



2022 Entry Kit

TABLE OF CONTENTS

1

ABOUT EACA IMPACT AWARDS

2

ENTRY PROCEDURE

3

ENTRY FEE & PAYMENT

4

RULES

5

CASE VIDEO

6

JUDGING PROCEDURE & CRITERIA

7

WINNERS

8

CONTACT US

ABOUT EACA IMPACT AWARDS

The IMPACT Council represents the European standard of brand activation and integrated marketing communication. Our ongoing mission is to celebrate the very best work in each market and to strengthen our international network so we may share our award-winning insights, creativity, and knowledge.

The Awards, organised by the European Association of Communications Agencies (EACA) and the IMPACT Council, are open to national award winners of the 7 member countries: Czech Republic, Greece, Ireland, Italy, Spain, and the United Kingdom.

2022 KEY DATES

28 November 2022-
12 January 2023

CALL FOR ENTRIES

January/February 2023

JUDGING ROUNDS

February 2023

WINNERS' ANNOUNCEMENT



ENTRY PROCEDURE

Before you submit your entry, check that you have:

- received the country organisation's approval
- provided sufficient details on your choice and use of communications/media
- reinforced your story with credible and accurate data in the Evidence of Results section
- referenced all your data sources
- provided any additional information to support your entry
- filled in the credits correctly and submitted your creative material (a max. 3-minute case movie is mandatory).

Once you have submitted your entry it cannot be changed. Entries must be received by 12 January 2023.

ENTRY FEE & PAYMENT

MEMBERS:

- **€ 395** PER CAMPAIGN FOR 1 ST CATEGORY
- **50% OFF THE ENTRY FEE** FOR EACH ADDITIONAL CATEGORY

NON-MEMBERS:

- **€ 595** PER CAMPAIGN FOR 1ST CATEGORY
- **50% OFF THE ENTRY FEE** FOR EACH ADDITIONAL CATEGORY

PAYMENT MUST BE RECEIVED BY
12 JANUARY 2023 AT THE LATEST
ON THE ACCOUNT OF:

EUROPEAN ASSOCIATION OF
COMMUNICATIONS AGENCIES
(EACA)

FORTIS BANK,
ACCOUNT NO. **210-0274000-27**

IBAN **BE48 2100 2740 0027**
SWIFT: **GEBABEBB**

ONE ENTRY FEE INCLUDES:

- REGISTRATION PROCESSING
- ENTRY PROCESSING
- JUDGING
- ONE TROPHY (SENT BY POST)

RULES

1. All national winners can enter (Bronze, Silver & Gold) the competition. In case there are no awards in your country, you can enter without the pre-requirement of winning a national competition. The campaign must initially be entered into the same European category as it was in the national competition and only in case there is no equivalent, is allowed to enter in the closest related category. The campaign may then also be entered in multiple categories but must be written appropriately each time to reflect the category's particular emphasis (see 'emphasis note' below each category description').
2. Agencies are responsible for registering and submitting their case(s) but must have the approval of the country organisation.

RULES

3. Advertising companies and agencies may enter more than one campaign.
4. Campaigns must have run in one IMPACT member country between 1 January 2021 and 31 December 2021.
5. An 'entry' means one case with one choice of category. Should you enter the same case in three categories, this represents three entries and therefore three entry fees.
6. Every entry is liable to pay an entry fee. Should the entry fee not be paid by 12 January 2023 the case will be automatically disqualified. Entries can be paid online by credit card or by bank transfer.

RULES

7. Case description is split into:

- a. Campaign Background & Summary (200 words)
- b. Description of National Context (200 words)
- c. Objectives (100 words)
- d. Strategy (300 words)
- e. Creative Strategy (300 words)
- f. Evidence of Results (1000 words)

In order for the judges to understand your market situation and the national context of the campaign please make sure you give as much information as possible.

8. Each entry should be submitted in English. All creative material must be translated into English.

RULES

9. Any campaign can be submitted and all disciplines are welcome
10. The length of the submission is limited by the entry form format. This includes charts, statistics, tables and illustrations of the campaign itself.
11. Any agency failing to complete evidence of results for its entered campaign(s) will receive 0 points for Effectiveness by the judges.
12. Evidence of Results data must be referenced and entries can be disqualified if the data source is not cited.
13. You must submit a max. 3-minute case video to showcase the idea behind your campaign.
14. Entrants are required to complete & submit their entry by the closing date.

