

The Awards for  
Excellence in PR  
2018

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Preparing a  
winning  
Awards  
submission

7 February 2018



# Our time today

- Purpose – Awards? why bother?
- Process – from entry to the podium
- The ideal submission
- Completing the entry
- Recurring pitfalls, as judges see
- Over to you / questions?



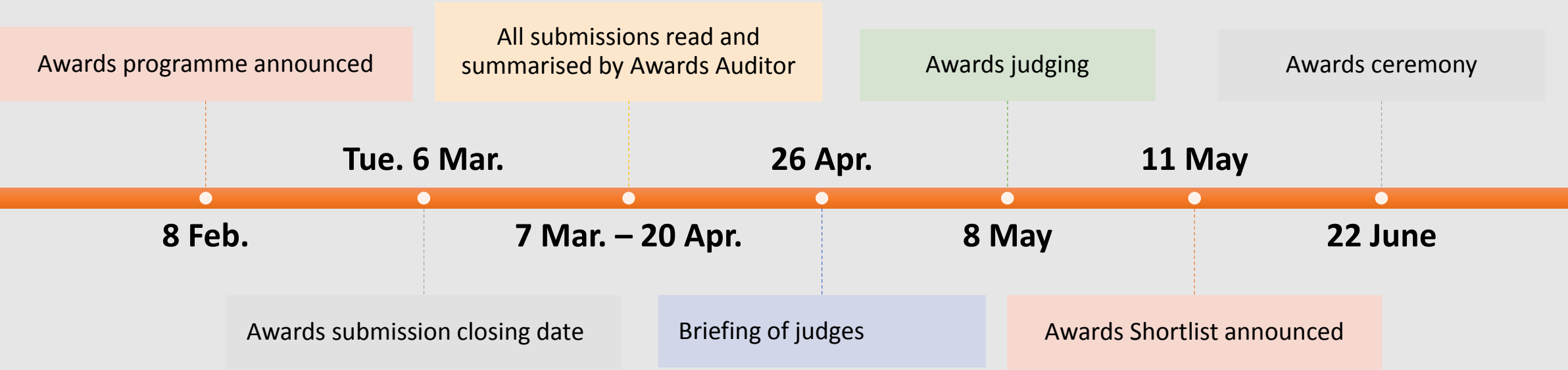
- Showcase best practice
- demonstrate what success looks like
- provide frame of reference to follow.



This doesn't just  
'happen'...



# Awards process timeline



# The ideal submission

- A one paragraph description
- Overview and background
- Statement of Objectives
- Outline of target audiences
- Programme planning and strategy
- Measurement and Evaluation
- Budget

# Completing the submission... 1/

## **Descriptions and Overview**

- Fifty (50) words,
- Address the need and the benefit
- Avoid the process here
- It serves as **an intro**
- Think a standfirst in media terms
- Think of it as the citation at the gala lunch!



# So, how many podcasts did you download today?

Simon Kelner of 'The Independent' caused a stir last week when he said he didn't know anyone who'd used a podcast. What a dinosaur! But, discovers Tim Lockhurst, he can't be alone. Most days, responses to 'Telegraph', which has invested millions online

Published: 25 March 2007

Six months ago, as The Daily Telegraph premises, talk was of whether into For staff, changes including the 'hub', and deadlines with asso revolution. One correspondent founder bored out. That w sold his fledgling Daily T bills.

ved into gleaming new and new media could work. newsdesk with a "news a terrifying since the arthur Sleigh t pay the

# Intro, deck, standfirst or kicker

- 1 Intro gives a summary of what is expected from the article
- 2 and it should work together with the headline and because of this it is almost always the best thing to place it just below the headline

3 The element of a page that we will talk about today has many names. Some refer to it as deck, other as kicker, standfirst or intro. So many names for one single element which plays a big

role in providing information and grabbing readers attention. In this article we will call this element intro. Intro gives to the readers a summary of what they can expect from the article. Intro

should work with the headline and this is why it is almost always the best thing to place it just below the headline. In this way they form a unit. Headline grabs readers attention and intro gives a short

## The sulk's back! Clegg joins Cameron for final and boisterous session of PMQs in Commons (and it looks like he'd rather be elsewhere)

- To Labour cheers, Ed Miliband : 'It is good to see the Deputy Prime Minister back on the front bench'
- Cameron: 'He [Ed Miliband] has completely united his party, every single one has asked Santa for the same thing, a new leader for Christmas.'

