



MARKETING

PR Awards

2017

ENTRY GUIDELINES

23 MARCH  
MANDARIN ORCHARD  
SINGAPORE



# MARKETING PR Awards 2017

23 MARCH  
MANDARIN ORCHARD, SINGAPORE

## INTRODUCTION

### The PR Awards are back for 2017.

Following its highly successful launch in early 2014, the PR Awards is taking to the regional stage in an effort to promote and recognise PR and communications excellence across Southeast Asia. With brand new additional categories such as Best Re-Branding PR Campaign and Best Regional PR Campaign, combined with fiercer competition and benchmarking opportunities, the PR Awards 2017 is the definitive awards programme for PR practitioners, both on the client and agency side.

The Awards focuses specifically on celebrating the most talented campaigns from the region's public relations function and in 2017 entrants will be competing for Gold, Silver and Bronze trophies across 30 categories. The best performing brand will earn the coveted title of the PR Awards Overall Brand Champion while the most winning agency will be crowned the PR Awards Overall Agency Champion.



The PR Awards serves as both an affirmation of the quality of your work among competitors and peers and also as a crucial in-house tool to celebrate the wealth of talent and expertise in your PR department.

If you are concerned about a potential conflict of interest, rest assured that our awards committee will ensure that judges do not assess and evaluate their own work, or their competitors' work, and all sensitive information will be kept strictly confidential.

Take a look over the category list and find the most appropriate categories to maximise your chances and there is no limit to the number of categories you can enter.

Wishing entrants all the very best with their submissions, and may the best campaigns win!

See you at the ceremony on **23 March**.



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# ABOUT THE AWARDS

The PR Awards is the premier event celebrating excellence across the public relations spectrum in Southeast Asia. From one-off stunts to long term programmes, the PR Awards recognises brands that have pushed themselves towards measurable success, through sound and strategic communications. Building on a highly successful launch in 2014, the Awards is now open to countries from across the region with new categories and even more opportunities for organisations to receive the recognition their PR strategies deserve.

Eligible work must have been conceptualised and carried out in Southeast Asia (SEA) for the SEA market, or for markets that includes at least one of country/market in SEA. This allows the awards to celebrate the best public relations departments, partners, and agencies the region has to offer. Agencies may enter the awards on behalf of their clients.

The finalists and winners will be decided by a distinguished panel of judges comprised of senior professionals from well known brands, agencies, academics and experts from the industry. The judges will be looking for the following key criteria when assessing the entries – challenge, strategy, execution and results.

Winners of the PR Awards represent the very best in the industry and will be recognised at a prestigious gala dinner and ceremony on 23 March 2017 in Singapore. Their work sets an invaluable benchmark for success.

## AWARDS CATEGORIES

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1. Best B2B PR Campaign
2. Best Direct-to-Consumer PR Campaign
3. Best Crisis Management
4. Best CSR Communications
5. Best Digital Communication Strategy
6. Best Employee Engagement/Internal Communications
7. Best Engagement for a Targeted Community
8. Best Event-led PR Campaign
9. Best Government Sector PR Campaign
10. Best Insights-Driven PR Campaign
11. Best Investor Relations Campaign
12. Best Media Relations Campaign
13. Best PR Campaign – Consumer
14. Best PR Campaign – Food and Beverage
15. Best PR Campaign – Lifestyle
16. Best PR Campaign – Luxury
17. Best PR Campaign – Public Services
18. Best PR Campaign by an In-house Communications Team
19. Best PR Idea
20. Best PR-led Integrated Communications
21. Best Product Launch/Re-Launch PR Campaign
22. Best Re-Branding PR Campaign
23. Best Sports PR Campaign
24. Best Use of Bloggers/Influencers
25. Best Use of Broadcast/Video
26. Best Use of Content
27. Best Use of Social Media
28. Best Use of Technology
29. Most Creative PR Stunt
30. Best Regional PR Campaign

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## SUBMISSION OVERVIEW

Please read the following instructions and specific category requirements to ensure your entries are submitted successfully.

