for my entries?
After you submit your entry, you will be prompted to pay online in GBP. If you wish to pay in USD, the events teams will be in touch with an invoice. 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.

Want to enter more entries at a later date, how do I get the reduced entry cost?
Entries submitted at a later date are charged at the additional entry cost, however, please note that our payment gateway will not bring up this rate. Please call the team on +44 (0)20 3950 5356 to pay by card over the phone (we do not accept AMEX over the phone) or let us know if you would like to be invoiced.

Can't find the answer to your question?
For further information or help with your entry, email Amelia at:
amelia.mcevoy@communicatemagazine.com
or call +44 (020) 3950 5356

CRAVENHILL PUBLISHING

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 exisiting portfolio are shown below.

AI COMMS AWARDS

The AI Comms Awards programme celebrates excellence, creativity and responsibility in the field of AI. From internal comms to crisis management and reputation building, AI is transforming the way organisations engage audiences and measure impact.

corporate content awards

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

CORPORATE ENGAGEMENT AWARDS

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

Corporate & Financial Awards

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

DATA COMMS AWARDS

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

DIGITAL IMPACT AWARDS

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

EBMA
Employer Brand Management Awards

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.

ICE INTERNAL COMMUNICATIONS AND ENGAGEMENT AWARDS

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

LENS AWARDS

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

For more information on entering or sponsoring, contact George at george.ramsay@communicatemagazine.com

ENTER HERE

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Good luck!