

**CORP
COMMS**
AWARDS **2026**
IN
ASSOCIATION
WITH **UNICEF**

CORPCOMMS AWARDS ENTRY KIT

KEY DATES

Final entry deadline 31 July 2026

Awards ceremony 15 October 2026

For information on the CorpComms Awards
please check our website
corpcommsawards.co.uk
or contact CCAwards@corpcommsmagazine.co.uk

ABOUT THE AWARDS



The *CorpComms Awards* have been running since 2007, but because we held an online CovidComms Awards scheme during lockdown, we are only celebrating our 19th awards ceremony in 2026. (Next year, we'll go BIG!)

LAST YEAR'S WINNERS INCLUDE

Diageo, Electrical Safety First, M&G, Northumbrian Water, Met Office, Rio Tinto,
Royal Mail and Virgin Media O2



WHY YOU SHOULD ENTER

- You'll be joining an illustrious line up of past winners, ranging from small, local charities to the world's biggest companies
- You'll be judged against your peers, providing an external, independent assessment of your work
- Winning – or just being shortlisted – engenders pride within a team, often changing the collective mindset to a 'can do' attitude
- External recognition leads to widespread stakeholder recognition, and a deeper appreciation of your work
- People want to work for respected, award-winning organisations

KEY INFORMATION

DATES TO REMEMBER | ENTRY FEES

Closing deadline: **31 July 2026**

Shortlist announcement: **mid-July**

Awards ceremony: **15 October 2026**

Entry fee: **£450+VAT**

Charity entry fee: **£350+VAT**

HOW TO ENTER



WHO CAN ENTER?

The *CorpComms Awards* programme is UK-based. It is open to private, public and not-for-profit organisations, as well as agencies entering work undertaken on behalf of clients. It is inadvisable for agencies to enter internal schemes, such as a training programme or summer party, into the main categories.

Overseas organisations can enter work undertaken within the UK, but should not enter local initiatives.



QUALIFYING PERIOD

We recognise that campaign work, in particular, does not always fit neatly into arbitrary dates selected by an awards event. Ongoing programmes are thus permissible, but work that completed before June 2025 is not valid. Judging will focus on work undertaken between 31 May 2025 and 31 May 2026. It is possible to enter work that commenced within that time frame and has yet to complete, but only if there are already results to share.



WORD LENGTH AND STYLE OF ENTRY

ALL CATEGORIES, BAR BEST IN-HOUSE TEAM OR STRATEGIC AGENCY

The platform will accept entries of up to **1,000** words, including sub headings, bringing the *CorpComms Awards* into line with other awards programmes, but please use sparingly. Judges tell us that 700 words is ample for a story to be told.

Entries can be inputted directly into the platform, with supporting materials uploaded separately, and 'saved as you go'. It is possible to amend entries until the final closing date.

As the platform strips away any form of design that you may have undertaken, there is also the possibility to simply upload pre-designed entries. However, supporting materials still need to be uploaded separately.

WORD LENGTH FOR BEST IN-HOUSE TEAM OR STRATEGIC AGENCY CATEGORIES

Up to **1,500** words submitted under five separate headings, so 300 words apiece.

These entries are judged against five main criteria

- 1) How the team/agency works together
- 2) How the team/agency supports various stakeholder audiences
- 3) In-house: evidence of a clear strategy, objectives and plan Agency: evidence of a USP or approach that sets you apart from your peers
- 4) How a significant challenge, reputational issue or creative campaign was approached
- 5) Demonstrable results, which can include recommendations or endorsements



BUDGETS

It is helpful for judges to have a sense of budgets. It helps to put the work into context. Entries are not penalised for big budgets, but for a perceived lack of value. Without any guidance, judges often try to estimate the budgets – which could lead to a wrong conclusion. All budgets remain confidential, with the exception of the low budget category.



STRUCTURING YOUR ENTRY

There is no correct way to write an awards entry, but those that follow a structured approach tend to outperform with judges.

OBJECTIVE	What were you trying to achieve? What does success look like?
TARGET AUDIENCE	Which stakeholder group were you trying to reach? Insight, research and planning: How did the initial idea evolve?
STRATEGY & IMPLEMENTATION	What approach did you take?
CREATIVITY	What makes you stand out from the crowd?
RESULTS	What did the initiative achieve? How did these compare to your initial definition of success?



MULTIPLE CATEGORIES

It is possible to submit the same entry into multiple categories, although a separate fee is applicable for each submission. Each entry needs its own set of supporting materials as it is not possible to share across the platform. An identical entry can win multiple categories, but please be aware that if a judge finds the same entry several times in their allocated categories, they may limit the number of accolades awarded.



SUPPORTING MATERIALS

A selection of supporting materials can bolster a submission, bringing the entry to life.

IMAGES We require at least two images for each campaign, uploaded onto the platform in either Jpeg or PNG files. Should an entry get shortlisted, one of these images will be used at the awards ceremony and may also appear online.

MEDIA COVERAGE Press cuttings are acceptable, but be selective. The judges are unlikely to read coverage comprehensively but may benefit from viewing a montage, say, as an illustration of the reaction.

