

# 2022 CORP COMMS AWARDS

## CORPCOMMS AWARDS ENTRY KIT

### KEY DATES

Early bird deadline	12 August 2022
Closing deadline	9 September 2022
Judging	mid-September
Awards ceremony	17 November 2022

### KEY INFO

Early bird entry fee	£300+VAT
Charity early bird fee	£250+VAT
Entry fee	£420+VAT
Charity entry fee	£300+VAT

For information on the CorpComms Awards  
please check our website  
[corpcommsawards.co.uk](https://corpcommsawards.co.uk)  
or contact [Enquiries@corpcommsmagazine.co.uk](mailto:Enquiries@corpcommsmagazine.co.uk)



# ABOUT THE AWARDS

---



**N**ow entering their 15<sup>th</sup> year, the CorpComms Awards are an established fixture in the communication industry's calendar. With categories ranging from best media relations campaign to best community initiative, the awards reflect the work of a modern in-house communications function, ably supported by its agency roster.

## PAST WINNERS INCLUDE

Anglian Water, The Bodyshop, BT, the Church of England, Co-op, Iceland, LNER and Whitbread



## WHY YOU SHOULD ENTER

---

- You'll be joining an illustrious roll call of past winners
- You will be judged against your peers, providing an external, independent assessment of your work
- Winning a trophy engenders pride within a team
- External recognition raises the internal profile of your team. Wait for the congratulatory messages!
- People want to work for respected, award-winning organisations

## KEY INFORMATION

### DATES TO REMEMBER | ENTRY FEES

---

Early bird deadline: **12 August 2022**  
Closing deadline: **9 September 2022**  
Judging: **mid-September**  
Awards ceremony: **17 November 2022**

Early bird entry fee: **£300+VAT**  
Charity early bird fee: **£250+VAT**  
Entry fee: **£420+VAT**  
Charity entry fee: **£300+VAT**

# TIPS FOR ENTRY

---



## MAKE SURE YOU ENTER THE CORRECT CATEGORY

---

Some entries may appear to fit several categories but think carefully about the focus of your campaign or initiative to refine your decision. Don't enter a campaign that only partially meets the criteria as it may suffer from being judged against other entries that fully comply. For example, a staff magazine may seem an ideal choice for the Best Internal Communications Strategy category, but it will likely be competing against global, multi-channel initiatives. It would be far better in the Best Corporate Publication category.



## WHO ARE YOU?

---

Not every company is a household name. If your organisation is less well-known, take a little time to make an introduction. Outline what it does, in which sector it operates, and perhaps some of the challenges that it faces.



## SET THE SCENE

---

You may have lived and breathed this campaign, but not so the judges. Don't assume they will immediately recognise your work as ground-breaking or understand the hurdles that you've overcome. Take some time to set the scene as this allows the judges to gain a better understanding of what makes your entry special.



## GRAB THE JUDGES' INTEREST

---

Sell your story! If the judges were only able to read the opening paragraphs of your entry, what would they take away? Would they know that the campaign had, for example, broken down barriers? Could they tell if it had exceeded its objectives, and feel compelled to read on? Leaving the 'meaty' stuff to the end of your entry runs the risk that a judge may already have written it off.



## USE YOUR WORD COUNT WISELY

---

We don't ask for a maximum number of words to be awkward. We understand the workload that our judges face, and that their time – and, on occasion, patience – is limited.

They don't need chapter and verse of your campaign from inception to delivery, but a precis of the salient points which is far more impactful.



## MAKE SURE YOUR CLAIMS ARE BELIEVABLE

---

It may be tempting to claim that your campaign 'raised awareness among 95 per cent of the population' but if the judges do a quick headcount and nobody recalls it, scepticism moves in. A campaign can be award winning with solid rather than stellar results.



## ENSURE YOUR OBJECTIVES MATCH YOUR RESULTS

---

If you set out on a journey to Blackpool but find yourself in Brighton, it is hardly a successful trip. It is the same for your entries.

Make sure that the objectives you set out to achieve are aligned with your stated results. If they are not, it is hard for the judges to deem the entry a success.



## CHECK FOR SPELLING AND GRAMMAR

---

Poor spelling and grammar can make your entry stand out for the wrong reasons.

And if the judges are finding it difficult to choose between two entries, they will likely opt for the one that does not contain any typos.





## AGENCIES: MAKE SURE YOU SPELL YOUR CLIENT'S NAME CORRECTLY

---

Do we need to say more?



## GET SOMEBODY ELSE TO READ THE ENTRY

---

A fresh pair of eyes is always welcome. Ask a colleague who is not associated with the campaign to read the final draft of your entry to check that it all makes sense to them. If they have lots of questions, so will the judges.



