

Bisou X  
awards

# Official regulations & judging competition rules

# Article 1: objective & theme

1.1. The Bisou Awards 2026 (hereafter “the Awards”) is the national award show celebrating excellence, authentic influence, and positive social impact within the Belgian influencer and digital creator landscape.

1.2. The 2026 edition centers around the official theme: “Unapologetically Extra”. The Awards honor the “human touch” in digital culture, celebrating playful maximalism, joyful chaos, and creative curation.

# Article 2: eligibility & time window

2.1. Any individual or organization creating, producing, and releasing digital content on public platforms (such as TikTok, Instagram, YouTube, Twitch, etc.) is eligible for nomination.

2.2. Time Window: Nominated creators will be assessed strictly on content that was published online since the last Bisou Awards until the start of the voting period (November 6 2025 until August 2026). The content does not necessarily have to be produced within this timeframe, but its official online release must fall within these dates.

# Article 3: the 16 content categories

All nominated individual influencers shall be assessed and assigned to one of the following sixteen (16) distinct content categories:

- 1. Influencer of The Year:** Celebrating the iconic creator who defined 2026 by being unapologetically extra.
- 2. Travel and Adventure:** Honoring boundary-breaking explorers taking their audience on unique journeys.
- 3. Beauty and Makeup:** Recognizing expertise, artistry, and education in all things beauty.
- 4. Fashion and Style:** Spotlighting trendsetters inspiring audiences with sharp fashion expertise.
- 5. Hidden Gem:** Dedicated to rising creators who, regardless of audience size, created an undeniable wave.
- 6. Pop Culture:** Shaper of popular culture, covering the latest media moments and digital trends.
- 7. Design and Interior:** Celebrating creators transforming spaces with home makeovers and design trends.
- 8. Lifestyle:** Documenting everyday life with consistency, transparency, and authenticity.
- 9. F(r)amily and Relationships:** Celebrating creators sharing their love for family, parenting, and relationships.
- 10. Environment and Sustainability:** Driving audiences toward conscious future habits and sustainable lifestyle shifts.
- 11. Crafts and Creativity:** Honoring creators working with their hands, celebrating texture, detail, and raw process.

**12. Education and Knowledge:** Empowering audiences by expanding practical or theoretical skills and knowledge.

**13. Fitness and Sport:** Building motivating communities that challenge audiences to stay active and strong.

**14. Wellbeing and Self Care:** Redefining mental wellness, self-care, and looking after oneself and others.

**15. Social Impact and Empowerment:** Recognizing changemakers pushing for meaningful alternatives and societal progress.

**16. Food and Tasting:** Capturing taste, atmosphere, and culinary storytelling from home recipes to restaurant reviews.

Influencer of the Year will be chosen through the top 10 nominees. The Hidden Gem will be chosen through the Jury.

The organization and the jury reserve the absolute right to reassign a nominated creator to a different category if their content fits that specific definition better.

## Article 4: the three-phare voting process

To guarantee a fair, uncompromised, and equal playing field for rising stars and established media personalities alike, the election consists of three sequential phases:

### Phase 1: Internal Preselection (June)

- **Objective:** The jury will narrow down the longlist of thousands of public nominations to a calibrated shortlist of ten (10) nominees per category.
- **Method:** Executed by the internal team and jury members using an online program based on the ELO rating system.
- **Jury Wildcard:** The professional jury explicitly reserves the right to introduce their own nominations/proposals if they believe exceptional creators meeting the criteria were overlooked by the general public.

### Phase 2: Scoring Assessment (August)

Objective: Establishing the definitive professional jury score for the Top 10 nominees.

Method: While the public voting phase is open simultaneously, jury members independently review the top 10 nominees using a standardized Multi-Criteria Scoring Matrix. For the criteria, read article 5.

### Phase 3: Live Jury Deliberation (September)

Objective: Selecting the final winners of the Bisou Awards 2026.

Method: The independent jury panel convenes in Brussels for a live debate. Final results are compiled by combining public community votes and professional jury scores.

