

# 2024 Entry Kit



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# 2024 PROGRAMME

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 6 member countries: Czech Republic, Greece, Ireland, Italy, Spain, and the United Kingdom\*.

\*if you are not part of the IMPACT Council, you can still enter upon invite.

# ABOUT THE IMPACT AWARDS

23 September

**Call For Entries Opens**

20 October

**First Deadline**

3 November

**Final Deadline**

November

**Judging Rounds**

December

**Winners' Announcement**

# ELIGIBILITY CRITERIA

Before you submit your entry, check that you have:

- received the country organisation's approval/ official invite
- Eligibility window

# FEES AND PAYMENTS

	Members	Non-Members
1 <sup>st</sup> Deadline: 20 October	425€	625€
2 <sup>nd</sup> Deadline: 3 November	575€	750€

**50 % OFF THE ENTRY FEE FOR EACH ADDITIONAL CATEGORY\***

\*An 'entry' refers to one case in one category. The discount is valid when the same case is entered into a maximum of 3 different categories.

# FEES AND PAYMENTS

## Payment via Bank Transfer:

Payment must be processed within 30 days from the submission date.

EUROPEAN ASSOCIATION OF  
COMMUNICATIONS AGENCIES (EACA)  
FORTIS BANK,  
ACCOUNT NO. 210-0274000-27  
IBAN BE48 2100 2740 0027  
SWIFT: GEBABEBB

## Payment via Credit Card :

Payment must be processed within 30 days from the submission date.

Paying by credit card entails a transaction fee of 3%.

Please email [francesco.bottegal@eaca.eu](mailto:francesco.bottegal@eaca.eu) to receive your payment link.

# 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. If you are not part of the IMPACT Council, you can enter upon invite. 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 also be entered in multiple categories. Each entry must be written appropriately to reflect category definitions.
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. Campaigns that are not submitted by 3 November 2024 won't be considered.
4. Campaigns must have run in one IMPACT member country between 1 January 2023 and 31 March 2024.
5. An 'entry' means one case with one choice of category. The discount applies when you enter the same case in different categories. Discount is valid when you enter the same case in up to 3 different categories.
6. Every entry is liable to pay an entry fee. Should the entry fee not be paid within 30 days from the submission date, 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)

Please provide as much information as possible so that the judges can understand your market situation and the campaign's national context.

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 be scored 0 points in the Effectiveness section.
12. Evidence of Results data must be referenced. Failing to comply with item 12 can result in disqualification.
13. You must submit a max. 3-minute case video to showcase the idea behind your campaign.

# 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

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

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

Judging of the IMPACT Awards takes place online on the Awards Platform during the month of November.

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.

# JUDGING

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

If you have any questions about the Awards, please do not hesitate to contact: Francesco Bottegal, Project Officer at [francesco.bottegal@eaca.eu](mailto:francesco.bottegal@eaca.eu).