



**BEST  
OF  
CONTENT**  
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 BOCAs

This year, we celebrate the 9<sup>th</sup> edition of the Best of Content Awards. Content Marketing has grown into a key pillar within every brand's marketing mix. 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 BOCA Awards celebrate the most successful and creative content marketing 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 an awards 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 BOCA AWARD!

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

## THE BOCA CATEGORIES

There are 4 Content Marketing categories, 4 Content Campaigning categories and 12 Content Craftmanship 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.

### Long-Term Content Marketing Categories

#### 1. LT Content Marketing B2B

Awarded to the long-term content-driven program (>1 year) that accomplishes the B2B marketing objectives and proves that the content marketing strategy, consumer insights, conceptual translation and smart mix of channels led to great results.

#### 2. LT Content Marketing B2C

Awarded to the long-term content-driven program (>1 year) that accomplishes the B2C marketing objectives and proves that the content marketing strategy, consumer insights, conceptual translation and smart mix of channels led to great results.

#### 3. LT Content Marketing B2E

Awarded to the long-term content-driven program (>1 year) that accomplishes the B2E marketing objectives and proves that the content marketing strategy, consumer insights, conceptual translation and smart mix of channels led to great results.

#### 4. LT Content Marketing Non-Profit

Awarded to the long-term content-driven program (>1 year) that accomplishes the Non-Profit marketing objectives and proves that the content marketing strategy, consumer insights, conceptual translation and smart mix of channels led to great results.

### Short-Term Content Campaigning Categories

#### 1. ST Content Campaign B2B

Awarded to the short-term content-driven campaign (<1 year) that accomplishes the B2B marketing objectives and proves that the content marketing strategy, consumer insights, conceptual translation and smart mix of channels led to great results.

#### 2. ST Content Campaign B2C

Awarded to the short-term content-driven campaign (<1 year) that accomplishes the B2C marketing objectives and proves that the content marketing strategy, consumer insights, conceptual translation and smart mix of channels led to great results.

### **3. ST Content Campaign B2E**

Awarded to the short-term content-driven campaign (<1 year) that accomplishes the B2E marketing objectives and proves that the content marketing strategy, consumer insights, conceptual translation and smart mix of channels led to great results.

### **4. ST Content Campaign Non-Profit**

Awarded to the short-term content-driven campaign (<1 year) that accomplishes the Non-Profit marketing objectives and proves that the content marketing strategy, consumer insights, conceptual translation and smart mix of channels led to great results.

## **Content Craftsmanship Categories**

### **1. Best Content Design**

Awarded to the content piece with the most extraordinary look and design.

### **2. Best Print Publication**

Awarded to the printed publication with the best combination of concept, editorial, images and design.

### **3. Best Podcast/Audio Series**

Awarded to the best regular series using audio, radio or a podcast service that focuses on a particular topic. Submit a minimum of three (3) consecutive episodes.

### **4. Best Video Stand-alone/Series**

Awarded to the most sublime one-off video, as part of a content strategy or the recurring video format that succeeded in captivating audiences.

### **5. Best Blog/Content Platform**

Awarded to the blog that gets their audience's attention, because of its approach, look, consistency and relevancy. Submit a minimum of three (3) blogs.

### **6. Best Illustration or Infographic**

Awarded to the idea or message that was communicated in an imaginative way, with a captivating illustration or infographic.

## **7. Best Use of Social Media**

Awarded to the social media content and consistent strategy that built an engaged audience.

## **8. Best Use of Ambassadors or Influencers in a Content Program**

Awarded to the most successful collaboration with influencers as part of a content marketing approach, engaging customers, fans, employees and/or other ambassadors to boost content distribution.

## **9. Best Use of PR in a Content Program**

Awarded to the content marketing effort that generated a lot of free press.

## **10. Best Use of Native Advertising in a Content Program**

Awarded to the most successful paid content in collaboration with a media publication.

## **11. Best Use of AI**

Awarded to the case that successfully leveraged AI technology to enhance the content marketing strategy, including analysis of customer data, and personalize content to increase engagement and drive results.