# Article 5: the judging criteria (80/20 matrix)

During Phase 2, every nominee is graded on a scale of 1 (poor) to 10 (excellent) using whole numbers only. The score is calculated based on a strict 80/20 Matrix:

## A. Core Criteria (80% of Total Score)

The following four criteria are fixed and apply across all categories, each accounting for 20% of the score:

**Strategy:** Clarity of vision, target audience alignment, and consistency of content output.

**Creativity:** Originality, conceptual innovation, storytelling abilities, and alignment with the creative spirit of digital culture.

**Execution:** Technical craftsmanship, visual and audio quality, editing skills, and aesthetic presentation.

**Impact:** Audience engagement metrics, community building, positive social influence, and real-world resonance.

## B. Category-Specific Criterion (20% of Total Score)

The remaining 20% evaluates specific excellence required by the particular niche (e.g., educational depth for Education & Knowledge, raw craftsmanship for Crafts & Creativity, or unique discovery metrics for Hidden Gem).

# Article 6: code of conduct & jury guidelines

6.1. Independence: Jury members must evaluate all creators independently on their individual merits before entering group discussions.

6.2. Objectivity: Evaluations must be based strictly on content quality and category relevance, disregarding personal familiarity or the absolute follower size of a profile.

6.3. Confidentiality: All jury members are bound to strict confidentiality. Review materials, scoring sheets, internal discussions, and preliminary results may not be shared outside the official jury process.

6.4. Conflict of Interest: Jury members must recuse themselves from scoring any category where a direct personal or professional conflict of interest occurs (e.g., representation agencies evaluating their own signed talent).

## Article 7: originality & copyright (anti-plagiarism)

7.1. The organization assumes that all submitted work is the original creation of the respective creator and that they hold all necessary intellectual property rights.

7.2. No Rights Claimed: The Bisou Awards do not claim any ownership or copyright over the creators' content and will never publish a creator's work in its entirety.

7.3. Plagiarism Sanction: Any creator found to be publishing stolen, plagiarized, or uncredited direct copies of other creators' work will be immediately disqualified. Their work may build upon or be inspired by others, but cannot be a direct copy.

## Article 8: online conduct, safety & inclusion

8.1. Zero Tolerance Policy: The Awards strive to foster a safe, inclusive, and positive digital space. There is an absolute zero-tolerance policy for any form of online toxicity, harm, or misconduct.

8.2. Prohibited Content: Creators who publish, promote, or participate in the following behavior will be immediately disqualified from the competition:

Cyberbullying & Harassment: Direct or indirect attacks, online doxxing, structural intimidation, or the targeted defamation of individuals or groups.

Hate Speech & Discrimination: Content that promotes racism, xenophobia, sexism, homophobia, transphobia, or any other form of systemic discrimination and exclusion based on race, gender, sexual orientation, religion, disability, or background.

Incitement to Violence & Extremism: Videos, audio, or text that glorify, encourage, or incite violence, illegal acts, or dangerous extremism.

Toxic Community Management: Creators are responsible for their digital ecosystem. Actively encouraging or consciously tolerating online hate, bullying, or targeted harassment campaigns within their own comment sections or discord servers is grounds for exclusion.

8.3. Review and Sanctions: The organization reserves the right to review a nominee's historical and current content footprint. If verified instances of prohibited content are found, the organization—in consultation with the jury panel—holds the absolute right to unilaterally disqualify the creator at any phase of the competition.

## Article 9: disqualification & feedback policy

9.1. No Notification of Disqualification: In line with the enforcement of Article 7 and Article 8, any creator who is disqualified from the competition will not be notified of this decision by the organization.

9.2. No Personal Feedback: Due to the exceptionally high volume of public nominations, the organization and the jury are legally unable to provide individual feedback, scores, or rationales regarding why a creator was or was not nominated or selected

## Article 10: finality of results

10.1. The combination of public community votes and professional jury matrix scores determines the winner.

10.2. All decisions made by the live jury panel during Phase 3 are final, legally binding, and not subject to external appeal or dispute.

## Contact

Still have questions?  
Or want to partner with us?

[contact@bisouawards.be](mailto:contact@bisouawards.be) / [www.bisouawards.be](http://www.bisouawards.be)