



MARKETING  
**PR Awards**  
2017

**23 MARCH**  
MANDARIN ORCHARD  
SINGAPORE

# An Overview

- The PR Awards launched in 2014 and focused on honouring the most talented PR campaigns from the Singapore market.
- With nearly 300 entries and about 300 distinguished attendees at the ceremony, the awards established itself as the premier platform for celebrating excellence in public relations in Singapore.
- Agencies may enter the awards on behalf of their clients.
- The Awards accepts entries from across South Asia, Southeast Asia and ANZ



# PR Awards

- The PR Awards is the region's premier event celebrating the leading PR campaigns.
- Eligible work must have been conceptualised and carried out in South Asia, Southeast Asia and ANZ for the SEA market, or for markets that includes at least one country/market within the aforementioned regions. This allows the awards to celebrate the best public relations departments, partners, and agencies the region has to offer.
- In 2017, 30 categories are open for entry covering the main areas of public relations.
- The brand with the highest number of winning entries will earn the title of the **PR Awards Champion- Brand** while the agency with the most wins will be crowned the **PR Awards Champion - Agency**.

# 2016 Judges



**Darshini M. Nathan**  
Head of Corporate Communications  
AIA Malaysia



**Crystal Seah**  
Senior Vice President & Head,  
Group Communications  
Ascendas-Singbridge



**Cheryl Lim**  
Head of Branding & Communications  
AXA Singapore



**Puspa Marina Omar**  
Senior Vice President & Head of  
Strategic Communications  
Bank Simpanan Nasional



**Lynn Ong**  
Head of Communications,  
Asia Pacific, Crop Science  
Bayer



**Jane Chang**  
Head, Marketing Communications  
Chan Brothers Travel



**Harikumar Rajasekharan**  
Vice President, Communications,  
CSR & Public Affairs - APAC  
Deutsche Bank, Asia Pacific Head  
Office, Singapore



**Alicia Seah**  
Director, Marketing Communications  
Dynasty Travel International



**Judy Yap**  
Head of Brand & Communications  
Eastspring Investments



**Frazer Neo-Macken**  
Vice President Communications APAC  
Electrolux Asia Pacific



**Donna V. Ferro**  
Head of Marketing Communications  
& PR  
Epson Philippines Corporation



**Joanna Ong**  
Vice President, Corporate  
Communications, Asia Pacific  
Hilton Worldwide



**Choong Fong-Ling**  
Communications Director  
Johnson Controls Holdings



**Shweta Shukla**  
Director Communications &  
Government Affairs - Asia Pacific  
Kimberly-Clark



**Lisa Williamson**  
Vice President Communications  
Marina Bay Sands



**Janice Azupardo**  
Regional Vice President Branding &  
Communications  
Meritus Hotels & Resorts



**Yvonne Koh**  
Director, Head of Communications,  
APAC  
PayPal Singapore



**Noor Yang Azwar Kamarudin**  
Director Corporate Affairs,  
Health & Value (Malaysia/Brunel)  
Pfizer



**Chan Hse May**  
Head of Communications APAC  
Skyscanner



**Patrick Nathan**  
Vice President, Corporate Information  
& Communications  
SMRT



**Audrey Mok**  
General Manager & Head,  
Corporate Communications  
Sony Electronics Asia Pacific



**Divya Anand**  
Global Communications Director  
Tata Communications



**Maranda Barnes**  
Director of Corporate Communications &  
Business Development and Co-Founder  
TWG Tea Company



**Duangamane (Apple)  
Yantawattana**  
Director Public Relation &  
Marketing Communications  
W Bangkok

# Why Judge?

- By judging the entrants' work in the areas of challenge, strategy, execution and results, you will get to understand insightful PR-related practices from across the region, and keep up to date with some of the best communications strategies, campaigns and initiatives
- Be our guest, along with your fellow judges, at the PR Awards Gala Dinner on 23 March 2017
- Be featured on our judges webpage
- You will also be mentioned on the awards night, or in other featured content across the *Marketing* group

# Judging Process

- To make the judging process convenient, we've made it purely **online**, via a unique HTML link.
- With **flexibility**, judging can be done at your own pace, within the judging timeframe from **31 January 2017** to **8 February 2017**.
- Judges will have 9 days to go through an estimated **40-50** submissions, amounting to approximately **8-10 hours** in total.

# Timeline

- Submission Deadline: 9 January 2017
- Judging Commences (all done online): 31 January 2017
- Judging Concludes: 8 February 2017
- **Awards Night:** **23 March 2017**



# Thank you!

- Thank you once again for considering this invitation
- As the judging panel is limited to 25-30 judges, please confirm if you are keen to be a judge
- For enquiries and to confirm your participation, please contact:  
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[audreyk@marketing-interactive.com](mailto:audreyk@marketing-interactive.com)