CATEGORIES

There are nine categories in which a case may be entered. More than one category may be chosen per campaign; however, each case must place a different emphasis on the content, depending on the choice of category. The emphasis note, underneath each category explanation, will help to underline what the jury is looking for and the scoring weight given for any entry in that given category.

1. Integrated

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) to most effectively market a product, service or company. Emphasis: media choice and integration of all media channels, creative look and feel.

CATEGORIES

2. Experiential / Sponsorship

Awarded to the campaign that best uses experiential marketing activity to achieve its promotional objectives, guerrilla, ambient, PR stunts or any other live 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. Innovation

Awarded to the campaign that best demonstrates a unique marketing/creative idea or 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.

CATEGORIES

4. Brand / Loyalty

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

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

5. 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 salesforce activation. Self-promotion campaigns of agencies fall also within this category.

Emphasis: B2B target group.

CATEGORIES

6. Shopper

Awarded to the 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 on the consumption of a brand by changing shopper behaviour. 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, instore theatre and any activity in close proximity that contributes to the shopper experience.

Emphasis: impact on shopper journey and sales activation.

7. Digital

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.

CATEGORIES

8. Cause, 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 social cause of charity.

Emphasis: relate non-profit to a brand/service; raise profile of the cause or charity; create awareness on issues: social, economic, political.

9. Small Budget

Awarded to the campaign that achieves all stated objectives while adhering to a small budget. A small budget is considered as less than €25,000.

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

OVERALL REQUIREMENT: You must state results as well as execution samples to show approach and performance. Emphasis: relevance, consistency, clear creative.

CASE VIDEO

Content

The 3-minute case video that you are required to submit should showcase the idea behind your campaign and how the idea was ultimately brought to life. This video helps jurors understand your case better and visualise how your creative work ran in the marketplace; the jury want to experience your creative work as your audience. All of the creative and communications elements outlined in your written case must relate to your objectives and results which should reflect on the case video. In your case video, you must touch upon the most important points of your communications and creative strategy. You must also present your objectives and results.

Do Not Include:

- Agency names, logos or images
- Any work that you do not have the rights to (e.g: any music/images that are not part of your creative execution)

CASE VIDEO

<i>Media</i>	<i>File type</i>
<i>Video</i>	<i>Window Media Player Quick time Real Player Win amp</i>
<i>Audio</i>	<i>MP2 – 48khz stereo at 384 Kbps MP3 WAV</i>
<i>Print</i>	<i>Jpeg or gif</i>
<i>Web</i>	<i>Link (you may need to ask your web technician to reactive the website)</i>
<i>Interactive</i>	<i>Swf file (one file, no links, no infinite loops) Gif files</i>

Work submitted must be original or you must have secured rights to submit it. You cannot include any work that you do not have rights to. However, stock music/images are allowed if you have the rights to use them.

Creative material becomes the property of the IMPACT Awards. By entering your work into the competition, the IMPACT Awards are automatically granted the right to make copies, reproduce or display the creative material, including the 3-minute case video, for education and publicity purposes.

JUDGING PROCEDURE & CRITERIA

Judging of the IMPACT Awards takes place in two rounds. Round 1 is conducted purely online and round two, composed of the IMCC Council members, is an online video session.

The selection of up to 60 senior jury members from a variety of marketing disciplines (up to 6 from each country organisation) aims to evaluate entries based on proof that integrated marketing communications was key to the success of the campaign. A judge is not allowed to review and provide a score for any entry from their own country. Alvaro Alés, CEO of 360° Marketing & Communications, will chair the 2022 edition.

JUDGING PROCEDURE & CRITERIA

Judges will score on 4 criteria:

1. Strategy
2. Choice of media
3. Creative Strategy
4. Effectiveness (Evidence of Results)

Scoring system

The entry briefs are scored on a 1-25 scale per criterion (1 = not effective, 25 = excellent). 100 is the maximum score.

Scoring is based on each campaign's success in achieving its specific objectives and demonstrating a strong strategy and use of marketing communications.

CONTACT US

If you have any questions about the Awards, please do not hesitate to contact: Kasia Gluszak, Project Manager at kasia.gluszak@eaca.eu.



IMPACT

AWARDS