### DEADLINE FOR ENTRY

The entry submission deadline is midnight, **25 January 2017 (Wednesday)**.

### ELIGIBILITY

All work, campaigns or initiatives must be launched or active between the eligibility period of **1 January 2016 to 31 December 2016**.

All work, campaigns or initiatives must have been conceptualised and carried out in Southeast Asia (SEA) for the SEA market, or for markets that includes at least one country/market in SEA.

Entrants from the following countries are eligible: Australia, Bangladesh, Bhutan, Brunei, Cambodia, East Timor, India, Indonesia, Laos, Malaysia, Maldives, Myanmar, Nepal, New Zealand, Pakistan, Papua New Guinea, Philippines, Singapore, Sri Lanka, Thailand and Vietnam.

### WHO CAN ENTER

Media owners who submitted the entries on behalf of the clients will be credited only if there is at least 80% of work involvement in planning and executing a marketing campaign with clients.

Entries carried out in partnership between organisations are welcomed too.

### KEY DATES

|                  |                             |
|------------------|-----------------------------|
| SUBMISSIONS OPEN | 22 November 2016 (Tuesday)  |
| ENTRIES CLOSE    | 25 January 2017 (Wednesday) |
| AWARDS NIGHT     | 23 March 2017 (Wednesday)   |





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## ONLINE ENTRY SUBMISSION



During the online submission process, you will be prompted for the information below. You may wish to prepare them in advance.

Any or all information (unless specified as confidential and for use only by the awards jury) may be used during and after the PR Awards gala dinner, and on any and all related materials including trophies, signage, certificates and *Marketing* magazine's print and online editions.

### START REGISTRATION

Email address (you'll have to key in your email address before you can proceed with the online submission process)

### CONTACT PERSON

- |                     |                  |                    |           |
|---------------------|------------------|--------------------|-----------|
| 1. Full name        | 2. Company name  | 3. Job title       | 4. Email: |
| 5. Telephone number | 6. Mobile number | 7. Mailing address |           |

### DETAILS OF ENTRY

Enter these details **exactly as you would like them depicted** on any collateral and awards material leading up to, during, and after the awards night.

- Client Organisation
- Brand (if different from Client)
- A high resolution logo of the Client Organisation
- Name of Campaign / Initiative / Programme
- Agency (if your campaign did NOT rely on an agency, kindly input 'NIL' within this field)
- Team Credits (Client)
- Team Credits (Agency)

(Separate team members with a ';' e.g. '<full name>, <job title>, <organisation>; < full name>, <job title>, <organisation>; ' etc.)



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# ONLINE ENTRY SUBMISSION

## ENTRY SUBMISSION

The Entry Submission Document should contain the following:

1. Challenge (Max 300 words) (20%)
2. Strategy (Max 500 words) (30%)
3. Execution (Max 500 words) (30%)
4. Results (Max 450 words) (20%)
5. Appendix

Any specific information or content intended for judging purposes only must be clearly indicated in **red text**, or **highlighted in red**. Any text in red or highlighted in red will not be used for publication, and will not be disseminated beyond the judging panel in any way.

Supporting documentation (graphs, charts, illustrations, etc.)  
Supporting images (campaign shots, articles etc.)

## REQUIRED FORMATS

|                                      |                        |
|--------------------------------------|------------------------|
| <b>ENTRY SUBMISSION DOCUMENT</b>     | .pdf                   |
| <b>SUPPORTING DOCUMENTS</b>          | .pdf, .xls, .ppt, .doc |
| <b>IMAGES</b>                        | .jpg, .png             |
| <b>MAX FILE SIZE (ALL DOCUMENTS)</b> | 10MB                   |
| <b>MIN RESOLUTION FOR IMAGES</b>     | 300dpi                 |

For videos, you may upload them onto any video-sharing websites e.g. YouTube. Set the privacy setting to 'Unlisted' so that the video is accessible to only those with the link. Include the direct link in your Entry Submission Document. If you password-protect it, do include the access password in your document.

