

Bisou X
awards

Entrykit

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The Bisou Awards celebrate the very best in influencer marketing.

Every year, brands, agencies and creators come together to showcase the campaigns that captured attention, sparked conversations and delivered meaningful results. From smart low-budget activations to large-scale launches, from long-term partnerships to campaigns that drive social change, the Bisou Awards recognise the work that moves the industry forward.

A Bisou is more than a trophy. It's a mark of recognition from your peers, industry experts and leading professionals in influencer marketing.

If you've created a campaign you're proud of, we'd love to see it. This Entry Kit contains everything you need to prepare and submit your case, including:

- Award categories
- Submission guidelines
- Evaluation criteria
- Key dates and deadlines
- Tips for creating a winning entry

Submit your campaign by September 15, 2026, and join us at the Bisou Awards ceremony in Brussels on October 15, 2026.

Good luck!

The categories

Influencer marketing comes in many shapes and sizes. That's why the Bisou Awards celebrate excellence across three distinct pillars: Strategy & Budget, Values & Objectives, and Campaign Types.

From clever low-budget activations and long-term partnerships to impactful product launches and purpose-driven campaigns, each category highlights a different way brands and creators can create meaningful results together.

No matter the size of the campaign, we're looking for work that combines creativity, strategy, authenticity, and impact.

Choosing the right category

If your campaign excelled at...	Choose...
Outstanding business results	Best Performing Campaign
Limited budget, big impact	Best Low Budget Campaign
Long-term creator relationship	Best Long-Term Partnership
Reaching a specific community	Best Niche Activation
Positive societal impact	Best Social Impact Campaign
Launching something new	Best Product Launch

Pilar 1: Strategy & Budget

Bisou for Best Low Budget Campaign

Who says you need a big budget to make a big impact?

This award celebrates influencer marketing campaigns that achieved outstanding results with limited resources. Whether through clever creator selection, smart content strategies, or creative thinking, these campaigns prove that success isn't measured by spend alone.

We're looking for campaigns with a budget under €10,000 that managed to punch above their weight, delivering strong results, meaningful engagement, and a clear return on investment.

Because sometimes the smartest campaigns are the ones that do more with less.

Bisou for Best Performing Campaign

Numbers don't lie

This award recognises the influencer marketing campaign that achieved the strongest measurable impact. The jury will focus on performance against objectives, KPI achievement, business results, and overall effectiveness.

Whether the goal was to increase awareness, drive engagement, generate leads, boost sales, or grow a community, the winning campaign demonstrates exceptional results and clear evidence of success.

Because influence should be measurable.

Bisou for Best Long-Term Partnership

The strongest collaborations aren't built overnight.

This award honours brands and creators who have invested in a lasting relationship, creating value together over an extended period. Rather than focusing on a single campaign, this category celebrates partnerships built on trust, consistency, authenticity, and shared growth.

The jury will look at how the collaboration evolved, how it strengthened brand credibility, and how it delivered meaningful results over time.

Because when a partnership feels genuine, audiences notice.

Bisou for Best Niche Activation

Sometimes the most powerful campaigns speak to a few, rather than trying to reach everyone.

This category rewards campaigns that successfully connected with a clearly defined audience or community. Whether targeting gamers, young parents, food lovers, sports enthusiasts, the LGBTQIA+ community, or any other niche audience, the focus is on relevance and authenticity.

The jury will evaluate how well the campaign understood its audience, selected the right creators, and delivered content that genuinely resonated within the community.

Because meaningful connections start with understanding who you're talking to.

Bisou for Best Social Impact by a Brand

Influence becomes truly powerful when it creates positive change.

This award celebrates brands that have used influencer marketing to make a meaningful contribution to society, communities, or the environment. Whether raising awareness around important issues, driving behavioural change, supporting social causes, or promoting sustainability initiatives, these campaigns go beyond commercial objectives.

The jury will assess both the relevance of the cause and the measurable impact of the campaign.

Because influence means more when it creates change.

Bisou for Best Product Launch

Launching something new is exciting. Making people care about it is where the real challenge begins.

This category rewards influencer marketing campaigns that successfully introduced a new product, service, or innovation to the market. From generating buzz and building anticipation to driving consideration and sales, the award recognises launch strategies that put creators at the heart of the story.

The jury will look at the strategic approach, creator fit, creative execution, and the results achieved throughout the launch journey.

Because every great product deserves a memorable debut.

How will your case be evaluated?

All entries are reviewed by an independent jury of industry professionals. Each case is scored on a scale from 1 to 10 across five criteria:

Strategy & Objectives (20%)

How clearly did the campaign define its challenge, objectives and target audience?
Was influencer marketing the right strategic choice?

