

BASE

A W A R D S 2 0 2 2

ENTRY PACK

KEY DATES

ELIGIBILITY PERIOD: 1ST APRIL 2021 – 30TH APRIL 2022

ENTRIES OPEN: TUESDAY 3RD MAY 2022

INTENTION TO ENTER FORM BY: FRIDAY 27TH MAY 2022

FINAL SUBMISSIONS BY: FRIDAY 10TH JUNE 2022

SHORTLIST ANNOUNCEMENT AUGUST

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General Entry Information

- The BASE Awards are open to all UK based distributors, retailers, platforms, services, agencies and companies
- If you are an agency entering alongside a client, please ensure you have their permission before submitting
- For each entry, please refer to the award category, its individual guidelines and any mandatory submission information
- Entries must not exceed the stated guidelines
- Should your entry be shortlisted, some of the images you supply may be used for publication on the awards website, brochure or used on-screen during the awards night presentation
- In regards to any confidential/sensitive information, all judges are bound by a BASE Awards Judging NDA
- A minimum of 4 entries is required for each award to run:
 - a) Sub-categories may be made if enough entries are received
 - b) BASE will aim to run each award category but where too few entries are received, the entry will be merged with the closest suitable category – you will be contacted in advance of any category merge
- There is no limit on the number of entries for each category, from each company
- Please supply assets and a pro-res textless trailer (where applicable) for all titles being entered. Pictures should be JPG, no less than 1MB. Please follow the link directly below to upload

Submission Fees

Member Rate - £155+VAT

Non-Member Rate - £185+VAT

2022 New Awards Category Rate - £100+VAT

Discounts

- **Multiple Entry Discount** - save 10% on 8 or more entries
- **Multi-Category Entry Discount** - save 10% when entering for the same category more than once
- **Free Award Submission Offer** - 1 free award submission per table or sponsorship package*

Terms

**1 table seats 10; sponsorship packages must be at full price to be entitled to the free entry offer and only one free entry per company.*

What Awards Am I Eligible For?

Awards Categories	Major / Mini Major Studios	Independent Studios	Retailer / Platform Transactional	SVOD	AVOD	Agencies or Companies
Physical and Digital Retailer of the Year			X			
Physical and Digital Distributor of the Year	X	X				
Physical and Digital Independent Label of the Year		X				
Title of the Year	X	X				
Retailer / Platform Initiative of the Year			X	X	X	
Creative Marketing Initiative of the Year	X	X	X	X	X	X
Campaign of the Year Awards	X	X				
Best in Class Awards	X	X	X	X	X	X
Script to Screen	X	X		X		X
Outstanding Innovation	X	X	X	X	X	X
Social Impact	X	X	X	X	X	X
Category Hero	X	X	X	X	X	X
Hidden Gem	X	X		X		

Intention to Enter Form

- Please click [here](#) to complete the Intention to Enter form
- Please complete this form for every awards entry
- The deadline for completion is Friday 27th May 2022

Judging Information

Points to note across the judging process:

- Decisions are not based on sales figures alone.
- Merit is given to campaigns that have overcome and addressed challenges as well as the creativity, ingenuity and innovation of the entries.
- It is noted that entries from 2021 may be harder to compare and judge due to varying release patterns. Where possible awards will be grouped into similar release patterns.
- Entries are reviewed and awarded at the judges discretion, therefore submissions which provide detailed information and additional context are highly recommended.
- A judging pack is issued alongside submissions to ensure judges have a clear picture of the challenges facing the industry and a state of the nation for 2021.
- Please ensure you provide the stated week figures to ensure that judges have comparable points especially where entries are closer to the end of the eligibility period.

Retailer of the Year Awards

Celebrating the category's retailers.

- **No nominations or submissions are required for these categories**
- There is a Physical and Digital Retailer of the Year award
- Both awards are voted for anonymously by BASE Council members
- Each Council member is eligible to vote for one physical and one digital retailer
- Physical retailers are those selling physical copies of content e.g. e-commerce
- Digital retailers are those selling EST/TVOD

Distributor of the Year Awards

Awarding the distributor that sold the most units across 2021.

