



# Corporate Content Awards

Europe 2021

## ENTRY AND INFORMATION GUIDE



# ABOUT THE AWARDS

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The Corporate Content Awards are 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. The awards event will recognise the role content plays in business objectives.

To support the creative industries, Cravenhill Publishing is letting any company have one free entry into any awards programme through 2020.

Special offer early entry deadline\*:

**12 June 2020**

Early entry deadline\*\*:

**4 September 2020**

Last chance to save\*\*\*:

**2 October 2020**

Final deadline:

**16 October 2020**

Late deadline\*\*\*\*:

**30 October 2020**

\* Enter three entries by 12 June to receive a free thought leadership piece to run online on Communicate Magazine

\*\* If you enter before 4 September you will receive £100 off your total entry cost. If you have five entries, the fifth entry is free.

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

\*\*\*\* A late entry surcharge of £125 will be applied to each entry submitted after 16 October.

Entries will not be accepted after 30 October.

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Any organisation can enter the Corporate Content Awards providing the strategy or execution was developed, launched or carried out between May 2018 and October 2020.

# FEES

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£295

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For the first entry from each organisation/submitting body.

£195

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For each subsequent entry from each organisation/submitting body.

£195

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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.

Each company is entitled to **one free entry** to the Corporate Content Awards.

Enter by **4 September 2020** to receive £100 off your total entry cost.

Fifth entry is free until **2 October 2020**.

For more information about fees and payment please visit:

[www.corporatecontentawards.com/europe-awards/about-the-awards/fees-and-payment/](http://www.corporatecontentawards.com/europe-awards/about-the-awards/fees-and-payment/)

# CATEGORIES

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Best content campaign to assist with corporate positioning

Best content campaign to assist with reputation management

Best content targeted to the CSR community

Best content targeted to the investor audience

Best content targeted to the internal audience

Best use of video

Best use of digital

Best use of print

Best use of audio

Best use of a visual property

Best use of mobile

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 (employee)

Best user-generated content (external stakeholder)

Best use of content in a live or experiential setting

Most creative use of a native opportunity

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 in a social context

Best one-off content campaign

Best long term use of content

*The categories below cannot be entered. Judges will decide the winner of these categories based on those submissions that have stood out from other categories:*

Best corporate storyteller

Grand prix

# HOW TO ENTER

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## 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, and how the results fit the initial objectives.

To enter the Corporate Content 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.

# HOW TO ENTER

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## 1. ENTRY SUMMARY

Provide a short summary of 300 words or less that includes 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)

*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 area.

# HOW TO MAKE YOUR ENTRY SUCCESSFUL

Expand on these points to make your entry statement fit the judges' criteria!

## 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

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## 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 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 Cat Price for more information at [cat.price@communicatemagazine.co.uk](mailto:cat.price@communicatemagazine.co.uk) or call +44 (0)20 3950 5356**

# PREVIOUS WINNING BRANDS

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**ENTER HERE**

Feel free to contact Cat Price at [cat.price@communicatemagazine.co.uk](mailto:cat.price@communicatemagazine.co.uk)  
or call +44 (0)20 3950 5356 for any more information or help with your entry