



**Project Title (Maximum 75 characters with spaces)**

## **Campaign Details**

**Date of Start of Campaign**

**Date of Conclusion of Campaign**

**Description of the Campaign (50-word limit)**

This description will be used if the campaign is shortlisted.

**Background to the Campaign (350-word limit)**

An overview of the issues and/or opportunities to be addressed in the brief should be clearly identified and the overall entry must show how these were addressed in the execution of the campaign

**Statement of Objectives (350-word limit)**

Definition of objectives and goals. The judges expect to see a clear and concise set of objectives established at the outset of the campaign and entries will be judged on the clarity of objectives set

**Programme Planning & Strategy (1,300-word limit)**

A description of the techniques and approaches used to achieve the objectives and goals. Audience definition and profiling; creativity and skill in execution, involving a mix of (but not limited to): paid, earned, owned and social channels, stakeholder relations, public affairs, advertising, and event management; and the appropriateness of the techniques used to achieve the stated objectives will be key criteria assessed by judges. Note that the PR team (Agency/in-house) must demonstrably have held the lead role.



**Partner Agencies/Organisations**

**Partner Agency**

**Date From**

**Date To**

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Partner agencies/organisations must be named if/when referred to in this entry

**Measurement and Evaluation (350-word limit)**

Evidence that the stated objectives have been achieved. Entries should outline quantifiable and measurable results achieved from the campaign executed

**(N.B – AVE’s are not an accepted form of measurement)**

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**Budget**

The total cost of the campaign/project must be stated or, in the case of an in-house campaign, the number of man hours and/or team members involved. When the campaign/project includes non-PR elements such as market research, advertising or direct marketing, these must be stated and the actual public relations budget (fee) must be itemised separately. Information regarding fees and budgets will be confidential to the judges only and will not be made available to any other person without the express permission of the Award entrant.

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**Supporting Materials – Online Links**

Links to online supporting material, e.g., videos, podcasts, etc.

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**Supporting Materials – Files**

Supporting material may be submitted in support of your entry, but the judges will focus on the submission submitted above. Supporting material include press releases, sample press cuttings, photos, broadcast material and any other information deemed relevant. Please note that while only a moderate amount of media material is required at least one original press release must be



included. The maximum file size is 32MB. The maximum number of files that can be sent is 5. If larger files need to be sent, please email those files to [info@prca.ie](mailto:info@prca.ie) with the name of the Project Title in the subject line.

(Allowed file extensions \*.jpg \*.gif, \*.png, \*.pdf)