VIDEOS These can be uploaded as mp3 files or as YouTube or Vimeo links. Please include any passwords that may be required to view these videos, ensuring that these do not expire before the ceremony on 1 October.



INVOICES & PAYMENTS

Invoices are issued automatically by the platform once an entry has been submitted. Receipts will also be issued automatically for those entries paid by credit card. Please check in-boxes, including junk files, before requesting duplicate documentation.

The invoice will be sent directly to the email address at the top of the entry form. If it needs to be sent to an accounts department or addressed to a different legal entity, please let us know immediately so that an amended invoice can be raised.

Purchase orders should be raised either before an entry is submitted or as soon as the invoice is issued to ensure timely payment. Invoices **MUST** be paid within 28 days of receipt, regardless of your company's payment policy.

Early bird entries must be paid within the two weeks' grace period. If fees for an early bird entry are not paid by the time the discounted period ends, a new invoice will be issued at the full price.

Our online platform accepts all credit and debit cards. If you wish to pay by credit card after requesting an invoice, please contact us for a bespoke online payment link.

Entries not paid for by the date of judging will be excluded from consideration. However, payment is still liable. All tickets for the awards ceremony must be paid before event.

To contact us, simply email
CCAwards@corpcommsmagazine.co.uk



TIPS FOR ENTRY



ENTER THE CORRECT CATEGORY

An entry may appear suitable for several categories but think carefully about the focus of your campaign or initiative to finalise your decision. An entry that only partially meets the criteria may suffer being judged against other more ambitious entries. Some categories are more popular than others: if your entry could fit two or three categories, think strategically!



NOT SURE WHERE TO START?

Imagine you're out with a friend, who is not in communications, who asks what you've been up to since your last meeting. You'll find a way to explain your work in an accessible and engaging manner.



TELL US A STORY

Storytelling is the secret power of communicators. Don't throw lots of random information at the judges. Plot your entry. Grab their interest at the outset – make them want to read on, not feel duty bound to plough through unnecessary prose. Remember: Who? What? When? Where? Why? How? And don't bury the lede. Crow about your successes at the outset!



WHO ARE YOU?

Not every organisation is a household name. If you work for a lesser known brand, take some time to make an introduction. Outline what it does and offer some industry insight, as you might do explaining to a friend down the pub, so that the judges have the appropriate context in which to judge the entry.



SET THE SCENE

The judges are coming to this blind. While this work might have consumed your life for several months, and you know every detail, they are not so equipped. Don't assume they will recognise its significance. Take some time to set the scene. Explain the rationale behind the work.



USE YOUR WORD COUNT WISELY

We may have given you more words, but it doesn't mean you should fill the entry with superlatives and flowery descriptions. Keep focused.



MAKE SURE YOUR CLAIMS ARE BELIEVABLE

Opportunities to see is a ridiculous measurement. No judge ever believes that seven billion people had an opportunity to see your campaign focused on selling widgets. One hundred per cent satisfaction is unachievable. Be sensible.



PUT RESULTS IN CONTEXT

If the campaign led to a five per cent uplift in applications, say, explain what that actually means in numerical terms: 'X rose by 15% from A to B'. Without the denominator, the metric is redundant.



SET SOME TIME ASIDE

We recognise that it is expensive to enter awards and so want to ensure that you give yourself the best chance of success. Invest some time to compose the entry. Think about what you set out to achieve at the outset. Entrants claim this a valuable use of time because, for example, it crystallises some of the lessons learned or allows them to take a step back from business-as-usual to reflect on their team's achievements. Gather your thoughts. Gather your team's thoughts. Gather feedback. Gather results.



GET SOMEBODY ELSE TO READ THE ENTRY

A fresh pair of eyes is always welcome. Ask a neutral person to review your entry – preferably somebody not involved with the work – to review your entry. The questions they ask would likely be those posed by the judges. Use this feedback to clarify unclear points. And ask them to keep an eye out for spelling mistakes or typos.



USE AI SPARINGLY

The judges can tell. It is highly disrespectful to people who are volunteering their time to judge your work to then be faced with a ChatGPT write up.



MAKE SURE IT IS YOUR OWN WORK

Sadly, claiming credit for another agency's work or plagiarising an award winning idea from previous years is not uncommon. If another agency was responsible for the bulk of the work, and your contribution was part of a wider brief, make that clear. Don't enter the whole campaign – just the part you worked on.





CATEGORIES

BEST ANNUAL REPORTS

FTSE 100 ORGANISATION

FTSE 250 ORGANISATION

SMALL-CAP AND AIM COMPANIES

OTHER ORGANISATION

All reports will be judged against five main criteria:

- Accessibility: Is it easy to read?
- Narrative: Is the organisation's story well written and compelling?
- Design: Are the images and graphics clear and easy to understand?
- Brand: Does the design reflect the brand?
- Best practice: Does the report follow the latest recommended guidelines?

BEST CAPITAL MARKETS INITIATIVE

The judges are looking for any initiative targeted at a City-focused audience, whether that is, for example, a capital markets day, results announcement or financial transaction.