Creativity & Originality (20%)

Did the campaign stand out through creative thinking, authentic storytelling and a distinctive approach?

Execution & Platform Excellence (20%)

How effectively was the campaign brought to life across creators, platforms and content formats?

Results & Impact (25%)

Did the campaign achieve meaningful and measurable results? This includes awareness, engagement, business impact, sales, leads or societal impact, depending on the category.

Category Fit (15%)

How well does the campaign represent the category it was entered into? Does it demonstrate excellence within that category?

What the Jury Loves to See

The strongest entries present ...

- Clear challenge
- Strong strategic insight
- Thoughtful creator selection
- Original creative execution
- Evidence-backed results
- Clear category fit

The highest-scoring entries will be shortlisted and reviewed by the jury before the final winners are selected.

The 6-slide presentation

Building a Winning Case

The strongest entries follow a simple structure:

Challenge → Insight → Strategy → Execution → Results → Why it Matters

Use clear visuals, concise copy and measurable results. Focus on the elements that made your campaign successful. To ensure fair judging, **please do not mention the agency or creative team involved** in the campaign.

Slide 1 – Campaign Snapshot

Introduce your campaign at a glance.
Include:

- Campaign title
- Campaign period
- Budget range
- Selected category/categories
- Video link and password
- One-sentence campaign summary

Please ensure your video remains available until October 15, 2026.

Slide 2 – Challenge, Objectives & Audience

Help the jury understand what you set out to achieve. Include:

- The business or communication challenge
- The target audience
- The campaign objectives
- The KPIs used to measure success

Tip: Be specific. The clearer your objectives, the easier it is for the jury to evaluate your results.

Slide 3 – Insight & Strategy

Explain the thinking behind the campaign.
Include:

- The key audience or market insight
- Why influencer marketing was the right solution
- The strategic approach
- Platform selection
- Creator selection

Show the jury not only what you did, but why you did it.

Slide 4 – Creative Execution

Bring your campaign to life.
Include:

- The creative concept
- Content formats used
- Creator collaboration
- Examples of content
- Visuals and screenshots

This is your opportunity to demonstrate the originality and quality of the campaign.

Slide 5 – Results & Impact

Show the evidence. Present your results clearly and support them with data wherever possible. Suggested format:

KPI	Target	Result
Reach	XXX	XXX
Engagement Rate	XXX	XXX
Video Views	XXX	XXX
Sales / Leads	XXX	XXX

Also include any relevant business, brand or societal impact such as:

- Sales growth
- Website traffic
- Lead generation
- Brand awareness uplift
- Community growth
- Social impact

The strongest entries provide measurable results supported by screenshots, reports or platform analytics.

Slide 6 – Why This Campaign Deserves a Bisou

This is your final opportunity to convince the jury. Tell us:

- What made the strategy particularly strong?
- What made the campaign creative or distinctive?
- Which results make the campaign stand out?
- Why is this campaign a worthy winner in the selected category?

Don't simply repeat your results. Explain why this campaign deserves recognition from the industry. The easier it is for the jury to evaluate your results.

Submission Process

Entering the Bisou Awards is simple.

Step 1 – Register Your Entry

Register your campaign and complete the participation fee payment.

Entry Fee

First entry: €595 (excl. VAT)

For additional entries, a 25% discount applies to the total amount

Your entry fee includes:

- Registration of your case
- Two tickets to the Bisou Awards ceremony
- Food & drinks during the event
- A Bisou Award trophy if you win

Step 2 – Prepare Your Case

Create a case presentation that tells the story behind your campaign.

Your submission must be:

- PDF format
- Maximum 20 MB
- Maximum 6 slides
- Submitted before September 15, 2026

Please send your presentation and proof of payment to kemi@bisouawards.be

Rules & Regulations

To be eligible for the Bisou Awards 2026:

- Campaigns must have run between June 1, 2025 and July 31, 2026.
- At least one involved partner (brand, agency or influencer) must be based in Belgium.
- Cases must involve a Belgian influencer (Belgian nationality or residence).
- Campaigns and supporting content must remain accessible to the jury until October 15, 2026.
- The Bisou Awards reserve the right to merge or cancel categories with an insufficient number of entries.

Timeline

- Final submission deadline: September 15, 2026
- Online jury evaluation: september 2026
- Finalist notification: Oktober 7 2026
- Awards Ceremony: Oktober 15, 2026 in Brussels

Contact

Still have questions concerning the submission of your case?
Email kemi@bisouawards.be or want to partner with us?

contact@bisouawards.be / www.bisouawards.be