



**BEST
OF
REPUTATION**
AWARDS 2026

Deadline for entries 30/06 (18:00)

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

ENTRY KIT

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ABOUT THE BORAs

The Best of Reputation Awards were launched in 2022 by ACC's Expert Center Public & Influencer Relations in association with C². Last year all of you sent in a great selection of strong cases from across the industry so let's do even better in 2026!

The BORAs celebrate the very best work in earned media and influencer relations, recognizing creative excellence across strategy, campaigns and solutions that shape reputation, defend interests and drive both societal and business impact.

Each submitted case will be reviewed by a jury of industry experts, spotlighting work that originates from an earned perspective and demonstrates how it enhances reputation, reaches unique audiences, engages stakeholders or creates meaningful consumer experiences.

So take your chance and submit your strongest work of the past year because who knows you might just walk away with a BORA Award and earn your place among the industry's finest.

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 BORA CATEGORIES

There are 4 clusters with in total 21 categories in which a case may be entered. A case may be entered in up to three categories.

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 description underneath each category will help you to understand what the jury is looking for.

Integrated PR (earned, influencer and/or corporate)

1. Multi-platform Campaign

Awarded to the most creative & impactful campaign that uses at least two types of platforms, research or media channels to most effectively market or create impactful news value for a product, service or company.

Emphasis: media & channel choice, integration of different platforms, creative look and feel, visual impact, maximum reach and engagement of audience, the angle that provided extra media attention.

2. Small Budget Campaign

Honoring campaigns that excel within a within a restricted budget of less than €20.000, covering all expenses and influencer fees or KOL. Emphasizing creative aesthetics, visual appeal and maximizing impact through resourcefulness.

Emphasis: maximum impact for minimum budget: no more than €20.000.

3. Cause/Charity/Non-profit

Recognize campaigns that effectively promote a charity, product, service or company while making a positive impact on a social cause or charity, with a primary focus on raising awareness.

Emphasis: the client should be a non-profit company.

Earned Media (earned press + unpaid influencers)

4. Brand Campaign – B2C

Awarded to the most effective campaign in gaining brand awareness and news value via an earned media or influencer approach in the B2C market. It shows impact of a targeted and creative campaign that only relies on earned exposure.

Emphasis: clever earned PR ideas to maximize (visual) impact and extra media attention, with a clear communication plan and set KPI's.

5. Brand Campaign – B2B

Awarded to the most effective campaign in gaining brand awareness and news value via an earned media or influencer approach in the B2B market. It shows impact of a targeted and creative campaign that only relies on earned exposure.

Emphasis: clever earned PR ideas to maximize (visual) impact and extra media attention, with a clear communication plan and set KPI's.

6. Always On – B2C & B2B

Entries in this category are created to self-promote or publicize a brand or individual's services on a regular basis throughout the year.

7. Best Collab

Awarded to the campaign that does the most to market a brand, service or company while leveraging an external partner in a creative collaboration.

Emphasis: creative look and feel, connect with new audience(s).

8. News Hacking

Entries in this category are about the process by which an organization deals with a major event or current public issue with a timely manner.

9. Brand/Corporate Image

Entries in this category centre on crafting a distinct identity for a product, its strategic placement in the market and its significance to the intended audience. Likewise, submission in this category delve into the established perception of a company and its public image.

10. (Re)launch

Entries in this category are for the launch or relaunch of a product or service to its target audience.

11. Special Event/Activation

Entries in this category promote a face-to-face event or stunt specifically designed to deliver a message, introduce a new product or create interest in a topic, product or service.

12. Specific Target Audience

Entries in this category utilize a unique behavior and/or insight to effectively communicate an organization's products and services to a specific

community, culture or group of people. Target audiences include, but are not limited to generations, genders and races.

13. Data & Insights

Effectively used data and insights to create a successful PR strategy or campaign.