**Important: File names should not contain special characters.**

## FEES

- **S\$280.00** per entry (exclusive of GST)
- Payment modes: Credit card (Credit Cards Accepted: Visa, Masters, Amex)
- All entries are non-refundable.

For further enquiries, please contact:

**Carlo Reston**

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Please read through the requirements below before you prepare your Core Submission documentations.

In your Core Submission Document, address the following criteria for the relevant categories. Keep your answers as concise as possible, and do not exceed the respective criteria word limit. Tailor your answers based on the category you are entering for (see the Category Descriptions below).

## **CHALLENGE (20% - MAX 300 WORDS)**

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A clear description of the business / brand consumer challenge that public relations was being asked to address key statistics which help illustrate the scale of this challenge in more detail

Recommended information to submit:

- start date
- target audience
- end date
- key objectives
- budget

## **STRATEGY (30% - MAX 500 WORDS)**

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A clear rationale of why you chose this PR approach the core insight on which you focused your strategy an outline of your message, along with creative and media thinking how these were developed to be both distinctive and impactful.

Recommended information to submit:

- state what media channels were used and why
- outline the approach and why it was used

## **EXECUTION (30% - MAX 500 WORDS)**

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An overview of how your strategy was implemented the different tactics / medium used within the programme the roles of these different tactics / mediums.

## **RESULTS (20% - MAX 450 WORDS)**

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The campaign's bottom-line impact notable changes to the stakeholders' behaviour clear evidence/metrics demonstrating the campaign's performance a clear rationale as to why you believe this qualifies for a PR Award.



## 1. BEST B2B PR CAMPAIGN

Recognises the best business-to-business communication that has reached a specific target audience or a wider business community. Judges will be looking for PR and communication strategies that contributed to the product, services, and/or brand objectives. This category is open to any one-off or ongoing campaign or initiative (launched or active between 1 January 2016 and 31 December 2016).

## 2. BEST DIRECT-TO-CONSUMER PR CAMPAIGN

Recognises the best PR campaign that has promoted products and/or services to end-consumers directly. Judges will be looking at the role and overall contribution of PR in the campaign's success, and how it drove core business objectives, and yielded evidence-based results. This category is open to any one-off or ongoing campaign or initiative (launched or active between 1 January 2016 and 31 December 2016).

## 3. BEST CRISIS MANAGEMENT

Recognises the most effective management of an issue or crisis by an in-house team or an agency or a combination of both. Judges will be looking at the PR strategies deployed to protect the organisation or brand reputation in terms of public, media and stakeholder profile. Due to the sensitive nature of such management, entrants are reminded to highlight confidential information in red within their entry – to indicate strictly that it is not for publication. This category is open to any one-off or ongoing management (responded between 1 January 2016 and 31 December 2016).

## 4. BEST CSR COMMUNICATIONS

Recognises the best communication programme that has addressed social, economic or environmental issues the organisation is championing. Judges will be looking at how the campaign's PR strategies have strengthened the company's image as a responsible entity of the society. This category is open to any one-off or ongoing campaign or initiative (launched or active between 1 January 2016 and 31 December 2016).

## 5. BEST DIGITAL COMMUNICATION STRATEGY

Recognises the best campaign that reaches its target audience effectively and conveyed the organisation's message via any online platform. Judges will be looking at PR and communication strategies implemented on web-based channels. The usage of mobile could also be highlighted. This category is open to any one-off or ongoing campaign or initiative (launched or active between 1 January 2016 and 31 December 2016).

