

ENTRY GUIDE

The IMPACT Awards focus on work across **brand experience, experiential marketing, activation, live/event marketing** and **audience engagement**.

IMPACT celebrates ideas that go beyond visibility to create meaningful engagement, drive behaviour, and deliver real results, recognising work that connects with audiences in meaningful ways and demonstrates measurable impact.

1. Timeline

15 October - 15 November: **Earlybird Deadline**

16 November - 20 December: **First Deadline**

21 December - 10 January: **Final Deadline**

13 January – 31 January: **Round 1 Scoring**

2 February – 3 February: **Shortlist Announcement**

4 February – 16 February: **Round 2 Scoring & Online Judging Sessions**

End of February / Beginning of March (TBD): **Awards Ceremony (livestream)**

2. Eligibility Criteria

- The IMPACT Awards are open to European EACA member countries, as well to the 2026 invited countries of Morocco and South Africa.
- All winning campaigns (Bronze, Silver, and Gold) campaigns from national awards are eligible to enter the IMPACT Awards.
- Campaigns must have run in one of the selected EACA member countries during the eligibility period: **01/09/2025 to 31/12/2026**.

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3. Fees and Payments

Each entry (one case in one category) has a different fee according to the time period it is submitted:

Earlybird Deadline (15 October - 15 November): **300€**

First Deadline (16 November - 20 December): **425€**

Final Deadline (21 December - 10 January): **550€**

If you submit the same case on more than one category (max. 3 categories), you are entitled of a **50€ off** on each additional category.

Payment via Bank Transfer:

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

EUROPEAN ASSOCIATION OF COMMUNICATIONS AGENCIES (EACA)

IBAN BE48 2100 2740 0027

SWIFT: GEBABEBB

BNP Paribas Fortis SA/NV

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 elva.decastro@eaca.eu to receive your payment link.

4. Submission Process

- The entries are submitted via **impactawards.awardsmadeeasy.com**.
- Agencies and companies may enter more than one campaign. Each campaign can be submitted on more than one category, with a maximum of 3 categories.

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4. Submission Process

Your Case description is split into:

- **Campaign Background & Summary (200 words)**
 - What was the state of the business before the campaign began?
 - What were the specific challenges and opportunities that the client and/or brand/product faced?
 - Who were the competitors?
 - What did the client want to change and why?
- **Description of National Context (200 words)**
 - Describe briefly the specific national context in which the campaign was run. Please provide a brief analysis of the economic, political or environmental climate, if relevant. Please also explain, in particular, any part of the context which might not be obvious to a judge from another country & culture: for example, the choice & relevance of a particular celebrity, the use of humour, or any other national characteristic which helped to make the campaign a success, but would not necessarily 'translate'.
- **Objectives (100 words)**
 - Please state business, marketing and communications objectives (these should be clear, concise, measurable, and achievable). Examples: to gain market share or a sales target; to obtain a specific behavioural response; to modify existing brand perceptions; to establish new product awareness.
- **Strategy (300 words)**
 - Explain the strategic approach behind the campaign, including the challenge, objectives, target audience, and key insight that shaped your strategy.
- **Creative Strategy (300 words)**
 - Explain the creative idea and how it translated the strategic insight into a distinctive approach designed to engage the target audience and achieve the campaign objectives.
- **Evidence of Results (1000 words)**
 - Results are vital to the evaluation of the campaign's success and should help prove that the choice and use of marketing communications led to the campaign's success. To effectively prove a campaign's success the Evidence of Results should: Clearly demonstrate that it reached or exceeded the objectives; You can use visuals such as graphs to effectively demonstrate the attained growth; Include an introduction (summary) and conclusion in your Evidence of Results to emphasise the point in which you prove effectiveness. The jury reserves the right to verify the information and sources.
- **Additional Information**
 - Use this space to provide any further information to support your entry.

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4. Submission Process

Supporting Materials:

- You can submit a max. 3-minute case video to showcase the idea behind your campaign. Although this is not mandatory, it is highly advisable.
- Video submission guidelines:
 - The case video 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, as it can represent a closer experience of 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)
- You can also submit images or other files that sustain your work:
 - Maximum file size 6MB
 - Supported file types: jpg,gif,png,pdf,ppt,pptx

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.

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5. Scoring Process

Each entry will be evaluated against four criteria. Each criterion is scored from 1 to 25 points, for a maximum total score of 100 points per entry.

1. Strategy (1–25 points)

- Are the campaign objectives clear, concise, measurable, and achievable?
- Are the objectives clearly explained within the context of the campaign?
- Do the objectives include relevant business, brand, audience, or engagement targets?
- Has the entrant explained why these objectives were significant given the challenge, context, or ambition of the campaign?
- Does the strategy demonstrate a clear understanding of the challenge the campaign aimed to solve?

2. Touchpoints & Channel Selection (1–25 points)

- Were the selected experience formats, channels, and touchpoints the right choices to achieve the campaign objectives?
- Did the chosen channels and execution formats effectively support the overall strategy?
- Does the campaign demonstrate a clear understanding of how audiences interact with the brand experience?
- Was the experience designed in a way that was relevant and meaningful for the target audience?

3. Creativity & Execution (1–25 points)

- Does the entry clearly demonstrate how the creative idea contributed to the campaign's success?
- Is the creative concept original, relevant, and distinctive?
- Is the competitive environment clearly defined?
- Is the target audience clearly identified, with a rationale explaining why this audience was selected?
- Is the audience insight that informed the strategy clear and relevant?
- Does the execution demonstrate creativity, innovation, and strong craftsmanship?

4. Impact & Evidence of Results (1–25 points)

- Does the evidence clearly demonstrate that the campaign achieved its stated objectives?
- Does the evidence reflect the level of challenge represented by the objectives?
- Do the results demonstrate meaningful impact for the brand, audience, or business?
- Do the supporting materials effectively illustrate the results achieved?
- Are visuals, charts, or graphs clear and easy to understand?
- Does the evidence include results from all relevant markets where the campaign was activated?
- Is all data properly referenced?

Please note: Jury members have the right to verify information and sources provided within an entry.

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6. Contact

If you have any questions about the Awards, the platform AwardsMadeEasy or are encountering some technical issue, please do not hesitate to contact:
Elva de Castro, elva.decastro@eaca.eu.

Good luck with your entry.
We look forward to discovering the work
that makes an IMPACT!