BEST CORPORATE CAMPAIGN

The judges are looking for a campaign that uses audience insights, research and a carefully defined strategy to achieve its goal, which must be clear and measurable.

BEST CORPORATE WEBSITE

The judges will consider the user experience and ease of navigation, as well as the authenticity of the website's narrative. It should be authoritative, informative and accessible.

BEST CRISIS OR ISSUES MANAGEMENT

The judges are looking for examples of a clearly defined and well-executed strategy that was deployed to minimise the potential fall out and reputational impact.

BEST EMBODIMENT OF CORPORATE PURPOSE

The judges are looking for an organisation that lives and breathes its corporate purpose, through everyday actions and strategic initiatives. Please state your organisation's corporate purpose in the entry, highlighting activities that have brought it to life.

CATEGORIES (CONTINUED)

BEST EMPLOYEE ENGAGEMENT STRATEGY

The judges are looking for a holistic strategy that has improved employee engagement levels and two-way dialogue within an organisation. Entries should demonstrate how employees' needs were identified, the initiatives put in place, and the results, including the impact on engagement scores.

BEST IN-HOUSE TEAMS (1,500 word entries)

CORPORATE COMMUNICATIONS/CORPORATE AFFAIRS

INTERNAL COMMUNICATIONS

MEDIA RELATIONS

Each entry will be judged against five main criteria:

- 1) How the team works together. The judges will be looking for evidence that each member plays an essential role and contributes to its success.
- 2) How the team supports its various stakeholder audience(s).
- 3) Evidence of a clear strategy, objectives and plan.
- 4) How the team approached a significant challenge, reputational issue or creative campaign.
- 5) Demonstrable results

BEST GEO INITIATIVE

It might be a piece of research, the rewriting of a corporate website or a change to standard press releases... it is early days in the GEO story and organisations are just feeling their way. The judges are looking for an initiative that is pushing the agenda.

BEST INTERNAL COMMUNICATIONS CAMPAIGN

The judges are looking for a campaign that was created either to mitigate a potentially negative issue, such as business transformation, crisis or M&A, or galvanise employees around a specific business initiative from new vision and values to ESG. The campaign should have clear objectives, consider how risks were managed and/or employee participation achieved and include clear measurement of results.

BEST INTEGRATED CAMPAIGN

The judges are looking for a campaign that delivers a clear and consistent message across multiple channels, reaching and engaging audiences to deliver measurable results.



CATEGORIES (CONTINUED)

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 LIVE EVENT

The judges are looking for an event – either virtual, hybrid or in person – that is carefully designed to meet the needs of its audience. They will consider creativity, innovation and execution to understand the experience of the attendees.

BEST LOW-BUDGET CAMPAIGN

The judges are looking for a campaign in any discipline that achieves (or exceeds) its goals without spending more than £20,000, proving that budgets should not be a barrier to creativity or achieving great results.

BEST MEDIA RELATIONS CAMPAIGN

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 SOCIAL IMPACT INITIATIVE

The judges are looking for an initiative, such as a corporate partnership or community project, that can demonstrate tangible, measurable benefits for people, communities or society as a result.

BEST SOCIAL MEDIA CAMPAIGN

The judges are looking for a campaign with a clear objective that through authentic and creative storytelling, platform-specific content and high quality visuals achieved its goals.

BEST SOCIAL PURPOSE CAMPAIGN

The judges are looking for a campaign or initiative driven by a clearly defined societal issue or cause, where communications have been used to raise awareness, influence attitudes or effect behavioural or policy change.

BEST SUSTAINABILITY REPORT

The judges are looking for a report that is aligned to an organisation's sustainability and business strategy. It should identify and discuss the long-term ambitions while setting short-term targets for priority areas. Key performance indicators and metrics should demonstrate progress against these goals.



CATEGORIES (CONTINUED)

BEST USE OF ARTIFICIAL INTELLIGENCE

Apart from the obvious examples of draft releases, grammar checks and imagery, the judges are looking for ways in which organisations have embedded AI into their work patterns or in creative campaigns.

BEST USE OF CONTENT

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 FILM OR 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 TikTok. The key here is creativity, rather than simply viewing figures.

STRATEGIC AGENCY OF THE YEAR (1,500 WORDS)

These entries are judged against five main criteria:

- 1) The ethos of the agency.
- 2) How the agency supports various clients.
- 3) Evidence of a USP or approach that sets you apart from others.
- 4) How the agency approached a significant challenge, reputational issue or creative campaign.
- 5) Demonstrable results (can include client endorsements).

INDIVIDUAL AWARDS

YOUNG ACHIEVER

This category is open to communications professionals working in-house or within a consultancy aged under 30 as of 30 June 2026. 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 500 words, by the candidate's manager.

INDUSTRY CHANGE MAKER

At a time of dramatic change when AI is disrupting how brands or individuals show up and putting earned back at the heart of comms, who are the communicators (industry and in-house) embracing tech or going back to the core of their craft?





DON'T MISS THE DEADLINE

Final entry deadline
Friday 31 July

ANY QUERIES
CONTACT US



EMAIL US

at CCAwards@corpcommsmagazine.co.uk



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