Welcome to the seventh-annual Brand Impact Awards – a global contest from the makers of Computer Arts to celebrate the world’s very best branding. The BIAs differ from other awards schemes in three ways:

1. **ENTRIES ARE PUT IN CONTEXT**
   Branding projects are judged in the context of the market sector for which they were created, rather than the form they take. This means that branding for an FMCG client isn’t judged against a not-for-profit project, for instance, or financial services work.

2. **ALL BRANDING IS CONSIDERED**
   As well as from-scratch branding programmes and rebrands, we also accept branded campaigns that extend or enhance existing brands. This recognises that while relatively few established brands experience a total overhaul, brand owners increasingly run campaigns in order to boost brand awareness among their customers, or to fulfill corporate social responsibility obligations.

3. **CONSISTENCY IS REWARDED**
   Judges will be looking for quality and consistency of ideas, design and execution across two or more brand touchpoints. These could include, for example, print and digital promo, a retail outlet, point-of-sale material, an exhibition, a T-shirt, or packaging.
WHAT TO ENTER
Entries are invited by market sector and in two streams: branding programmes; and branded campaigns. You might, for example, submit branding for a new, challenger brand or a full rebrand for an established brand as a branding programme, and a fund-raising or anniversary initiative for a fledgling charity or a well-known brand as a branded campaign.

Work can cover customer-facing branding, internal communications, or both where applicable. Please name the client, as well as any other creative agencies that were involved in the project. Please also ensure the copyright on any images is cleared for publication before you submit them to the Awards, and be sure to include any appropriate credits in your submission.

HOW TO ENTER
Where possible, submit the actual work in the context in which the customer or stakeholder sees it. This applies to print submissions, point-of-sale, products, packaging and merchandising. For digital branding, supply a URL for any online materials – we also accept video submissions. Entries should be anonymous, so remove all agency branding (with the exception of the Self-branding category). Interiors and exhibitions are best represented by a walkthrough video and a floorplan, although images showing the branding in situ are also helpful.

CONDITIONS OF ENTRY
• Entries can only be submitted online using the official entry form. Entries will not be accepted by any other means.
• Each entry must have its own written submission, which must include details of the design strategy that underpins the branding and explains the brief given (up to 300 words – this can be bullet-pointed).
• The launch date of the project must be provided during the online entry process.
• Projects must have been completed in the 12 months to end-of-May 2020. There is no geographic limitation on where they were designed or where the client is based.
• By submitting your entry you warrant that (i) the entry is wholly original to you and not copied from any other material; (ii) that the entry does not defame, cause injury to or invade the privacy of or otherwise infringe or violate any intellectual property or other rights of any third party; (iii) you have obtained all necessary licences, permissions and consents in connection with your entry; and (iv) the information you provide in your entry is true, accurate and not misleading.
• Your entry is also subject to Future’s standard guides and entry guidelines.

ENTRIES OPEN TUESDAY 25 FEBRUARY 2020. THE DEADLINE FOR ENTRIES IS 5.00PM ON FRIDAY 29TH MAY 2020.

Entries should be completed and submitted by the time and date above. All requests for deadline extensions should be sent to Madelene Andersson on madeleine.andersson@futurenet.com or Nick Carson on nick@nickcarson.agency for consideration.

JUDGING CRITERIA
Our judges will be looking for three things:
• An excellent idea
• Beautiful and consistent execution across two or more brand touchpoints
• Work that stands head and shoulders above the rest of its market sector.

During the process they will also take into account particularly effective examples of collaboration between multiple agencies, between designers and other creative practitioners, and between the agency and the client. The same criteria will apply to entries for both branding programmes and branded campaigns. The judges are free to move entries between categories and streams if they deem it appropriate – the priority is for all entries to be judged fairly, and for the best work to be awarded. If no entries meet the criteria in any particular category, it will be cut from the list.

The Brand Impact Awards are judged by an expert panel from world-class agencies including JKR, Paul Belford Studio and DixonBaxi, as well as client-side branding experts from top brands such as Channel 4, Virgin and Faber & Faber. BIAs are tough to win: judges will be looking for consistent quality of concept, design and execution across a number of touchpoints of a brand.

WINNERS ANNOUNCED
The winners will be announced via the Brand Impact Awards ceremony, taking place on Thursday 10th September 2020 at Fabric in Farringdon, London.
Step by step process on how to enter

1. When submitting your entry please ensure that you have read and fulfilled all of the Conditions of Entry. Your entry is also subject to Future’s standard competition rules: www.futureplc.com/competition-rules.

2. Write a submission for each entry that you wish to submit. In 300 words max, explain how this project meets the BIA judging criteria. What is the idea behind it, and why is it appropriate for the client? How did you translate that idea successfully across every brand touchpoint? And finally, what sets this work apart from the rest of its market sector? This can be bullet pointed. Please see the categories page for further details about the entry criteria.

3. Return to the website and click the ‘Enter’ button, taking you to the registration page. To start your submission you will need to create an account - complete your contact details and click ‘Continue’.