- **No nominations or submissions are required for these categories**
- There is a Physical and Digital Distributor of the Year Award
- This is based on published OCC data
- Physical Distributor is based on Disc sales only
- Digital Distributor is based on combined EST & TVOD transactions
- Both awards are based on volume data. Volume data is used as value data is not available across all formats. Please note: in 2023 value data will be available and these awards will then convert to that metric
- The actual period, based on published OCC 2021 calendar, covers dates from Sunday 3rd January 2021 to Saturday 1st January 2022
- PVOD data is not available for 2021 and is not included

Independent Label of the Year Awards

Championing the independent label that sold the most units across 2021.

- **No nominations or submissions are required for these categories**
- There is a Physical and a Digital Independent Label of the Year
- This is based on published OCC data, excluding content owned/licensed by the following major distributors:

Warner Bros.	Paramount	Universal	Sony Pictures	Disney
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- Physical Independent Label is based on Disc sales only
- Digital Independent Label is based on combined EST & TVOD transactions
- Both awards are based on volume data. Volume data is used as value data is not available across all formats. Please note: in 2023 value data will be available and these awards will then convert to that metric
- The actual period, based on published OCC 2021 calendar, covers dates from Sunday 3rd January 2021 to Saturday 1st January 2022
- PVOD data is not available and is not included

Title of the Year

The category's most popular title, as determined by unit sales, across 2021.

- **No nominations or submissions are required for this category**
- This year the award will be presented as one award and combines both Physical and Digital. For Title of the Year 2022 this may revert to two separate awards
- This is based on published OCC Data, inclusive of all formats (Disc, EST & TVOD)
- The award is based on volume data. Volume data is used as value data is not available across all formats. Please note: in 2023 value data will be available and these awards will then convert to that metric
- The actual period, based on published OCC 2021 calendar, covers dates from Sunday 3rd January 2021 to Saturday 1st January 2022
- PVOD data is not available and is not included

Hidden Gem

Championing titles that captured audience imagination, irrespective of sales.

- This is a Peoples' Choice Award
- One vote per person
- Only those working in the category are eligible to enter.
- Work email is required for your vote to be valid.
- All votes are confidential and any title can be selected irrespective of the company you work for.
- To nominate a title it must meet the following criteria: a standout title that unexpectedly captured audience interest, irrespective of sales
 - This can be based on Disc, EST, TVOD, SVOD, AVOD or broadcast performance

Head to the BASE Awards website to vote now: <https://base-awards.org/hidden-gem/>

Retailer / Platform Initiative of the Year

Celebrating ideas developed and executed by a retailer or platform.

- Open to any retailer or platform who has delivered an initiative which has delivered cost savings; or driven higher than forecasted sales or similar.
- Open to retailers/platforms with transactional sales only
- **A presentation deck is required as part of your submission.** The deck must demonstrate to judges why this was the best initiative brought to the industry. The submission **should not exceed 15 slides**
- Presentation must include:

✓ Title	✓ Show examples of the execution
✓ What was the background and insight used for this initiative?	✓ What was new/different? Did it push boundaries? Uniqueness / Point of Difference to the Competition
✓ What were the campaign objectives/KPIs? Were there any specific targets set for this initiative?	✓ How was the initiative executed? Detail go-to-market strategy and tactical execution
✓ Results and Impact - Sales uplift vs. cost-in-line with or above expectation. Measured market impact (share/total market growth/customer response/media response). Performance vs. ROI or KPI	✓ Considering the pandemic, what did you do differently? If the initiative had to pivot in light of the pandemic, please advise any changes that were made

Outstanding Innovation

Awarding fresh ideas that drive category innovation.

