



AWARDS FOR
EXCELLENCE IN
**PUBLIC
RELATIONS
2023**



Awards for Excellence in Public Relations 2023

PREPARING THE WINNING ENTRY

Tips and Advice

Neasa Kane Fine, Chair, Judging Panel

Martina Byrne, CEO, PRCA & PRII

12 January 2023



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KEY DATES 2023

Closing Date for Entries:
Noon, Tuesday, 7 March 2023

Shortlist Announced:
Wednesday, 10 May 2023

Awards Ceremony:
Friday, 16 June 2023



INFO BROCHURE AVAILABLE ON WWW.PRCA.IE

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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



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What the Judges said about 2022 Entries

“The quality of entries has improved once again.”

“Campaigns were very responsive to audiences needs.”

“PR was hard working, demonstrated by minimal spend and very good value for money campaigns.”

“Effort and discipline was demonstrated in many entries, along with clear outcomes.”

“Many winning entries set clear objectives that were clearly aligned to specific audiences to deliver meaningful campaigns with strong reach.”



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Quality of entries improved further

- ✓ Objectives were clearly set
- ✓ Situational analysis was strong – good scene-setting and context provided
- ✓ Better audience analysis / audience personas
- ✓ Tactics and messages were better aligned to audience needs
- ✓ Campaign outcomes well presented in majority of entries
- ✓ No reliance on AVEs as in previous years – GREAT PROGRESS!



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Key areas for entrants to improve on in 2023

- Show a more strategic thought process and approach – the rational / WHY rather than simply what you did
- Objectives – fewer, more focused is best
- Stronger KPIs – more ambitious from the outset aligned to objectives
- Assume the Judges know nothing – that they never heard of your campaign and know nothing of the issue you set out to address!
- More drama, imagination and innovation



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Key areas for entrants to improve on in 2023 continued

- Budgets
 - include budget in the entry form and NOT buried in attachments
 - be more transparent, especially be clear on what you spent for which 3rd parties
- Evidence – press releases, videos, cuttings – ensure they are included and that any links actually work for the next few months
- Dates – check they are correct
- Campaign Description – grab the Judge’s attention from the very beginning of your entry
- Avoid Repetition in your entry



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#1 Situational Analysis

- Don't assume anything – you need to provide **context**, e.g. sales figures / opinions / behaviours before you embarked on the campaign
 - Judges love to see insight that backs up your assumptions and sets the scene
- What problem were you setting out to solve?
- What was the wider context – political / economic / geographic / social?
- Why was PR employed?



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#2: Show that you Know your Audience

- Be specific and certain who your campaign audience actually IS
- Targeting “Consumers” / “The General Public” / “Businesses” – does not define your audience
- Tell the judges specifically and in detail who your campaign set out to reach - profile your audience, provide audience personas
- Align the audience to your business objectives
- If available, use data to reinforce how you defined your audience



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#3: Campaign Objectives

- What did success look like – what did you set out to achieve?
- Context is key - why and how was a particular objective / metric arrived at? Provide evidence to rationalise your objectives
- Link objectives to KPIs – plan how you set out to measure success from the start with detail
- Show the Judges that you had a strategic plan and the campaign didn't just happen!
- Objectives should be SMART: Specific, Measurable, Achievable, Realistic, Timely



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#4: Measurement - Show that PR worked

- What was the impact of your impact (the PR)? Explain in detail
- Media coverage is not an end in itself
- Focus on outcomes rather than outputs i.e. how did the campaign impact business /organisational objectives /targets
- Back-up outcomes with evidence
- Tell Judges your metrics before and after the campaign



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#5: Strategic Approach, Creativity and Hard Work

The Judges want to see MORE:

- Strategic approach / thought – rationale for WHY you took a particular approach
- Original Ideas, Imagination, Unique Creativity, Innovation, Drama, Adventurous campaigns
- Analysis of risk and how it was managed/ mitigated
- Courage and Bravery in your approach - Experiments that push the boundaries
- Management of issues / crisis averted

Messaging and Tactics - demonstrate your process for developing these

- Tell the judges how you aligned Messaging and Tactics to your audiences
- How did you ensure they met your objectives



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...Creativity and Hard Work continued

Sometimes simple hard work is a winning formula

- Strategic approach, managing risks, averting a crisis!
- Old fashioned PR = your contacts and favour bank
- Getting more out of existing assets / recycling or reinventing vintage assets
- Stakeholder engagement
- Involving staff / volunteers
- Getting Influencers to work for free



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#6: Who did What?

- For global / local execution of international campaigns – clearly identify the localised elements, what strategic value / leadership you provided and what role you played
- Clarify role of Public Relations v 3rd party budget
- Demonstrate how and what value was delivered from Public Relations activities including relationship management, stakeholder engagement, etc
- Partnerships are useful - demonstrate clearly who paid for what and how it worked
- Influencers & Ambassadors are perfectly legitimate, as long as there is transparency around their role. If you convinced them to work for free tell the Judges – that's PR!



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#7: Fewer AVEs - Thank You

- Lower reliance and far fewer references to AVEs in 2022 – we are nearing eradication!
- The Awards for Excellence in Public Relations are not measuring Advertising
- Advertising Value Equivalents - AVEs - are not the value of communications so do not waste words on AVEs in your entry!
- Public Relations - what we do - is far more impactful than advertising!
- Remember: In this competition, AVEs are explicitly discounted and not considered in evaluating an entry



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Awards Auditor Feedback

- Align your entry to the Criteria - check you have covered everything required
- Dates - if you copy and paste from other documents / previous entry forms be sure to update the dates and other information
- Evidence - remember to include relevant back-up information e.g. press release and media coverage (links) in your Media Relations category entry!
- Ensure all links (inc wetransfer / dropbox, etc) work for the next 6 months!



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Auditor Advice on Quality Control...

- Don't over-write the entry
- Avoid repetition
- Check spellings and grammar very carefully – read it backwards!
- Get an outsider / new colleague to read it to spot gaps e.g. context
- Review your entry thoroughly before submitting:
 - Put it through the 'So What?' test
 - Is it good enough to give to your most senior client or boss? If not, fix it!



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