By DAVID RICHARDS

Last updated at 4:13 PM on 14th December 2011

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Nick Clegg took his seat alongside the Prime Minister today for the final session of Prime Minister's Questions before Christmas today.

On Monday the pro-European Deputy Prime Minister failed to take his seat on the Government front benches to hear David Cameron defend his use of the veto at the EU summit which saw him dubbed 'the incredible sulk'.

Shortly after the start of the session to loud cheers from Labour MPs Ed Miliband gestured to Mr Clegg and said: 'It is good to see the Deputy Prime Minister back on the frontbench.'

**Standfirst:** will usually be written by the sub-editor and is normally around 40-50 words in length. Any longer and it defeats its purpose, any shorter and it becomes difficult to get the necessary information in. Its purpose is to give some background information about the writer of the article, or to give some context to the contents of the article. Usually, it is presented in typesize larger than the story text, but much smaller than the headline.

# Completing the submission... 2/

## **Overview and background**

- The problem statement
- The brief and the expectations
- The context and profile of resources available
- Who was involved
- Constraints



# Completing the submission... 3/

## Make a clear Statement of Objectives

Barcelona Principle #1 “Goal Setting and Measurement are Fundamental to Communication and Public Relations

- define S.M.A.R.T. objectives
- Connected to the ‘business’ / organisational objective
- quantitative or qualitative, but identify who, what, how much, by when
- Be holistic: traditional and social media; changes in awareness among key stakeholders, comprehension, attitude, and behaviour; and impact on organizational results. Campaigns or ongoing are both relevant.
- Be integrated and aligned across paid, earned, shared and owned channels where possible

S

M

A

R

T



# Completing the submission... 4/

## Outline of target audiences

- ‘consumers’ / ‘public at large’ is not an audience
- Who does what you are trying to influence
- Again, who is the ‘business’ targeting?
- Think of the effect or the outcome you are trying to achieve
- If data is available, use it and show it

**TABLE 8.3 Common elements or dimensions for segmenting customer markets**

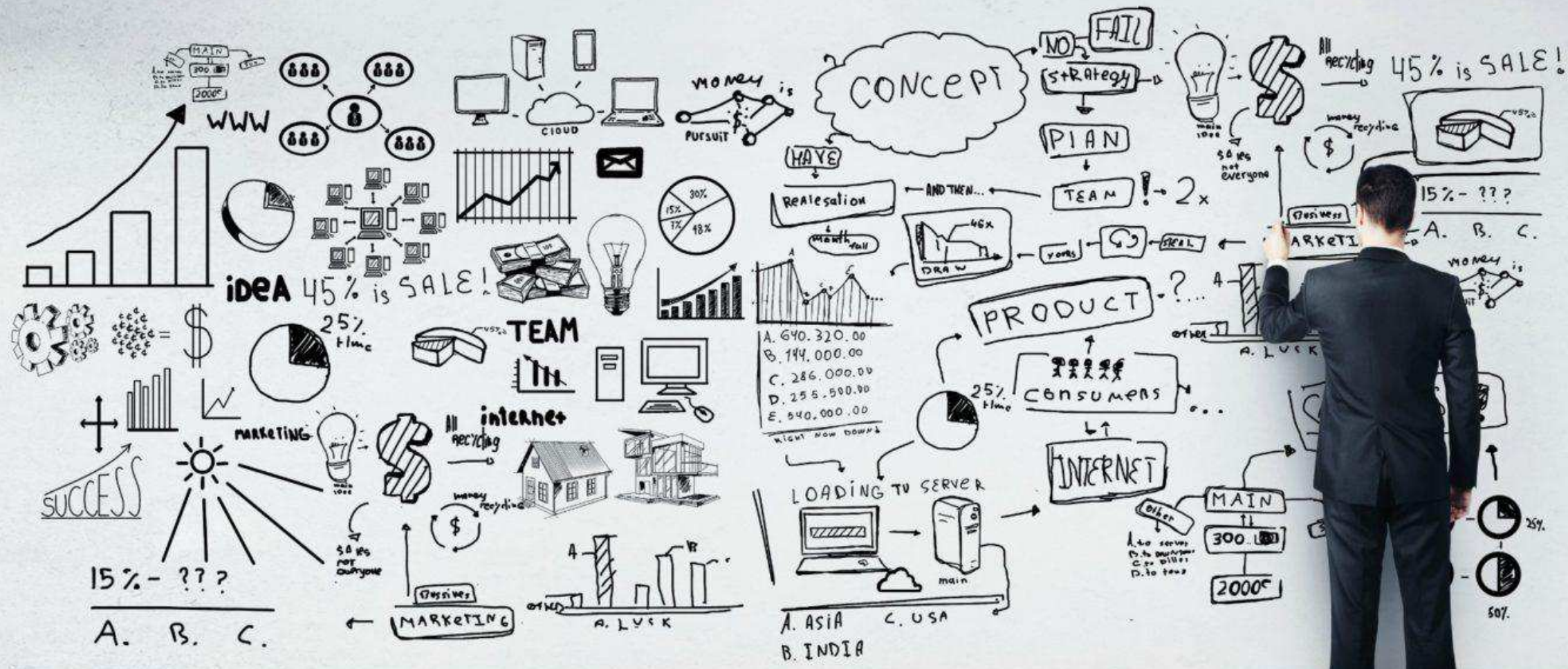
Demographic — population characteristics	Geographic — where people live	Lifestyle — people's attitudes and values	Behavioural — loyalty to a product
<ul style="list-style-type: none"> <li>• Age</li> <li>• Gender</li> <li>• Education</li> <li>• Family size</li> <li>• Family life cycle</li> <li>• Occupation</li> <li>• Social class</li> <li>• Religion</li> <li>• Ethnicity</li> </ul>	<ul style="list-style-type: none"> <li>• Urban</li> <li>• Suburban</li> <li>• Rural</li> <li>• Regional</li> <li>• City size</li> <li>• Climate</li> <li>• Landforms</li> </ul>	<ul style="list-style-type: none"> <li>• Consumer opinions and interests</li> <li>• Socioeconomic group</li> <li>• Motives</li> <li>• Personality</li> <li>• Aspirations</li> </ul>	<ul style="list-style-type: none"> <li>• Purchase occasion</li> <li>• Benefits sought</li> <li>• Loyalty</li> <li>• Use rate</li> <li>• Price sensitivity</li> </ul>