## **12. Best Self-Promotion**

Awarded to the most successful self-promotional work in demonstrating creative excellence and generating visibility, recognition or new business opportunities.

## **EXTRA: SUSTAINABILITY MENTION**

The Jury can give a Sustainability Award to the campaign that champions sustainability with their case. We see sustainability in the broad sense: environmental, social and/or governance.

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 impact on society with KPIs like perception, behaviour or actual environmental impact.

**Purpose:** Recognise agencies & brands who have taken 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 [boca@acc.be](mailto:boca@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. Background (max. 150 words)
  - Describe the market or category background, the challenges for your brand and the briefing you received from your client.
6. **For Content Marketing & Content Campaigning categories:**
  - Strategy & Creative (max. 500 words)
    - Strategy: describe your goal, audience and strategy: approach, content, means.
    - Creative: describe how you translated your insights in a pertinent concept and why it fits with your target.
  - Distribution & Results (max. 500 words) + PDF of max. 5 pages with proof
    - Distribution: describe your choice of channels, how they work together and reinforce each other.
    - Results: describe your results against the defined goals; reach, impact, data, etc.
6. **For Content Craftsmanship categories:**
  - Describe your goals, audience, creative rationale, innovative concept or approach, superior creativity, exceptional results and tell us why you should win a Content Craftsmanship Award. (max. 300 words)
7. 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?
8. Creative material (max. 5 files: jpg/png/gif/mp3/mp4 + max. 3 PDF's)
9. Main case visual: format 16:9
10. 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 Content Marketing professionals from the client side**, who will judge the Content Marketing, Content Campaigning and Content Craftsmanship Awards.

**A Jury of Experts from the agency side**, who evaluates your cases on creative merits and innovative character.

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

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 Client Jury & the Creative Jury will score each case on 5 criteria on a scale from 1 to 20:

- Quality of Content Strategy (20%)
- Excellence of Creative Concept and Execution (20%)
- Choice of Channels, how they work together and reinforce each other (20%)
- Results in terms of conversion response or subscriber growth (20%)
- Is this a leap forward in terms of innovation and professionalization of the content marketing sector? (20%)

Content Craftsmanship Awards:

- 'Perfect Fit': content translates the message well for the audience (25%)
- Attention-grabbing and Persuasive Power (25%)
- Originality/Uniqueness/Innovative Character (25%)
- Superior Quality of Content and Execution (25%)

Prior to round 1 the Jury President will check if cases entered in a Best of Content category fit with the following definition of Content Marketing: *“The discipline of creating quality branded content to deliver engaging relationships, consumer value and measurable success for brands.”*

**Round 2** is the final deliberation of the shortlisted cases (13/10/26)

- A live debate among the Client Jury.
- A live debate among the Creative Jury.

In Round 2, the Client Jury will hand out the following prizes per category:

- For each of the 4 Content Marketing & 4 Content Campaigning categories:
  - Maximum 1 Gold, 2 Silver, 3 Bronze
  - Maximum 1 Sustainability Mention
- For each of the 12 Content Craftsmanship categories:
  - 1 award per category
  - In case of a tie, the Jury President can decide to award a second case.

The Creative Jury will hand out a maximum of:

- 3 Content Marketing Awards
- 3 Content Campaigning Awards
- 3 Content Craftsmanship Awards

## KEY DATES

- 29/04: Start Call for Entries
- 18/06: Announcement judges BOCA
- 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
- 29/09: Announcement shortlists
- 13/10: Final Judging Round
- 24/11: Award Ceremony

## RULES OF THE GAME

1. The BOCAs 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 ‘BOCA 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 [boca@acc.be](mailto:boca@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](http://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 1<sup>st</sup> category
  - €199 (Excl. VAT) for each additional category (max. 3 cat/case)
- NON-ACC Members:
  - €575 (Excl. VAT) per case for the 1<sup>st</sup> 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 [boca@acc.be](mailto:boca@acc.be) or on +32 2 761 19 99.