## STRESS THE TEAMWORK

---

If you are entering a team-related category, then the entry should focus less on the volume of work and more on the teamwork.

Explain how the team works together or how responsibilities are allocated to give judges a sense of cohesivity. Rather than offering an extensive list of every campaign or initiative produced by the team, highlight a handful that – for you – emphasise its strengths or brings to life the personalities involved.



## DO YOU REALLY THINK IT IS AWARD WINNING?

---

Entering awards can be an expensive and time-consuming process so it is worthwhile considering beforehand whether the work you propose entering is business-as-usual or exceptional. There is nothing wrong with the former, but it is unlikely to win awards.



## INCLUDE BUDGETS

---

We are not asking you to break it down to the final penny, but an idea of the budget is helpful to the judges to gauge the return on investment. Big budgets are not frowned upon if they achieve appropriate results. Is there a reason you're reluctant to share the numbers? Rest assured, budgets will not be publicised unless, of course, it is a low-budget campaign.



## SET ASIDE SOME TIME

---

Poorly written, badly structured entries rarely (if ever) win. Writing an award-winning entry requires careful crafting. It requires time to gather results, gather feedback and gather your thoughts.



# HOW TO ENTER

---



## WHO CAN ENTER?

---

The *CorpComms Awards* are open to organisations or their agencies, working on their behalf. We welcome entries from the private, public, or not-for-profit sectors. However, while the organisations may operate across the globe, the work must have been undertaken – or overseen – in the UK.



## QUALIFYING PERIOD

---

The *CorpComms Awards* will consider work undertaken between July 2021 and July 2022. However, an initiative that launched towards the latter part of the qualifying period may not have appropriate results.



## WORD LENGTH

---

We've bowed to the pressure and will allow up to **700** words per entry. This is the absolute maximum.\*



## THE MECHANICS OF THE SYSTEM

---

There is no need to upload a Word document. Entries can be inputted directly onto the awards platform, which has save-as-you-go functionality. It is also possible to amend entries after they have been submitted, although this capability is removed after the closing date.



## STRUCTURING YOUR ENTRY

---

It is advisable, but not compulsory, to structure your entry under the following headings.

- |                                                                     |                                                                      |
|---------------------------------------------------------------------|----------------------------------------------------------------------|
| 1) <b>Title of project</b>                                          | 5) <b>Objective or brief, which includes a definition of success</b> |
| 2) <b>Company</b> (or client) <b>name</b>                           | 6) <b>Target audience</b>                                            |
| 3) <b>Agency</b> (if relevant)                                      | 7) <b>Strategy and implementation</b>                                |
| 4) <b>Budget</b>                                                    | 8) <b>Creativity/originality</b>                                     |
| It is possible to express the campaign's budget as a band, such as: | 9) <b>Results</b>                                                    |
| - Below £20,000                                                     |                                                                      |
| - Between £20,001 and £50,000                                       |                                                                      |
| - Between £50,001 and £75,000                                       |                                                                      |
| - Between £75,001 and £100,000                                      |                                                                      |
| - Between £100,001 and £150,000                                     |                                                                      |

(Please note: Budgets will remain confidential.)

The suggested headings are not appropriate for team-related categories or the Young Achiever.

\*The headings, if used, also form part of your word count.



## MULTIPLE CATEGORIES

---

It is possible to submit the same entry into multiple categories, although a separate fee is applicable for each one. Each entry must have its own set of supporting materials, as it is not possible to 'share' across the platform.

While it is not compulsory to adapt the entry for each category, please be advised the judges review several categories and they may not be impressed by identical entries. It could count against an entrant.



## SUPPORTING MATERIALS

---

### LOGOS

The client's logo plus that of its agency (if used) must be submitted with each entry, apart from those in the team and young achiever categories. Twitter handles are also welcome.

### IMAGES

A picture tells a thousand words, bringing an entry to life for the judges. We require at least two images (supplied as jpeg files) of all campaigns. Should an entry reach the shortlist, these images will be used at the awards ceremony and may also appear online at [www.corpcommsmagazine.co.uk](http://www.corpcommsmagazine.co.uk).

### PERSONALITY PHOTOGRAPHS

We require team photographs for entries submitted into the team or agent categories. Young achiever entries should be accompanied by photographs of the candidate.

### MEDIA COVERAGE

Press cuttings are acceptable, but please be selective.

### VIDEOS

These should be uploaded as mp3 files. If there is a link to an external YouTube or Vimeo channel, these should also be supplied. In normal circumstances, we require videos of any event but recognise this may not be possible.

### PASSCODES

Please ensure that any passcodes are supplied with entries, and that these do not expire before 30 September. We will endeavour to alert you to any technical issues related to supporting materials prior to judging, but we are not responsible if the judges find themselves unable to access password-protected materials.



