



## Entrykit inhoudstafel

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# Introduction

## Sharing the Love

In a world powered by social media, influencers are key players in shaping perceptions, culture, and community. The Bisou Awards honour the creativity, results, and social relevance of influencer marketing – especially when brands and creators collaborate meaningfully.

A 'bisou' is a cheeky kiss – a sign of appreciation. That's what these awards celebrate: campaigns that deserve a kiss for being bold, smart, or heartwarming.

Submit your campaign by September 30, 2025, and join us at the Bisou Awards ceremony in Knokke-Heist on November 6, 2025.

# Brand Awards

## Sharing the Love

Thanks to the valuable input we received after last year's edition, we have refined and expanded our award categories for 2025. We now group the categories into three core pillars: Strategy & Budget, Values & Objectives, and Campaign Types. So we can better reflect the diversity and evolving standards of influencer marketing today.

# Categories

## Best Product Launch

Celebrates the smartest go-to-market strategies driven by influencer activation.

## Best Long-Term Partnership

For brands and influencers with consistent collaboration over time (e.g. more than one year).

## Best Best performing Campaign

Celebrates bold productions and strategic excellence from brands that go all-in.

## Best Low Budget Campaign

Rewards smart campaigns with limited means (<€10.000) that deliver outsized results.

## Best Social Impact by a Brand

Dedicated to brands that tackle societal issues or sustainability in a meaningful way.

## Best Niche Activation

Honours targeted campaigns aimed at specific communities (e.g. queer community, gamers, parents...).

# Rules & Regulations

1. Campaigns must have run between June 1, 2024 and July 31, 2025.
2. At least one involved partner (brand, agency, or influencer) must be based in Belgium.
3. Cases must involve a Belgian influencer (Belgian nationality or residence).
4. Campaigns must remain online until November 10th, 2025.

Each category must receive at least 5 valid submissions. Categories with fewer entries may be merged or cancelled. Submitters will be notified accordingly.

## Submission Guidelines

### How to Submit

1. Complete the online form at [www.bisouawards.be/bisou-for-brands](http://www.bisouawards.be/bisou-for-brands)  
→ Early bird discount applies for entries submitted before July 1, 2025.
2. Send your presentation ( max 6 slides ) by email to [kemi@bisouawards.be](mailto:kemi@bisouawards.be) before August 31, 2025.
3. Pay the participation fee:
  - Early bird: €495 (excl. VAT)
  - First case: €595 (excl. VAT)
  - Additional case(s): €550 (excl. VAT)
  - Includes: registration, 2 tickets to the ceremony, food & drinks, and a trophy if you win

*Payment deadline: September 30, 2025*

## Application form

To keep things simple, the online form at [www.bisouawards.be/bisou-for-brands](http://www.bisouawards.be/bisou-for-brands) requires only a few key fields:

### Essential Info:

- Name and email of main contact
- Company name and type (brand / agency / influencer / joint entry)
- Campaign title
- Selected category(ies)

### Administrative Info:

- Billing details & VAT number
- Consent to rules and terms
- Tickbox: Early Bird (if application is done before July 1, 2025)
- Once submitted, you will receive a confirmation email with instructions to send your case file to [kemi@bisouawards.be](mailto:kemi@bisouawards.be)

# Case presentation

Please submit your case as a PDF file (max. 20MB) with a maximum of 6 slides. Use clear visuals and short text to tell your story. Be creative, but follow the structure below.

## Slide 1 – Campaign Info

Include the campaign title, client and partners, campaign period, budget, chosen category(ies), and your contact details. Also add a video link and password. The video must stay online until November 10, 2025.

## Slide 2 – Goals & Target

Explain the campaign objective and who you were trying to reach.

## Slide 3 – Strategy

Describe the main idea, why influencer marketing was used, and which platforms and creators you selected.

## Slide 4 – Creative Approach

Show how the idea was brought to life: tone, formats, and visual style.

## Slide 5 – Results

Share key results: reach, engagement, impact or feedback.

## Slide 6 – Why this Category

Tell us why your case fits the category and what makes it special.

# Submission Checklist

- Final Submission Checklist
- Completed the online application form
- Sent your 6-slide case as PDF or deck to [Kemi@bisouawards.be](mailto:Kemi@bisouawards.be)
- Included video link + password
- Client has approved the submission
- Assets or screenshots are included or linked

# Evaluation criteria

Jury members score each project (1–10) based on the following weighting:

**Strategy & Objectives** – clarity, relevance and insight (20%)

**Creativity & Originality** – ideas, influencers, tone of voice (20%)

**Execution & Platform Use** – visual quality, platform fit, storytelling (20%)

**Results & Impact** – reach, engagement, conversion or social value (25%)

**Category Fit** – relevance to the selected award (15%)

# Timeline

**Early bird deadline:** July 1, 2025

**Final submission deadline:** September 30, 2025

**Online jury evaluation:** September 2025

**Finalist notification:** Oktober 2025

**Live finals & public presentations:** TBD

**Awards Ceremony:** November 6, 2025 in Knokke-Heist

# Contact

Still have questions concerning the submission of your case? [kemi@bisouawards.be](mailto:kemi@bisouawards.be)

Or want to partner with us? [contact@bisouawards.com](mailto:contact@bisouawards.com)