- This category celebrates any company that has provided a new product, solution or approach to the industry which has driven growth, cost savings or similar
- It is open to any company involved in the home entertainment industry that has contributed to the category's success
- A virtual face-to-face presentation to a panel of judges is required (in 2022 this will be done via zoom), at the end of the session you may be asked to answer questions. Your presentation will need to be submitted in advance.
- **The submission deck, of which your virtual presentation will be based, should not exceed 20 slides.**
- You must ensure your deck/presentation demonstrates to judges why this was the most innovative idea brought to the industry in 2021/2022. Examples could include:
 - How innovative, creative, unique was the idea?
 - How was it best in class? Did it push boundaries?
 - What did the idea bring to the industry/category?
- You will be up against ideas and initiatives which may not be similar to your own and as such you will need to articulate why this idea was the best and has been the most innovative for the year

Creative Marketing Initiative of the Year

Recognising outstanding creativity in marketing within the category.

- Open to any creative marketing initiative that pushed the boundaries and brought the campaign to life in a unique, distinct and creative way, beyond sales alone
- Initiative can be from an EST, 4K UHD, 3D, Blu-ray, DVD, SVOD, PVOD, PEST, TVOD or AVOD product
- Initiative can also be for a platform, service or broadcaster
- The following slide shows the submission information required for your entry
- **Submission should not exceed 20 slides**

Creative Marketing Initiative of the Year

Submission Information

Title	
Situation Analysis	<ul style="list-style-type: none"> • What was the challenge? Did this change due to the pandemic? What did you do differently? • What was the background and insight used for this initiative? • What were the campaign objectives/KPIs? Were there any specific targets set for this initiative? • Budget breakdown for the nominated Creative Marketing initiative.
Campaign Strategy and Execution	<ul style="list-style-type: none"> • What were the goals and how did the initiative attempt to creatively deliver on them? • What did you do to make this the most creative and engaging marketing idea? • What tactics were used and how was the initiative executed? • What execution challenges were there and how did you overcome them? If the campaign had to pivot in light of the pandemic, please advise on the changes made; for example, did you consider audience research for the first time? • What was required to make it happen? (scale, teamwork etc.) • Please provide a narrative on how other teams (including Retail Marketing, Sales, Marketing, PR and Creative Teams) within your company were involved in the release strategy and what their role was? • Show examples of the execution. • What was new/different? Did it push boundaries? Was it an industry first?
Results and Insights	<ul style="list-style-type: none"> • What were the results? • How were these measured against the goals? • What was the ROI of the campaign? • Did it move the needle of creativity vs. what was done before? If yes, how? • Show evidence of results (media coverage, sales, social WOM, etc.)



Campaign of the Year Awards

Celebrating the stand-out category campaigns of 2021.

- Open to any marketing / advertising / promotional campaign for an EST, TVOD, 4K UHD, 3D, Blu-ray, DVD, PVOD, PEST product
- Entering a title into this category does not limit its ability to be entered into any other relevant categories
- Campaign of the Year Awards are broken down into the follow categories:
 - New Release Film – Over £15m Box Office – Traditional
 - New Release Film – Up to £15m Box Office – Traditional
 - New Release Film – Non-Traditional
 - Catalogue – Single
 - Catalogue – Multiple
 - Independent Film
 - TV
 - Specialist
- Additional guidelines for each individual category can be seen on the next slides

Campaign of the Year Awards

Celebrating the stand-out category campaigns of 2021.

New Release Film - Over £15m Box Office - Traditional	<ul style="list-style-type: none"> New Release title that had a 30 day or more box office window. 	Submission Information
New Release Film – Up to £15m Box Office – Traditional	<p>Please note: Should we receive a large number of submissions, we may look to split the categories further based on box office numbers. If you submit into this category, you will be notified prior to this.</p>	
New Release Film – Non-Traditional	<ul style="list-style-type: none"> New Release Title with a less than 30 day box office window or an alternative release route e.g. DTV 	Submission Information
Independent Film	<ul style="list-style-type: none"> Films are not defined as ‘independent’ strictly on the terms of financing. The origination of a film (i.e. whether it was initially conceived inside or outside of a studio system) will also be taken into account when assessing the independence of studio-backed films. Where any major studio substantially funded the production of a film, the total budget must not exceed \$22.5 million USD (gross). The following companies are considered to be ‘major studios’: Disney, Paramount, Sony, Universal, Warner Bros. 	Submission Information
Catalogue – Single	<ul style="list-style-type: none"> Must have been classified as catalogue at the start of the campaign date it is being submitted for. Open to titles that deliver a premium experience e.g. packaging, AV bonus content, Curated non-AV content, complete collections/definitive collections and discs Catalogue titles re-released with new activity/campaign 	Submission Information
Catalogue – Multiple		
TV	<ul style="list-style-type: none"> Television titles or television series 	Submission Information
Specialist	<ul style="list-style-type: none"> Sport / fitness, music, comedy, children’s, anime and documentaries 	Submission Information