## 6. BEST EMPLOYEE ENGAGEMENT/INTERNAL COMMUNICATIONS

Recognises the most outstanding initiative by an organisation that has effectively engaged its internal stakeholders through ongoing strategic communication. Judges will be looking at the success displayed in terms of employee/stakeholders' satisfaction and performance. This category is open to any one-off or ongoing campaign or initiative (launched or active between 1 January 2016 and 31 December 2016).

## 7. BEST ENGAGEMENT FOR A TARGETED COMMUNITY

Recognises the best community engagement campaign that has engaged a specific set of target audience effectively, offline or online. Judges will be looking for the campaign's strategic engagement, positive action and/or change in community behaviour. This category is open to any one-off or ongoing campaign or initiative (launched or active between 1 January 2016 and 31 December 2016).

## 8. BEST EVENT-LED PR CAMPAIGN

Recognises the best use of an event to deliver an organisation's communication needs as part of a wider, strategic PR campaign. Judges will be looking at the nature of the event, communication strategies, core business objectives and context within the overall PR campaign. This category is open to any one-off or ongoing campaign or initiative (launched or active between 1 January 2016 and 31 December 2016) such as concerts, conferences, roadshows, field marketing activities, sponsorship activations, and programmes that have incorporated events.

## 9. BEST GOVERNMENT SECTOR PR CAMPAIGN

Recognises the best government sector campaign on subject matters such as employment, economy, transport, commerce and industry, environment, social welfare, education, infrastructure development, culture & recreation, or government / community services. Judges will be looking for PR and communication strategies that led to the campaign's success. This category is open to any one-off or ongoing campaign or initiative (launched or active between 1 January 2016 and 31 December 2016) by local authorities, government departments and public sector agencies.

## 10. BEST INSIGHTS-DRIVEN PR CAMPAIGN

Recognises the most outstanding use of infographics, insights, analytics and/or research as a foundation of a PR campaign. Judges will be looking at how data has been crucial in driving the campaign's core objectives. Entrants should illustrate the details of the target audience and how they were engaged via the campaign. This category is open to any one-off or ongoing campaign or initiative, where its research may take place outside the eligibility period, but its results yielded between 1 January 2016 and 31 December 2016.

## 11. BEST INVESTOR RELATIONS CAMPAIGN

Recognises the best communication programme directed at investors, potential investors, shareholders and other constituencies. Judges will be looking at the reputation-building tools used in this campaign such as investor seminars, road-shows, webcast, shareholder meetings, press conferences, and annual reports. The campaign or initiative must be launched or active between 1 January 2016 and 31 December 2016.



## 12. BEST MEDIA RELATIONS CAMPAIGN

Recognises the best campaign that has effectively engaged members of the media to promote a product and/or a service. Judges will be looking for PR and communication strategies for the media, the coverage as a result and the subsequent rise in brand awareness. This category is open to any one-off or ongoing campaign or initiative (launched or active between 1 January 2016 and 31 December 2016).

## 13. BEST PR CAMPAIGN – CONSUMER

Recognises the best campaign that has effectively engaged members of the media to raise awareness for a consumer product or service. Judges will be looking for PR and communication strategies for the media, the coverage as a result and the subsequent rise in brand awareness. This category is open to any one-off or ongoing campaign or initiative (launched or active between 1 January 2016 and 31 December 2016).

## 14. BEST PR CAMPAIGN – FOOD AND BEVERAGE

Recognises the best campaign that has effectively engaged members of the media to raise awareness for an F&B product or service. Judges will be looking for PR and communication strategies for the media, the coverage as a result and the subsequent rise in brand awareness. This category is open to any one-off or ongoing campaign or initiative (launched or active between 1 January 2016 and 31 December 2016).

## 15. BEST PR CAMPAIGN – LIFESTYLE

Recognises the best campaign that has effectively engaged members of the media to raise awareness for a lifestyle product or service. This may include lifestyle aspects such as home and living, fashion, nightlife, travel and hospitality, shopping as well as the arts. Judges will be looking for PR and communication strategies for the media, the coverage as a result and the subsequent rise in brand awareness. This category is open to any one-off or ongoing campaign or initiative (launched or active between 1 January 2016 and 31 December 2016).

