



**BEST
OF
ACTIVATION**
AWARDS 2026

Deadline for entries 30/06 (18:00)

Deadline for late entries 31/07 - Extra fee (18:00)

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ABOUT THE BOAs

This year, we celebrate the 35th edition of the Best of Activation Awards. Last year you sent in a great selection of strong cases from across the industry so let's do even better in 2026!

The BOA Awards celebrate the most successful and creative brand activation campaigns in the broadest sense of the word. Every shortlisted case will be evaluated before a jury of industry heavyweights. Those who win will get the chance to celebrate at the award night that sets a new benchmark for the industry. So, take your chances and send in your best work of the past year because who knows you might get your payout in the shape of a BOA AWARD which also counts for the MM Report!

Submit your case(s) **before June 30th 18.00** and join us on Tuesday November 24th for the Best of Awards Ceremony. Late entries can be submitted until July 31st for an additional fee.

THE BOA CATEGORIES

There are 14 categories in which you may enter your cases.

You can enter the same case in maximum 3 categories. The jury expects a different emphasis on the rationale for each case or item, depending on the choice of category. The item “Emphasis” underneath each category, will help you understand what the panel is looking for.

1. Integrated Communication

Awarded to the campaign that uses at least three different types of media/disciplines (game, direct marketing, instore, sampling, e-mail marketing, word-of-mouth, street performance, event, social, mass-media, etc.) to market a product, service or company most effectively.

Emphasis: media choice and integration of all media channels, creative look and feel.

2. Experiential Engagement and Events

Awarded to the campaign that best uses experiential marketing activity to achieve its promotional objectives, guerrilla, stunts or immersive activity that disrupts the consumers environment to market a brands’ key objectives. 360°, AR, VR Live and physical experiences are welcome in this category.

Emphasis: engaging live experience.

3. Use of AI

Awarded to the campaign that best integrates the power of AI to answer the campaign objectives.

Emphasis: Artificial Intelligence in strategy and creativity.

4. Direct / 1:1 Marketing

Awarded to the campaign that best succeeds in attracting new prospects or engaging existing clients. This can be by using a variety of tools like field marketing, direct mailing on- and offline, marketing automation and smart content. Partnering with sales and services teams to keep the flywheel spinning effectively and help the business grow.

Emphasis: based upon a 1:1 contact.

5. Innovative Idea

Awarded to the campaign that best demonstrates a unique marketing/creative idea or a fresh interpretation of an established idea in relation to mechanics, channels of communication, type of incentive and/or approach to the target group.

Emphasis: creativity and innovation.

6. Brand Building (Outbound marketing)

Awarded to a campaign that does the utmost to enhance a brand's image and equity in view of the marketplace and relevant circumstances, using all means of appropriate communication vehicles.

Emphasis: brand activation, e.g. feasibility of brand heritage and meaning.

7. B2B Marketing

Awarded to the campaign that does the most to market a product or service among business customers: a B2B activity tailored to an identified business need, target audience and business environment. This can include dealer and sales-force activation. Self-promotion campaigns of agencies fall also within this category.

Emphasis: B2B target group.

8. (Online) Shopper Marketing

Awarded to a campaign that combines the best new thinking for pre-, to-, in- and post-store activity with a deep understanding of the consumer to positively impact the consumption of a brand by changing shopper behavior. Focusing on the powerful brand currency of intelligent shopper journeys and immersive experiences, captivating audiences at every touch point. This can include traffic creation, point of sale design, in-store theatre and any activity in proximity that contributes to the shopper's experience.

Emphasis: impact on shopper journey and sales activation. It also includes campaigns that promote a retail channel towards brands, sales force, shareholders, employees and dealers as being a touch point within a global shopper marketing experience.

9. Loyalty Marketing Campaigns

Awarded to the campaign that demonstrates the best use of points (saving systems), vouchers, proof of purchase collection, loyalty cards from the industry and the retailing side (either on- or offline). The results should demonstrate how the campaign contributed to the brand's strategic development, with tangible impact across acquisition, loyalty and retention or sales.

Emphasis: the choice and use of media channels adapted to suit each target market and/or customer insight(s).

10. Product (Re)launch/Trial campaigns

Awarded to the campaign most effective in gaining brand awareness/trial/repeat for a new, repositioned, existing or extended product service or company.

Emphasis: clever, innovative ideas to make a brand relevant/new, worth trying.

11. Digital Communications

Awarded to the campaign that uses interactive communication most effectively as the major communication driver via the use of digital media, electronic or other forms of interactive communication to effectively promote a product, service or company. This can include but is not limited to websites, microsites, games, search engines, banner ads and instant messaging.

Emphasis: use of digital media which clearly drives customers to act directly.

