



「  
BRAND  
IMPACT  
AWARDS  
」

**2019  
ENTRY  
GUIDELINES**

ENTRY DEADLINE:

**31/05/19**

Image credit: Zach Lieberman

# BRAND IMPACT AWARDS

Welcome to the sixth-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.

### SPECIAL AWARDS

As well as the main category awards, there are also two special prizes, chosen by the judging panel. The Social Impact Award acknowledges how design can make a difference to society, while the Collaboration Award recognises the teamwork that lies at the heart of effective branding – whether with the client, other agencies, craft specialists, or consumers themselves.

### 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.

Projects must have been completed within the last 12 months, up until the end of May 2019.

There is no geographic limitation on where they were designed, or where the client is based.

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.

**THE DEADLINE FOR ENTRIES IS 5:30PM ON 31ST MAY 2019. ENTRIES BEYOND THAT POINT WILL ONLY BE ACCEPTED BY PRIOR ARRANGEMENT WITH THE ORGANISERS.**

Visit [www.brandimpactawards.com](http://www.brandimpactawards.com) for full details  
or tweet [@ComputerArts](https://twitter.com/ComputerArts) using [#BrandImpactAwards](https://twitter.com/BrandImpactAwards)

# BRAND IMPACT AWARDS

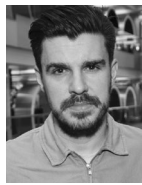
## JUDGES\*

\* More judges to be confirmed

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. They will have the hard job of judging all your best branding for this year's awards. BIAs are tough to win: being shortlisted is an accolade in itself, and getting a highly commended trophy even more so, so our judges will be looking for consistent quality of concept, design and execution across a number of touchpoints of a brand.



**NIICK CARSON**  
Content strategist and copywriter, Chair of Judges  
**Brand Impact Awards**



**JAMES CROSS**  
Creative Director  
**BBC Creative**



**CLIVE GRINYER**  
Brand Consultant



**STUART RADFORD**  
Executive Creative Director  
**Superunion**



**JACK RENWICK**  
Creative Director  
**Jack Renwick Studio**



**SPENCER BUCK**  
Creative Partner  
**Taxi Studio**



**LOUISE KYME**  
Strategy Director  
**Strategy Director**



**ANDY HOWELL**  
Creative Director and Founder  
**The Clearing**



**CLAIRE WILLETS**  
Brand Director and Head of Customer Experience  
**Virgin Group**



**JANE ROSIER**  
Head of Marketing  
**V&A**



**JULIET SLOT**  
Chief Commercial Officer  
**Ascot Racecourse**



**MILLIE SCARLETT DAVIES**  
Head of Design (International)  
**MOO**

## JUDGING CRITERIA

Our judges will be looking for three things: an excellent idea, beautiful and consistent execution across two or more brand touchpoints, and 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.

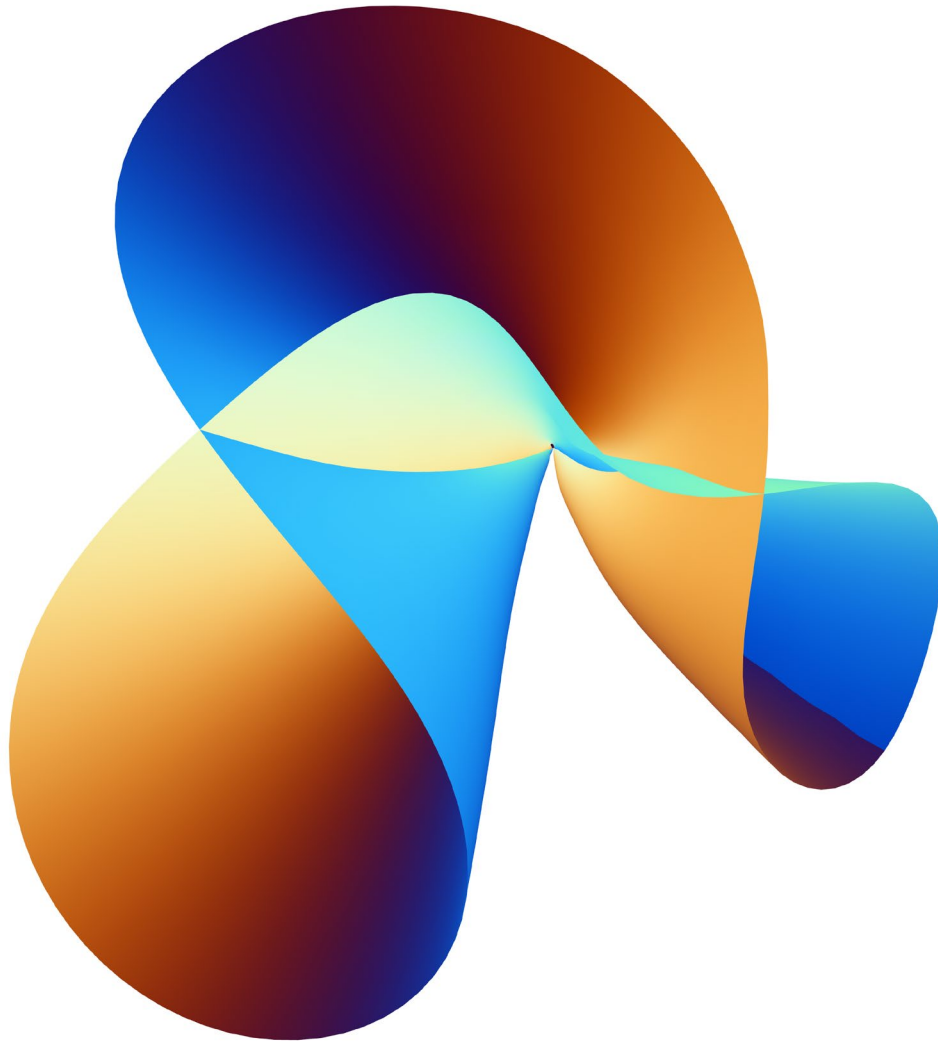
The judges are free to move entries between categories and streams if they deem it appropriate – the priority is for all entries to be judged fairly, and for the best work to be awarded. If no entries meet the criteria in any particular category, it will be cut from the list.

The categories are listed to the right – for a more detailed breakdown, please refer to the website.

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

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# BRAND IMPACT AWARDS



## KEY CONTACTS

### SPONSORSHIP ENQUIRIES

**Michael Pyatt**  
Advertising Manager  
+44 (0)1225 687538  
michael.pyatt@futurenet.com

### AWARDS ENTRY ENQUIRIES

**Madelene Andersson**  
Events Manager  
+44 (0)20 7042 4105  
events@futurenet.com

### JUDGING PANEL ENQUIRIES

**Nick Carson**  
Chair of Judges  
+44 (0)117 313 7525  
nick@nickcarson.agency

### POSTAL ADDRESS

Future Publishing  
Madelene Andersson  
1-10 Praed Mews,  
London,  
W2 1QY

P R E S E N T E D \_ B Y

**COMPUTER** DESIGN MATTERS **ARTS**

**CB** **CREATIVE BLOQ**

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