## 16. BEST PR CAMPAIGN – LUXURY

Recognises the best campaign that has effectively engaged members of the media to raise awareness of a luxury product or service. Judges will be looking for PR and communication strategies for the media, the coverage as a result and the subsequent rise in brand awareness. This category is open to any one-off or ongoing campaign or initiative (launched or active between 1 January 2016 and 31 December 2016).

## 17. BEST PR CAMPAIGN – PUBLIC SERVICES

Recognises the best campaign that has effectively engaged members of the media to raise awareness about a public service initiative. Judges will be looking for PR and communication strategies for the media, the coverage as a result and the subsequent rise in brand awareness. This category is open to any one-off or ongoing campaign or initiative (launched or active between 1 January 2016 and 31 December 2016).

## 18. BEST PR CAMPAIGN BY AN IN-HOUSE COMMUNICATIONS TEAM

Recognises the best campaign (of any nature) conducted by an in-house PR unit that did not engage or rely on PR agencies. Entrants must justify their case by illustrating one campaign (of any nature) that has demonstrated a significant contribution of PR communication strategies. This category is open to any one-off or ongoing campaign or initiative (launched or active between 1 January 2016 and 31 December 2016).

## 19. BEST PR IDEA

Recognises the most creative, innovative and effective concept used in a PR campaign. Judges will be looking for a strong research process and evolution of an original idea and the implementation of this idea into an effective media and PR strategy which delivered measurable results. This category is open to any one-off or ongoing campaign or initiative (launched or active between 1 January 2016 and 31 December 2016).

## 20. BEST PR-LED INTEGRATED COMMUNICATIONS

Recognises the best integrated communications campaign led by PR that has successfully utilised at least 3 channels. Judges will be looking for streamlined PR strategies that drove core business objectives. Some examples of these channels are digital, mobile, social media, print, TV, outdoor, events and others. This category is open to any one-off or ongoing campaign or initiative (launched or active between 1 January 2016 and 31 December 2016).

## 21. BEST PRODUCT LAUNCH/RE-LAUNCH PR CAMPAIGN

Recognises the best use of PR for the launch or re-launch of a new product or service. Judges will be looking at the role and contribution of PR in the campaign, such as brand buzz, awareness, and growing the overall category. This category is open to any one-off or ongoing campaign or initiative (launched or active between 1 January 2016 and 31 December 2016).

## 22. BEST RE-BRANDING PR CAMPAIGN

Recognises the best campaign that has revitalized or repositioned an established brand. Judges will be looking for the role and overall contribution of PR that drove the brand's core business objective. This category is open to any one-off or ongoing campaign or initiative (launched or active between 1 January 2016 and 31 December 2016).

## 23. BEST SPORTS PR CAMPAIGN

Recognises the best PR campaign that promotes and executes a sports related event or activity. Judges will be looking for a clearly defined target audience and highly focused communication strategies which generated brand awareness and evidence of a highly successful campaign delivery that also drives core business objectives. This category is open to any one-off or ongoing campaign or initiative (launched or active between 1 January 2016 and 31 December 2016).

## 24. BEST USE OF BLOGGERS/INFLUENCERS

Recognises the most effective PR campaign that uses bloggers or influencers such as celebrities, artistes, brand ambassadors, key opinion leaders and others to communicate key messages and engage directly with the target audience and stakeholders. Judges will be looking at how the blogger's/influencer's content and delivery fits into the campaign's overall strategy and the level of awareness achieved. This category is open to any one-off or ongoing campaign or initiative (launched or active between 1 January 2016 and 31 December 2016).