12. Cause or Charity/Non-Profit

Awarded to the campaign that does the most to market a charity or product, service or company while making a positive impact on a cause or charity. The goal is to create awareness of societal, economic or political issues.

Emphasis: relate non-profit to a brand/service; raise profile of the cause or charity.

13. Small Budget Campaign

Awarded to the campaign that achieves all stated objectives while adhering to a small budget. A small budget is considered less than € 50,000 (media included).

Emphasis: maximum result with a minimum budget (cleverness).

14. Media

Awarded to the campaign that best promotes media/media channels (radio, TV, magazine, daily newspaper, site, etc.) and broadens the target audience on a quantitative or qualitative level.

Emphasis: winning new viewers, listeners, readers, etc. and/or letting the target audience evolve.

EXTRA: SUSTAINABILITY MENTION

The Jury can give a Sustainability Award to the campaign that champions sustainability with their case. We see sustainability in the narrow sense: environmental.

This can be on different levels: 1) measuring & reducing the CO₂-equivalent of the production. 2) measuring & reducing the CO₂-equivalent of the media touchpoints of your campaign. (You can use the free CommToZero Tools for that). 3) By making a positive environmental impact on society with KPIs like perception, behaviour or actual environmental impact.

Purpose: Recognise agencies & brands who have taken (environmental) sustainability initiatives/responsibilities throughout their communication process.

Cases that greenwash will not be chosen.

1. **The campaign processes (production)**

Measuring the footprint of a production campaign involves assessing the environmental impacts of the campaign's creation and execution.

You can use the specialised tool: [Production Carbon Calculator of CommToZero](#). This tool provides a structured framework for quantifying and analysing the carbon emissions of the campaign's production processes.

2. **The campaign processes (diffusion)**

In your mission to create impactful campaigns, it's crucial to consider not only the message you're sending, but also the environmental impact of how you send it. One way to do this is by measuring the environmental footprint of the media.

This means evaluating the carbon emissions and resource consumption of communication channels and content distribution methods throughout the campaign's lifecycle.

To make this process more manageable, you can use the [Media Carbon Calculator tool of CommToZero](#).

3. **Societal & environmental impact**

This criterion measures the impact of the campaign in influencing society towards more sustainable choices or towards a more sustainable environment.

A high score in this criterion indicates that the campaign was successful in promoting sustainable behaviour, perception or environment.

If you have any questions: please contact us at boa@acc.be

HOW TO WRITE A STRONG CASE

Please do not overload your case and try to focus on why your approach deserves an Award and present it in a compelling and easy-to-understand way.

The Case Description consists of:

1. Agency name (max. 25 characters)
2. Client name (max. 25 characters)
3. Campaign name (max. 30 characters)
4. Category or Categories (max. 3)
 - Why you should win in this category (max. 300 words/cat.)
5. Description & objectives (max. 200 words)
6. Background (max. 150 words)
7. Strategy (max. 250 words)
8. Creative Strategy (max. 200 words)
9. Results in relation to the objectives (max. 300 words) + PDF of max. 5 pages with proof
10. Optional: Sustainability
 - How have you measured the environmental impact of the campaign production? (If applicable)
 - How have you measured the environmental impact of the campaign diffusion? (If applicable)
 - How did this campaign help the consumer into shifting towards a more sustainable society or environment?
11. Creative material (max. 5 files: jpg/png/gif/mp3/mp4)
12. Main case visual: format 16:9 (jpg/png)
13. Case movie (optional): format mp4 - min. 720x576 - max. 1920x1080 - file size: max 600MB - max. 2 min.
 - If you submit a case video, make sure you showcase the idea behind your campaign and how the idea was ultimately brought to life in max. 2 minutes.
 - This video helps the jury members to better understand your case and visualise how your creative work ran in the marketplace; let them experience your creative work as if they were your audience.

Please, make sure that you:

- Have your client's approval.
- Provide sufficient details on your choice and use of (media) channels.
- Support your story with credible and accurate data in a separate PDF of max. 5 pages.
- Reference all your data sources.
- Provide additional information to support your entry if it is helpful.
- Fill in all the credits correctly.
- Upload your creative material.
- Check the spelling of the campaign, agency and client name before submission. The entered spelling will be seen as the official name and used throughout the award process.

JUDGING PROCEDURE & CRITERIA

Who are the 3 juries?

A Jury of Advertisers evaluates your cases on their strategic, conceptual and performance merits.

A Jury of Creatives evaluates your cases on creative merits and innovative character.

A Press Jury from MM and PUB, who select their *Coup de Coeur*.

The 3 juries aim to evaluate entries based on the proof that Brand Activation mechanics were key to the success of the campaign. A jury member is not allowed to review and provide a score for any entry from his/her own company or brand.

