LENS AWARDS 2027

ENTRY GUIDE

Late entry deadline
28 October 2026

CONTENTS

About the awards 3

Why enter 4

Key dates 5

Fees 5

Categories 6

Writing your entry 7

1. Entry summary 8

2. Entry statement 8

How to craft a successful entry 9

3. Supporting materials 10

FAQs 11

More chances to win 14

Contact us 15

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.

Not only does winning a Lens Award spotlight your craft in corporate film, but it also elevates your standing in the prestigious Evcom UK Top 50 ranking - a recognition that will truly set your agency apart.

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*
31 JULY 2026

ENTRY DEADLINE
18 SEPTEMBER 2026

LATE ENTRY DEADLINE**
28 OCTOBER 2026

*Magazine subscribers: Enter by 31 July 2026 to receive £150 off your total entry cost and your fifth entry for free

Non magazine subscribers: Enter by 31 July 2026 to receive £100 off your total entry cost

**A late entry surcharge of £125 will be applied to each entry submitted after 18 September 2026. No entries will be accepted after 28 October 2026

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

All rates shown are excluding VAT

CATEGORIES

BUSINESS OBJECTIVE 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/ESG

Best Use of Video to Support DEI

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

Best Use of Drone Technology

Best Use or Promotion of Artificial Intelligence

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

SECTOR

Automotive

Charity, NGO or Not-For-Profit

Education

Energy and Utilities

Engineering, Manufacturing, and Basic Materials

Farming and Agricultural

Financial Services

FMCG

Food and Beverage

Healthcare and Pharmaceutical

Hospitality

Lifestyle and Wellbeing

Oil, Gas, Mining and Extractives

Professional Services

Property, Construction and Facilities Management

Public

Retail

Sport, Travel, Leisure and Tourism

Technology, Media and Telecommunications

Transport and Logistics

GRAND ACCOLADES

Video Production Company of the Year

Video of the Year

WRITING YOUR ENTRY

There are no limits on how you format your entry. You can design it in either portrait or landscape orientation and you're welcome to include the Lens Awards branding if it suits your submissions. 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 tell a clear and engaging story. Be sure to explain the purpose behind the work, how the strategy was created and executed, and how the results align with the initial objectives.

Please note that judges often favour entries that are visually clear and concise, avoiding excessive text on a single page to enhance readability.

To enter the Lens 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 and no more than 20 pages.

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)

Note: We recommend including details about the project brief, budget and timeline in your submission to provide 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, strategy and implementation, creativity, innovation and results.

Please include the video link directly in your entry statement rather than submitting it as a separate file. If you're embedding the video in your submission, ensure that the final PDF does not exceed 10MB in size.

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
George at george.ramsay@communicatemagazine.com
or call +44 (020) 3950 5356

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 or targets?
- What did you want to achieve?
- What was the brief – how did you approach it and meet it?

RESEARCH AND PLANNING

- Who was 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 work 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?

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 (or by the client, if you're from the agency side)?Judges appreciate it but often want more than anecdotal results

Note: Judges often look for evidence of how the goals were achieved. The strongest entries include clear metrics, such as ROI and ROO. Supporting materials can be used to present relevant statistical data.

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

Note: Given the high volume of entries, judges may not be able to view longer videos in their entirety. We recommend providing links to videos of approximately 3–5 minutes. Please include any necessary log in details needed to access links and ensure that any URLs included do not have an expiry date.

Please note that the organisers of the Lens Awards cannot be held responsible for any modifications to entrants' site architecture or other changes that affect the access of links or other supporting materials.

For further information or help with your entry, email
Amelia at amelia.mcevoy@communicatemagazine.com
George at george.ramsay@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 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. 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
George at george.ramsay@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 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 and 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.

FAQs

How do I pay for my entries?
After you submit your entry, you will be prompted to pay via PayPal (owning an account is not necessary to complete payment). If an alternative payment method is preferred, please contact our office on +44 (0)20 3950 5356 or 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?
Please contact our team:
Amelia at amelia.mcevoy@communicatemagazine.com
George at george.ramsay@communicatemagazine.com
or call our office at +44 (0)20 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

Email
Amelia at amelia.mcevoy@communicatemagazine.com
George at george.ramsay@communicatemagazine.com

Call
+44 (0)20 3950 5356

Website
communicatemagazine.com/lensawards

communicate_magazine

Communicate magazine

#LensAwards

Good luck!