## PAYMENT TERMS

---

- 1) Payment may be made at the time of booking or when submitting entries via the awards platform using a credit card.
- 2) It is possible to pay by credit card after making your booking.
- 3) You can elect to pay by invoice but your documentation MUST make clear to whom the invoice should be addressed. If an agency submits entries or books spaces at the awards event on behalf of a client, it will be assumed that the agency is liable for the debt unless it is made clear otherwise.
- 4) Cheque payments require prior agreement.
- 5) If you need to raise a PO or to put Hardy Media onto an approved suppliers list, this needs to be completed either prior to or at the time of booking.
- 6) Full payment must be received and cleared by Hardy Media within 30 days of the invoice date. Failure to do so may result in your entries being withdrawn or your bookings voided, with no refund being made and no liability on the part of Hardy Media. Any bookings made less than two weeks before the awards ceremony must be pre-paid.
- 7) Any agency or client that has failed to pay invoices issued by Hardy Media for past awards will be barred from entering into the CorpComms Awards.

# CATEGORIES

---

## **BEST COMMUNITY INITIATIVE**

Organisations cannot work in isolation. They are an important part of the communities in which they operate. The judges are looking for initiatives that support these communities, or the wider society. They will consider the rationale underpinning the initiative – for example, it may be structured to address a specific problem, how it fits with the organisation's values and its ultimate impact – both on the communities and employees. While the initiative may have been in place for some time, the judges will be looking at its most recent results.

## **BEST CONSUMER CAMPAIGN**

The judges are looking for a campaign which really does have the consumer at its heart, whether that is launching a new product or service, boosting brand awareness and sales of a product already on the market or restoring reputation and trust. Attention will be paid to the media chosen to reach specific consumer segments.

## **BEST CORPORATE CAMPAIGN**

The judges are looking for a campaign that uses insight, research, and a carefully defined strategy to raise awareness, educate key stakeholders and build advocacy. They will want to see evidence that the insights and research have shaped the eventual campaign and underpin (and reinforce) the results.

## **BEST CORPORATE PARTNERSHIP**

The judges are looking for a partnership between a corporate and a charity or not-for-profit organisation in which both sides have benefited from the experience, although not necessarily financially. They will also consider the logic behind the partnership, and whether there appears a natural fit between the two participants.

## **BEST CORPORATE WEBSITE**

A good corporate website should create business, reputation and stakeholder value for your organisation. The judges will consider both content and the experience. Great content should pull the reader into the site – not simply replicate printed materials – while a great experience will keep them there. Special attention will be paid to the three Ms: is it memorable? Is it motivating? Is it meaningful?

## **BEST CRISIS OR ISSUES MANAGEMENT**

The judges are looking for examples of a well-defined and well-executed strategy that helped to mitigate the potential fall out from a crisis or issue. The entry should clearly explain the repercussions of not handling the issue appropriately.

## **BEST DIGITAL OR SOCIAL MEDIA CAMPAIGN**

The judges are looking for a campaign that was effectively delivered through digital or social media channels. They will consider the objective of the campaign, the role and relevance of the chosen platform(s) and the ultimate results.

## **BEST DIVERSITY AND INCLUSION INITIATIVE**

The focus on diversity and inclusion has never been stronger. The judges are looking for initiatives and strategies, either ongoing or recently, that are designed to establish a sense of belonging for all. They recognise that true progress takes time but want to see evidence that this is a Board-led initiative and that every employee understands their role in creating the requisite inclusive culture.

## **BEST EMBODIMENT OF CORPORATE PURPOSE**

Actions speak louder than words. The judges are looking for organisations who demonstrate their corporate purpose either through their everyday actions or through strategic operations. Please spell out your organisation's corporate purpose and highlight how activities have brought this to life.

## **BEST EMPLOYEE ENGAGEMENT INITIATIVE**

The judges are looking for a specific initiative or project that has improved employee engagement levels and boosted two-way dialogue within an organisation. The initiative should demonstrate its understanding of employees' behaviours and needs, and the entry should reflect how it has served to positively benefit the employee experience.





### **BEST IN-HOUSE TEAM: MEDIA RELATIONS**

The judges are looking for an in-house team that works well together, and where each member plays an essential role and contributes to its success. A media relations team's success is dependent on the strength of its relationships with journalists. The judges will consider how these were maintained during lockdown, how the newsroom operates and ongoing coverage.

### **BEST IN-HOUSE TEAM: CORPORATE COMMUNICATIONS**

The judges are looking for an in-house team that works well together, and where each member plays an essential role and contributes to its success. They will consider how the corporate communications team supports its various stakeholder audiences, and particularly how they coped with lockdown when remote working has demanded innovative responses.

