



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 (300-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 (300-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 (1,200-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 (300-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. A single file is preferred but in any case the total or cumulative size must not exceed 32MB

The supporting material must be submitted in PDF format. Documents which are not in PDF format will not be viewed or accepted.