# Completing the submission... 5/

## **Programme planning and strategy**

- How the opportunity / problem was rationalised
- What was considered, the decisions made and why?
- Resources chosen and deployed and why?
- How execution was planned and managed
- Partners, suppliers, key relationships
- Timelines, outputs, responses
- Risk management and contingencies





# Completing the submission... 6/

## Measurement and Evaluation

- Measurement is quantifiable assessment of what has happened
- Evaluation helps answer the 'why' questions
- Compare 'like with like' to show achievement
- Value of PR and communications is outcomes not outputs
- Outcomes = sales, donations, volunteers, attitude shifts, votes etc
- Outputs = coverage
- Assess all relevant aspects of outreach – not just media
- AVEs are not measurement



# Completing the submission... /7

## **Budget**

- Held confidentially
- Doesn't have to be minute detail but covering all headings
- Confirm budget dependencies
- Neither being 'big' or 'small' is good or bad
- To help compare like with like
- Assess value for money

# Young Communications Professional

## **Similar entry process**

- Intro to the individual and their career
- Details of a campaign
- How your approach to your work sets you out

Shortlist selected by judging panel

Interview with judging panel – Wednesday 23 May



# Recurring pitfalls... 1/

- **Setting out objectives**
  - The absence of good / SMART objectives
  - Poor definition of audiences
  - Double entries with same objectives
- **Transparency**
  - Leverage value of media partnerships
  - contracted vs. earned in sponsorship
  - Third party involvement
  - Fair disclosure of budgets, 'in kind' and supporting contributions
  - Influencers

# Recurring pitfalls... /2

- **Measurement and Evaluation**
  - Poor metrics generally
  - Quantum and measure not the same thing
  - Transparency in source of figures, esp. social
  - AVE not a differentiator
  - Barcelona Principles – contribution / value to the payer – limited evidence of outcome
- **Miscellaneous**
  - Credit for ‘working it’
  - Risk management / warts and all
  - Assumptions



# So...

- For the work
- Better inputs – better examples
- Communicate the detail

**The submissions which show PR has contributed to and helped deliver real life 'business' outcomes will do best**

# The backdrop... Barcelona Principles

1. Goal Setting and Measurement Fundamental to Communication and Public Relations
2. Measuring Communication Outcomes Recommended Versus Only Measuring Outputs
3. Effect on *Organizational* Performance Can and Should Be Measured Where Possible
4. Measurement and Evaluation Require Both Qualitative and Quantitative Methods
5. AVEs are not the Value of Communications
6. Social Media Can and Should be Measured Consistently with Other Media Channels
7. Measurement and Evaluation Should be Transparent, Consistent and Valid