Influencer Campaigns (paid + unpaid)

14. Best Use of Influencer(s) in Social Campaigns

This award celebrates the pinnacle of influencer marketing, highlighting campaigns that wield social media and influencer partnerships to perfection. By strategically leveraging social platforms as a core channel, these campaigns enhance brand identity, shape product perception and amplify corporate image in the digital space. Through targeted content and platform-native strategies, they resonate deeply with specific demographics while also attracting new prospects and engaging existing audiences across key social channels.

Emphasis: the key lies in adept influencer selection, seamless platform integration, creative aesthetics and achieving unparalleled audience reach and engagement.

15. Best Long-Term Ambassador Program

Awarded to the campaign that creates excellent and engaging content together with their ambassadors as a part of a longer collaboration. The campaign uses this ambassador content as a major driver in their (national) communication via the use of digital media to effectively promote their product, service or company.

Emphasis: creative look & feel, use of digital media to drive consumers to act, connect with (new) target audiences.

16. Impactful Societal Purpose Campaign

Celebrity or influencer partnerships leveraged to craft impactful social purpose campaigns with a clear focus on societal impact stand out in this category. These collaborations harness the power of influential figures to amplify meaningful messages that drive awareness and action around important social issues. Additionally, the award recognizes exceptional content created with talent or influencers, content that not only boosts engagement and brand visibility but also contributes to positive change within communities and society at large.

Corporate Campaigns

17. Governance

Awarded to the campaign that does the most to make a client's corporate and/or sustainability objectives come alive. The campaign must focus

primarily on environment, social or governance and spearhead responsible and inclusive stories.

Emphasis: stakeholder engagement, (brand) purpose and strategy.

18. CEO Positioning & Thought Leadership

Awarded to the campaign positioning CEO's, management members or experts of an organization in a credible manner as thought leaders. The campaign ensures that the organization's desired reputation is enhanced.

Emphasis: strategy, means and result.

19. Stakeholder Relations

Awarded to the best campaign, designed to engage with stakeholders and improve relationships between a brand or a company and its stakeholders to make the client's objectives come alive.

Emphasis: strategy, means of engagement and result.

20. Internal and Change Communication

Awarded to the most effective employer communication that shapes an organization's internal and/or change communication to help drive desired and required changes in the workplace.

Emphasis: strategy, means and result.

21. Issue and Crisis Management

Awarded to the most effective communication in managing issues and/or crisis situations which might affect an organisation's reputation and/or business continuity.

Emphasis: strategy, means and result.

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: measuring & reducing the CO2-equivalent of the production and media touchpoints of your campaign. (You can use the free CommToZero Tools for that). Or 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 bora@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. Short summary of campaign (max. 50 words)
6. Situation, objectives & target groups (max. 300 words)
7. Strategy, tactics & creative concept (max. 500 words)
8. Execution & results (max. 300 words) + PDF of max. 5 pages with proof
9. In the case of several partners participating in this action/campaign: specify the role that each partner fulfilled (max. 150 words)
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
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 live in max. 2 minutes.
 - This video helps the jury members to better understand your case and visualize 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

The jury:

A Jury of Clients with PR Expertise who will evaluate your cases on their strategic, conceptual and performance merits.

The Jury aims to evaluate entries based on the proof that (Corporate) PR and Influencer Marketing 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 judging procedure between 10/08/26 and 11/09/26.

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

- Objectives & Strategy (25%)
- Creative Concept & Execution (25%)
- Results (25%)
- Persuasiveness & innovation (25%)

Round 2 is the final deliberation of the shortlisted cases (14/10/26):

- A live debate among the Client Jury.

KEY DATES

- 29/04: Start Call for Entries
- 01/06: Announcement judges BORA
- 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
- 30/09: Announcement shortlists
- 14/10: Final Judging Round
- 24/11: Award Ceremony

RULES OF THE GAME

1. The BORAs are open to all: agencies from all disciplines, clients, independent parties, ACC members, C² members and 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 ‘BORA 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 bora@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 questions about the above, please do not hesitate to contact bora@acc.be or on +32 2 761 19 99.