Judging takes place in two rounds:

Round 1 is an individual online procedure between 10/08/26 and 11/09/26

The Advertisers' Jury will score each case on 4 criteria on a scale from 1 to 20:

- Strategy (25%)
- Creative Concept (25%)
- Creative Execution (25%)
- Results (25%)

The Creative Jury will score each case on 4 criteria on a scale from 1 to 20:

- Creative Power (25%)
- Innovative Character (25%)
- Relevant for the Brand (25%)
- Engaging Power (25%)

Round 2 is the final deliberation of the shortlisted cases (12/10/26):

- A live debate among the Advertisers' Jury.
- A live debate among the Jury of Creative Directors.

KEY DATES

- 29/04: Start Call for Entries
- 01/06: Announcement judges BOA
- 30/06 (18:00): End Call for Entries
- 31/07 (18:00): Late Case submission – Extra Fee
- 31/07: Deadline for physical case-material arriving at ACC Offices
- 10/08: Start Online Judging Round
- 28/09: Announcement shortlists
- 12/10: Final Judging Round
- 24/11: Award Ceremony

RULES OF THE GAME

1. The BOAs are open to all: agencies from all disciplines, clients, independent parties, ACC members & non-members.
2. Everyone can register and upload case(s), but clients should always give their approval.
3. All campaigns should have run in Belgium between January 2025 & June 2026 and should be developed by the submitting agency or client. When re-entering a previously awarded case you must explicitly show which changes or improvements were made to the case.
4. In case several agencies worked together on a campaign, the lead agency should enter the case and the other agencies can be mentioned in the section ‘Summary’.
5. Everyone can enter one or several campaigns in one or max three categories. In that case the rationale must be written differently each time to reflect the category’s particular emphasis.
6. An ‘Entry’ is one case in one category. Submitting the same case in multiple categories counts as multiple entries each with its own fee (reduced for the second and third category). See ‘Entry Fees & Payment’ for details.
7. All Entries need to be uploaded by 18:00 on **30/06/26**. We grant an extended deadline till **31/07/26 (18:00)**, but that comes with an extra handling fee (€60/case).
8. For ACC-members: you will receive an invoice in due time. For **non-members**: the entry fee must be paid **before 14/08/26**; if the entry fee is not paid by 14/08/26 their case(s) will be automatically disqualified:

ACC Bank Details:

- IBAN: BE93 4345 1880 1167
- BIC: KREDBEBB
- VAT No.: 0451.546.876
- Reference: please state ‘BOA Entry 2026 + Company name’

9. Each entry should be submitted in English to ensure all jury members will understand everything. Creative material (visuals & optional case movie) can be submitted in the original language of the campaign.
10. If you want your work to be presented in an optimal way to the jury, please send a link with your audiovisual material to boa@acc.be and/or 10 copies of your printed material to ACC, Minervastraat 4, 1930 Zaventem before 31/07/26.
11. All results must be supported by referenced data sources. Entries may be disqualified if sources are not clearly stated.
12. It is possible to enter indexed figures to avoid revealing sensitive data. When you present your results, do not forget to mention the sources of your data.
13. Work submitted must be original or you must have secured the necessary rights. Stock music and images are permitted provided you have the rights to use them.
14. By entering your work for the competition, ACC is automatically granted the right to make copies, reproduce or display the creative material, including the case video for educational and publicity purposes. If you are a winner your case video and any other material submitted can be used in the online winner's gallery on the ACC and Award Force websites.

CASE ENTRY, FEE & PAYMENT

To enter your case, please follow the steps below:

1. Go to thebestofawards.awardsplatform.com
2. Enter your email address
3. Click **Continue**
4. Enter the six-digit verification code emailed to you. This code expires after 10 minutes.
5. Add your first name and last name
6. Create a 12-character password
7. In the **Enter** workspace, go to *Entries*
8. Click **Start new entry**
9. Fill in your case and upload your Proof of Result PDF, your visuals and other creative material and your case movie (optional) to the platform.
10. Click **Submit entry**

Fee details:

- ACC Members:
 - €325 (Excl. VAT) per case for the 1st category
 - €199 (Excl. VAT) for each additional category (max. 3 cat/case)
- NON-ACC Members:
 - €575 (Excl. VAT) per case for the 1st category
 - €255 (Excl. VAT) for each additional category (max. 3 cat/case)
- An extra handling fee of €60 (Excl. VAT)/category will be charged in case of late subscription (between 30/06 and 31/07)
- An invoice will be sent after submission of your cases.

CONTACT DETAILS

If you have any questions about the above, please do not hesitate to contact boa@acc.be or on +32 2 761 19 99.