## 25. BEST USE OF BROADCAST/VIDEO

Recognises the PR campaign with the best and most creative use of video or broadcast platforms. This spans online video channels and traditional broadcast channels through paid, earned or owned media. Judge's will be looking for a clear understanding of the channel used and the ability to engage the target audience with original content whilst driving core business objectives. This category is open to any one-off or ongoing campaign or initiative (launched or active between 1 January 2016 and 31 December 2016).

## 26. BEST USE OF CONTENT

Recognises the most effective use of content marketing for PR in a campaign, where content is defined as owned media. This can include print publications, online newsletters and video. Judges will be looking for creativity and originality of content, media strategy and how the execution delivered on the brand's PR and business objectives. This category is open to any one-off or ongoing campaign or initiative (launched or active between 1 January 2016 and 31 December 2016).

## 27. BEST USE OF SOCIAL MEDIA

Recognises the best PR campaign that has demonstrated clear understanding and appropriate use of social media channel(s) to communicate with target audiences while driving core business objectives. Judges will be looking for innovative PR strategies and creative execution. The usage of mobile could also be highlighted. This category is open to any one-off or ongoing campaign or initiative (launched or active between 1 January 2016 and 31 December 2016).

## 28. BEST USE OF TECHNOLOGY

Recognises the PR campaign that most effectively uses technology tools to drive a PR campaign or engage with audiences. This can range from event technology, interactive digital screen technology, or the implementation of Big Data, actionable metrics, SEO measurement tools and more prior to and during the campaign. Entries should focus on the actual technology leveraged, how it was leveraged, and what results it helped generate. This category is open to any one-off or ongoing campaign or initiative (launched or active between 1 January 2016 and 31 December 2016).

## 29. MOST CREATIVE PR STUNT

Recognises the most innovative PR stunt designed to attract its target audiences' attention. Judges will be looking for clear demonstration of creative content and execution that drove the brand's core business objective and awareness. This category is open to any one-off or ongoing campaign or initiative (launched or active between 1 January 2016 and 31 December 2016).

## 30. BEST REGIONAL PR CAMPAIGN

Recognises regional PR campaigns based on strategic management which focuses on building beneficial relationships with its cross-border stakeholders and different audiences. Judges will look for well-researched strategies and the successful implementation of a PR campaign which delivered measurable results. In order to qualify, the marketing campaign should be active and present in at least two Southeast Asian markets (launched or active between 1 January 2016 to 31 December 2016).

## 31. PR AWARDS CHAMPION - AGENCY (NOT FOR ENTRY)

Given to the agency that performs best at the PR Awards. The highest honor, this award is not open for entry. It is awarded to the best performing agency as determined by the PR Awards judging committee.

## 32. PR AWARDS CHAMPION - BRAND (NOT FOR ENTRY)

Given to the brand that performs best at the PR awards. Like its agency counterpart, this award is not open for entry. It is awarded to the best performing brand as determined by the PR Awards judging committee.





- Entry fees are non-refundable.
- Entries will not be considered for judging if payment is not received when judging commences.
- The judges' decisions are final.  
*\*The overall winner is decided based the following weightage. The entrant who gets the highest point will be crowned overall winner.*

|               |                 |
|---------------|-----------------|
| <b>GOLD</b>   | <b>4 points</b> |
| <b>SILVER</b> | <b>2 points</b> |
| <b>BRONZE</b> | <b>1 point</b>  |

- Without prior notice, *Marketing* magazine reserves the right to merge categories or dissolve any categories should it be deemed necessary. Should a category or categories be dissolved, entries in that category/categories will not be refunded.
- The entrant agrees that *Marketing* magazine or Lighthouse Independent Media will not accept responsibility for errors or omissions reproduced in the presentation of *Marketing* magazine or for work lost or damaged under any circumstances.
- Any specific information or content intended for judging purposes only must be **clearly indicated in red text** or **highlighted in red** will not be used for publication, and will not be disseminated beyond the judging panel in any way.
- The entrant grants *Marketing* magazine permission to show material from the entries at the awards presentation, in the magazine and at any time as deemed appropriate.