4. Then select your category / first category from the list and fill in the project details, including the project summary (up to 300 words - this can be bullet-pointed) and launch date. In the section marked ‘Credits’, please list any third-party agencies or external collaborators who have had creative input e.g. illustrators, type designers, copywriters, photographers, motion designers, architects and so on.

5. Please then attach the appropriate digital images, and videos if applicable, to support your entry.

   Please ensure that you upload at least three images (3) to represent your project for the judging process and in event materials such as the special Brand Impact Awards edition of Computer Arts, the Creative Bloq website, and at the Awards themselves. If you are submitting a rebrand, you will need to show before and after images to demonstrate the impact of your work.

   Please ensure that the file name clearly indicates the image content. Images must be submitted as an Illustrator EPS or a high-resolution JPEG (minimum 300 DPI). The maximum size for file uploads is 10Mb per image.

   PLEASE NOTE: Entries must be anonymous: please remove all agency branding from images if applicable (with the exception of the Self-Branding category)

6. You will next be taken to the Additional Entries page. Either click ‘Add Another Entry’ to add more, or click ‘continue’. You will then
go to the payment stage. After payment you will reach the confirmation page.

7. Please note your individual project name and the category, and quote this/these on any future correspondence.

ENTRANTS ARE ENCOURAGED TO SUBMIT PHYSICAL SUPPORTING MATERIAL WHERE POSSIBLE. Presentation boards are not required for the judging process.

NB Any additional images or supporting material should be clearly labelled with your project name and category (no company name).

FAQs

WHO SHOULD ENTER THE BRAND IMPACT AWARDS?
Entries are welcome from design studios, consultancies, branding agencies, ad agencies, in-house design teams and brand owners. Entries can be branding programmes and branded campaigns that have been commissioned and implemented either nationally or internationally.

WHY ENTER THE BRAND IMPACT AWARDS?
• Gain recognition within the industry and beyond for the talents of your team.
• Show your peers a fuller picture of what you can do, enhance your reputation and demonstrate your point of difference.
• Show clients that you have a ‘joined up’ approach to their branding needs.
• Celebrate the collaboration between yourself and your client that has resulted in great branding work – a sure way to win repeat orders.
• All shortlisted entries will appear in a special extended feature in Computer Arts.
• If you are shortlisted, images of your work will also be displayed on the Creative Bloq website from September, and further information about the project will be added after the awards ceremony.

PLEASE NOTE THAT DUE TO THE COVID-19 OUTBREAK FUTURE'S OFFICES ARE CURRENTLY CLOSED, AND WE CAN THEREFORE NOT ACCEPT ANY PHYSICAL SUPPORTING MATERIAL AT THIS TIME. PLEASE KEEP YOUR PRODUCTS IN YOUR OFFICE, AND WE WILL NOTIFY ALL ENTRANTS ONCE OUR OFFICES HAVE REOPENED AND WE CAN RECEIVE THEM.
WHEN DO ENTRIES OPEN?
Entries will open on Tuesday 25 February 2020.

WHEN IS THE DEADLINE TO ENTER?
The deadline for entries is 5pm on 29 May 2020. Entries beyond that point will only be accepted by prior arrangement with the organisers.

WHAT IS THE COST TO ENTER?
Early bird pricing from 25th February up until, and including, 7th April:
- 1 entry £179
- 2-4 entries £149
- 5+ entries £109

Standard pricing from 8th April up until, and including, 29th May:
- 1 entry £199
- 2-4 entries £169
- 5+ entries £139

WHAT DO I NEED TO ENTER THE BRAND IMPACT AWARDS?
If you are entering a branding programme, your entry must demonstrate skill in creating a total brand experience on behalf of the client. It is imperative to show more than one treatment, created or commissioned by your consultancy, of the branding or campaign, each one across a different communication platform.

If you are entering a one-off campaign to enhance or extend the brand please ensure that you demonstrate how the branding was applied to multiple communication platforms.

Your entry can comprise work across any of the following communication platforms:
- Advertising - poster / press / outdoor advertising created or commissioned by your team
- Digital media - website / intranet / extranet / email communication / CD / DVD
- Direct marketing - direct mail / direct response advertising / SMS text / email
- Environments - retail / office / hospitality / other environments
- Exhibitions and events - all forms of exhibitions and events
- Literature - all forms of printed material that focus on delivering a brand, corporate or product message (annual reports / promotional brochures / design manuals)
- Merchandise - sales promotion and incentive items that support the brand experience
- Packaging - structural and branded packs for any products relevant to the category
- Point of sale / purchase - branded items that support a campaign
- Publications - magazines / newsletters / books
- Stationery - letterheads / compliments slips / business cards / envelopes displaying the brand
2020 Categories

- Artisan
- Automotive
- Bars & Restaurants
- Culture
- Education
- Entertainment
- Fashion
- Financial Services
- FMCG
- Furniture & Homewares
- Luxury
- Not-for-profit
- Pharmaceuticals & Toiletries
- Professional Services
- Property & Construction
- Public Sector
- Publishing
- Retail
- Self-Branding
- Sports & Leisure
- Technology & Telecoms
- Transport & Travel
- Utilities
- Wine, Beer & Spirits