Campaign of the Year Awards

Submission Information

Title	Digital Release Date and how long the digital release window was	Physical Release Date	Box Office* <small>*Only if this is applicable to the Awards category</small>
Situation Analysis			
<ul style="list-style-type: none"> • What was the challenge? Did this change due to the pandemic? What did you do differently? • What was the background and insight used for this campaign? 		<ul style="list-style-type: none"> • What were the campaign objectives/KPIs? Please include at least 2 measurable objectives and share empirical evidence. • Considering the pandemic, what did you do differently and how did you approach the campaign in 2021 both digitally & physically? 	
Benchmark Titles			
<ul style="list-style-type: none"> • Please provide up to 3 benchmark titles, that the campaign was benchmarked against. Please include sales number and box office conversion against each bench mark. For week 1, week 8 and week 12, where possible. • NB. Sales data from OCC, in sales volume and value. 		<ul style="list-style-type: none"> • NB. Digital Week 1 equalling the OCC week it is out in • NB. Please state how many days 'Week 1' is defined as. • Box Office conversion should be displayed as (volume/box office) • Please provide any other context on why the benchmark title was chosen. 	
Target			
<ul style="list-style-type: none"> • Please provide unit sales target 		<ul style="list-style-type: none"> • N.B. use physical/digital based on campaign objectives 	



Submission Information

Campaign Strategy and Execution

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| <ul style="list-style-type: none">• Target audience and insight• Media Strategy, how were audiences targeted and reached? Explain the marketing solutions used, i.e. use of media etc• What was new/different/exciting/ground breaking about this campaign? Please highlight at least 2 areas of innovation within the campaign that sets apart and demonstrates uniqueness.• What other creative ways did you reach your target audience? | <ul style="list-style-type: none">• Please provide narrative on how other teams within your business were involved in the release strategy and what their role was.• Campaign Budget (please include the whole budget for the title's overall campaign, inc. media/trade/instore etc.)• If the campaign had to pivot in light of the pandemic, please advise on the changes made; for example, did you consider audience research for the first time? |
|---|---|

Results and Insights

- | | |
|---|--|
| <ul style="list-style-type: none">• What were the results?• How were these measured against the goals? | <ul style="list-style-type: none">• What was the ROI of the campaign?• Show evidence of results (media coverage, sales, social WOM, etc.) |
|---|--|

Sales Results

- | | |
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| <ul style="list-style-type: none">• How did they compare against the benchmarks• NB. Please flag if data is for physical or digital• Please use sales data from OCC | <ul style="list-style-type: none">• Please include sales volume and value• Box office conversion should be displayed as volume/box office as a number and a percentage |
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Best in Class Awards

Rewarding the best examples of social/PR, original creative and packaging from across the category.

- Open to all content owners and agencies
- If you are an agency submitting, please ensure you have approval from your client
- Entering a title into this category does not limit its ability to be entered into any other relevant categories
- **Submission should not exceed 10 slides.**

Social/PR	Original Creative	Packaging
For any creative/unique social execution for a title, franchise, initiative or platform that drove significant engagement/interaction	Outstanding original creative for a title, franchise, initiative or platform. This can include AV, print, packshot	Outstanding examples of collectors/anniversary editions that celebrate the finished packaged product
<u>Submission Criteria</u>	<u>Submission Criteria</u>	<u>Submission Criteria</u>

Best in Class - Social/PR

- Please title your submission
- Please include an agency if one was used
- If you are submitting on behalf of your client, please ensure you have approval
- **Submission should not exceed 10 slides.**
- Please include the following:

- ✓ What was the challenge
- ✓ Campaign objectives/KPIs/target
- ✓ Overview of the idea and how it met the objective
- ✓ If there were any challenges, how did you overcome them?
- ✓ What makes this social/PR activity best in class?
- ✓ Any background or insight used to develop the initiative
- ✓ Budget breakdown for the initiative
- ✓ How was it executed
- ✓ Examples of coverage, include any social metrics e.g. reach, engagement
- ✓ Examples of the execution

Best in Class - Original Creative

- The final asset being submitted for entry must have an original creative brief
- **Submission should not exceed 10 slides.**
- Please include the following information to support your entry:

- ✓ What assets were you provided with and in what state, or did they play a part in asset creation?
- ✓ What were you challenged to achieve? What was different/the same/unique/open brief?
- ✓ Creativity – including information on what makes this asset innovative/unique
- ✓ Timeline for the project
- ✓ Challenges i.e. timing, budget, talent use or approvals, limited assets etc
- ✓ How you arrived at the creative choices e.g. any insight etc
- ✓ Cost to create the asset
- ✓ The final asset
- ✓ Where was it used
- ✓ Response to asset inc. business/industry and consumer
- ✓ A Work in Progress if it tells an interesting story or plays a part in the outcome?

Best in Class - Packaging

- **Submission should not exceed 10 slides**
- Please include the following information to support your entry:

- ✓ Consumer appeal – please share anything that makes this product innovative or unique
- ✓ Please include any insights that led you to make any particular decisions for the physical product for this title
- ✓ Sustainability
- ✓ Return on Investment
- ✓ Please ensure you include pictures of the product. Unboxing videos etc. are also encouraged (if possible via viewing links)
- ✓ Provide some information on why this should be considered best in class packaging

Social Impact

Celebrating category initiatives that enhance the lives of those in the industry and beyond.

- Open to any company that has delivered on or driven an initiative to enhance a companies social impact, throughout 2021 or Q1 2022.
 - Examples include: environmental/sustainability, LGBTQI+/inclusion etc.
- Your presentation must demonstrate to judges:
 - What you did
 - How it was executed
 - Why this initiative had the most social impact on the industry
- You will be judged against initiatives which are not completely comparable and as such you will need to articulate clearly why this idea was the most impactful
- **Submission should not exceed 20 slides.**

Script to Screen

Championing the ingenuity, journey, work and innovation that brought a title to its audience, irrespective of the screen it ultimately appeared on.

- Open to titles that received investment, at any of the following points - idea, script, production or acquisition level - in order to reach audiences
- The title must demonstrate that it was a quality piece of content
- The title must have made a return for investors and therefore deemed successful
- **Submission should not exceed 20 slides**
- Please set out your submission presentation deck as per the headings below:

Quality	Endeavour	Reward
Demonstrate that it was a quality piece of content e.g. <ul style="list-style-type: none">• Industry recognition, awards, reviews• Consumer engagement/reviews• Fandom/Buzz	Please detail the journey along with the challenges of getting this story to screen and detail how this was overcome, e.g. <ul style="list-style-type: none">• Time taken to get the content to screen• Challenges with investment• Challenges with talent	Please detail the success of the title. It is not mandatory to share revenue/profit but please include some information: <ul style="list-style-type: none">• Return to investors• Return to distributor/content owner• Any other ways this content could be described/demonstrated as a success. E.g. securing future investment/production deal

Category Hero

Recognising individual contributions to the category.

Nominations for Category Hero need to be for one of the below areas of expertise:

Innovation

Diversity and
Inclusion

Leadership

Sustainability

Piracy

Sales

Operations

- Only nominations for one of the areas of expertise listed above are eligible
- Nominations can be from anyone within the industry
- Nominations will be anonymous
- Please submit a statement of no more than 500 words in support of your nomination. It should detail why this nominee is a worthy recipient of the Category Hero award
- The nominees will be notified of their nomination and will be required to answer some questions. These answers will be judged and one Category Hero will be awarded for each expertise area
- There is no limit on the number of nominations one person can make