WHAT ARE THE BRAND IMPACT AWARDS?
Brand Impact Awards is an international awards scheme that celebrates creative excellence and consistency across branding design. Brought to you by Computer Arts and Creative Bloq, the Brand Impact Awards reward the very best branding from around the world. Now in its seventh consecutive year, the scheme’s rich heritage of past winners represent the cream of the global branding industry.

WHO ENTERS?
Branding agencies, design studios and in some cases clients themselves from all around the world – anyone involved in the process of creating branding programmes and campaigns. Previous multiple winners include Johnson Banks, The Partners, North, R/GA, Moving Brands, Purpose, Sagmeister & Walsh and NB.

THE VENUE
Fabric, 77a Charterhouse Street, London, EC1M 6HJ

WHO ATTENDS THE EVENT?
The glittering awards ceremony is attended by up to 200+ top creative directors, studio founders, senior designers and thought-leaders, representing the world’s top agencies and their clients.

#BrandImpactAwards
HOW IS IT JUDGED?
The Brand Impact Awards are judged by an expert panel from world-class agencies including Superunion, Taxi Studio and The Clearing, as well as branding experts who’ve worked client-side for top brands such as the BBC, Virgin, Barclays and British Heart Foundation. Judges are given three key criteria: firstly, a strong concept that’s appropriate for the client; secondly, beautiful and consistent execution across two or more touchpoints; and finally, branding that stands head

WHAT MAKES THE BIAS DIFFERENT?
- **Entries are put in context** – Projects are judged by market sector, so your work is put in the context for which it was designed.
- **All branding is considered** – As well as branding from the ground up, we also accept campaigns that extend or enhance existing brands.
- **Consistency is rewarded** – Judges will be looking for consistent quality of idea and execution across two or more brand touchpoints.
Judges

NICK CARSON  BEREN NEALE  LYNSEY ATKIN  APORVA BAXI

SEAN THOMAS  DILYS MALTBY  GARRICK HAMM  LISA THOMAS

MAX OTTIGNON  DONNA PAYNE  PETER KNAPP  JANE ROSIER

PAUL BELFORD  EMMA BOOTY  RICHARD DANKS  CHRIS BRADLEY

NICK ASBURY  VIKKI ROSS  MIKE REED  KATE VAN DER BORGH

SHAUN BOWEN  BECKY SUTHERLAND  ANNA CHARITY  ALAN DYE

DOMINIC LIPPA  TOM FOLEY  CATERINA BIANCHINI  BIANCA BERNING

#BrandImpactAwards
Categories

- Artisan
- Automotive
- Bars and restaurants
- Craft in Branding: Copywriting
- Craft in Branding: Typology
- Craft in Branding: Illustration
- Culture
- Education
- Entertainment
- Fashion
- Financial services
- FMCG
- Furniture and homewares
- Luxury
- Not-for-profit
- Pharmaceuticals and toiletries
- Professional services
- Property
- Public sector
- Publishing
- Retail
- Self-Branding
- Sports & Leisure
- Technology and telecoms
- Transport and travel
- Utilities
- Wine, beer and spirits

Nominated awards

- Social Impact Award
- Best in Show
COMPUTER ARTS
- 25 years of experienced, in-depth analysis of the design industry
- 708,900 social following

CREATIVE BLOQ
- 577,300 social following

COMBINED EMAIL REACH
- Computer Arts and Creative Bloq
  - 173,000

BRAND IMPACT AWARDS
- 7 years running
- Over 1,000 entries in BIA history
- Largest number of entries last year
- 50+ award-winning judges
BRANDING
- Branding as part of title & logo of Brand Impact Awards for 2020
- ‘In association with’ logo included on all event promotion
- Logo and bio on the Brand Impact Awards website
- Branding included on all promotional social media posts

EVENT
- 5 passes for the awards
- Opportunity to provide an activation in the drinks reception on the night
- Branding projected above the bar at the venue on the night
- Logo on the big screen in the theatre
- Sponsor to present the “Best in Show” award (or category of choice)

MEDIA PLAN
- DPS advert in the awards issue of Computer Arts
- 250,000 roadblock impressions around relevant on Creative Bloq in the build up to the event
- 2 x Advertorial on Creative Bloq
- 2 x Advertorial promoted through Creative Bloq newsletter
- Further promotion of both advertorials through Creative Bloq & Computer Arts’ social media channels

Headline sponsor: £15,000
Category sponsor: £5,000

BRANDING
- Logo and bio on the Brand Impact Awards website
- Branding included on all relevant category promotional social media posts

EVENT
- 3 passes for the awards
- Opportunity to provide an activation in the drinks reception on the night
- Sponsor to present the category award

MEDIA PLAN
- 3 x Full Pages in Computer Arts
- 100,000 roadblock ad impressions

#BrandImpactAwards
Associate sponsor level: £2,000

- Logo and bio on the Brand Impact Awards website
- 3 passes for the awards
- Opportunity to provide an activation in the drinks reception on the night
- 1 Full Page in Computer Arts
- 20,000 Roadblock ad impressions

After Party sponsor: £1,000

- Full page advert in Computer Arts
- Logo and bio on the Brand Impact Awards website
- Branding of Brand Impact Awards after party area
  (to be provided by sponsor)
Contact us today

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