NEW FOR 2020: CRAFT IN BRANDING CATEGORIES

To recognise the crucial role that craft specialisms play in the branding process, we are introducing three all-new categories for 2020. Entries are welcome from the following specialisms, where they play an integral role in shaping the personality of a brand:

- Illustration
- Typography
- Copywriting

SOCIAL IMPACT AWARD

As in previous years, we will present a special Social Impact Award to the project that the judges believe has made the biggest positive difference to society. This has never been a pay-to-enter category, however this year entrants will be given an additional (optional) field on the entry form to outline the social impact credentials of any project submitted.

BEST OF SHOW

Chosen by the judges from the pool of category winners, the Best of Show Award must be a stand-out example of world-class branding in any sector.
2020 Category Criteria

**ARTISAN**
Branding, packaging and promotions for small, independent and boutique producers, including artisan foodstuffs and handicrafts (may also be suitable for Luxury).

**AUTOMOTIVE**
Branding and promotions for public and private transport systems and vehicles, fuel and automotive accessories (may also be suitable for Luxury).

**BARS & RESTAURANTS**
Branding and promotions for restaurants, cafes, pubs and bars, including chains and independent outlets.

**CULTURE**
Branding and promotions for museums, galleries, visitor centres and cultural organisations, individual events and cultural initiatives.

**CRAFT IN BRANDING: COPYWRITING**
Branding, packaging and promotional campaigns from any sector that use creative copywriting and tone of voice as a primary tool to communicate brand values (project may also be entered in its relevant market-sector category).

**CRAFT IN BRANDING: ILLUSTRATION**
Branding, packaging and promotional campaigns from any sector that use illustration and/or animation as a primary tool to communicate brand values (project may also be entered in its relevant market-sector category).

**CRAFT IN BRANDING: TYPOGRAPHY**
Branding, packaging and promotional campaigns from any sector that use typography, including bespoke branded typefaces, as a primary tool to communicate brand values (project may also be entered in its relevant market-sector category).

**EDUCATION**
Branding and promotions for schools, colleges and universities, courses, educational organisations and individual educational initiatives.

**ENTERTAINMENT**
Branding and promotions for TV and radio networks and channels, film networks, and producers of toys, games and other forms of entertainment.
**FASHION**
Branding and promotions for fashion houses and labels, fashion weeks and shows, and store promotions (may also be suitable for Luxury or Retail).

**FINANCIAL SERVICES**
Branding and promotions for banks, building societies, insurance companies and financial institutions, and individual products within their portfolios.

**FMCG**
Branding, packaging and promotions for mass-market FMCG brands, including own-label and supermarket brands.

**FURNITURE & HOMEWARES**
Branding, packaging and promotions for furniture, interior accessories and homewares, including cookware and tableware (may also be suitable for Luxury or Artisan).

**LUXURY**
Branding, packaging and promotions for luxury goods such as jewellery, perfume, and premium food and drink (may also be suitable for Wine, Beer & Spirits, Fashion or Artisan).

**NOT-FOR-PROFIT**
Branding and promotions for charities and non-governmental organisations across all market sectors.

**PHARMACEUTICALS & TOILETRIES**
Branding, packaging and promotions for professional and over-the-counter medicines, remedies and treatments, and toiletries (may also be suitable for FMCG).

**PROFESSIONAL SERVICES**
Branding and promotions for professional services providers such as management consultants, lawyers, accountants, creative services, coaches, and hair and beauty practitioners.

**PROPERTY & CONSTRUCTION**
Branding and promotions for residential housing, business premises and other property developments (both private and corporate), and construction firms (may also be suitable for Luxury)

**PUBLIC SECTOR**
Branding and promotions for government departments, local authorities and public service providers.
PUBLISHING
Branding and promotions for publishers of print and digital publications, including newspapers, magazines, books and blogs, and for individual titles.

RETAIL
Branding, packaging and promotions for online and high-street retailers, retail chains, delivery services and independent outlets (may also be suitable for Fashion).

SELF-BRANDING
Branding, campaigns and self-promotional activity of all kinds for design studios, agencies or freelance creative professionals.

SPORTS & LEISURE
Branding and promotions for sports brands and leisure organisations, sponsors and initiatives, and individual sporting tournaments, contests and series.

TECHNOLOGY & TELECOMS
Branding, packaging and promotions for hardware and software providers and communication networks.

TRANSPORT & TRAVEL
Branding, packaging and promotions for business and consumer travel companies, holiday packages and services, hotels and accommodation (may also be suitable for Luxury).

UTILITIES
Branding, packaging and promotions for gas, electricity, oil and energy providers for domestic and commercial customers.

WINE, BEER & SPIRITS
Branding, packaging and promotions relating to alcoholic beverages, and non-alcoholic alternatives (may also be suitable for FMCG, Artisan or Luxury).
KEY CONTACTS

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