### **BEST IN-HOUSE TEAM: INTERNAL COMMUNICATIONS**

Internal communications have played a vital role during Covid-19, keeping employees engaged and updated at a time when their normal working practices are disrupted. The judges will consider how the team has listened to the needs of their colleagues, identified solutions and worked together to keep them updated and engaged. Evidence of improved engagement levels, such as Pulse Surveys, are welcome.

### **BEST INTERNAL COMMUNICATIONS STRATEGY**

The judges are looking for a strategy that was created to resolve or improve a specific issue, with clear evidence of its impact. The entry should demonstrate how the strategy has both benefited employees and improved an organisation's understanding of its workforce.

### **BEST INTERNATIONAL CAMPAIGN**

The judges are looking for a campaign that, while initiated in the UK, has a remit across at least three countries. They want to understand the challenges of reaching different audiences, and any change in approach needed to reflect different cultures or media consumption behaviours.

### **BEST LEADERSHIP COMMUNICATIONS**

Many chief executives and senior managers have 'stepped up' in recent years in their communications with stakeholder audiences, but particularly employees. They have produced blogs, video diaries and hosted virtual Town Halls to share personal stories, but also to keep colleagues up-to-date and reassured about the future. Authenticity is the key here.

### **BEST LIVE EVENT**

It can be virtual, hybrid or in person, but the judges are looking for an event – either internal or external – that considers the needs of its audience, whether that is employees, shareholders, or any stakeholder group. There should be a clear purpose for the event; the judges are looking for evidence that it engaged with its audience in a creative way, and that it had an impact.

### **BEST LOW-BUDGET CAMPAIGN**

It doesn't cost money to be creative. The judges are looking for a campaign in any discipline that achieves (or exceeds) its goals without spending more than £25,000.

### **BEST MEDIA RELATIONS CAMPAIGN**

Sometimes the most effective way to promote a message is through the media. The judges will consider the effectiveness of the campaign, which should go beyond simply generating coverage. While traditional media remains the predominant channel, campaigns promoted through relevant influencers, such as bloggers, are included.



## BEST PUBLICATION

The judges are looking for a publication, either online or printed, that demonstrates its understanding of its audience both through design and content. They will also consider return on investment. Annual and sustainability reports are excluded from this category.

## BEST SUSTAINABILITY INITIATIVE

The judges will be looking for sustainability initiatives that are driving change and serving to lessen an organisation's impact on the planet. While some will focus exclusively on the environment, others may reflect broader societal concerns, such as education and access to resources. Most will be aligned against one or more of the UN's 17 Sustainable Development Goals. The judges will be looking at the underlying business case for the initiative, how it fits with an organisation's ethos and – recognising that these are long-term projects – the results achieved to date.

## BEST USE OF CONTENT

From blogs to employee-generated videos and corporate podcasts, companies are experimenting with content as never before. The judges are looking for a one-off campaign or ongoing initiative with a compelling narrative that brings the corporate story to life. This can be across any platform, and either an internal or external.

## BEST USE OF VIDEO

The judges are looking for a campaign in which video played an integral part. It does not matter if the video has been produced on a smartphone, to Hollywood standards or whether it is of TikTok length. The key here is creativity, rather than simply viewing figures.

## BEST WELLBEING INITIATIVE

The pandemic has shone a spotlight onto the mental and physical wellbeing of employees, while recent research suggests organisations that invest in wellbeing experience boost morale and productivity. The judges are looking for initiatives that either expand upon existing programmes or were launched in response to the pandemic to support employees during these extraordinary circumstances. They will consider the rationale for these schemes, and evidence of the impact they are having.

## YOUNG ACHIEVER

This category is open to communications professionals working in-house or within a consultancy aged under 30 as of 31 July 2022. The judges will be looking for evidence of the individual's own initiatives and work rather than their contributions as part of a team. The entry should be supported by a letter of recommendation, no longer than 400 words, by the candidate's manager.

## IN-HOUSE PROFESSIONAL OF THE YEAR

This cannot be entered directly.

## GRAND PRIX

The judges will choose the recipient of this trophy the winners of all the categories. It cannot be entered directly.



**Early bird deadline**  
12 August 2022

**Closing deadline**  
9 September 2022

ANY QUERIES  
CONTACT US

---



EMAIL US

at [Enquiries@corpcommsmagazine.co.uk](mailto:Enquiries@corpcommsmagazine.co.uk)



FOLLOW US

[@corpcommsmag](https://twitter.com/corpcommsmag) [#ccawards](https://twitter.com/ccawards)



VISIT OUR SITE

[corpcommsawards.co.uk](https://corpcommsawards.co.uk)