

# AWARDS FOR EXCELLENCE IN PUBLIC RELATIONS 2024

**PRCA**  
PUBLIC RELATIONS CONSULTANTS ASSOCIATION



## KEY DATES 2024

**Closing Date for Entries:**

Noon, Tuesday, 5 March 2024

**Shortlists Announced:**

Wednesday, 15 May 2024

**Awards Ceremony:**

Friday, 21 June 2024

## CONTACT DETAILS

Awards for Excellence in PR  
84 Merrion Square, Dublin 2  
T: 01 661 8004

**Enquiries relating to entries:**

Áine Sheehan – [aine@prii.ie](mailto:aine@prii.ie)

**Enquiries relating to Awards Event:**

Annmarie Jordan – [annmarie@prii.ie](mailto:annmarie@prii.ie)

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# AWARDS FOR EXCELLENCE IN PUBLIC RELATIONS

The Awards for Excellence in Public Relations, hosted by the PRCA (Ireland) and the PRII, is the only competition of its kind for public relations and communications in Ireland. It identifies and celebrates excellence in practice and outcomes delivered in Irish public relations, public affairs, events, and internal communication.

Now in its 31st year, award winners set the benchmark for the best work by the profession.

Reflecting the diversity and range of projects undertaken in the public relations and communications arena, there are over 20 award categories. Whether you are working for, or on behalf of, a multinational, SME, charity, or public sector body, there is a category suited to your best work.

Regular participants will notice some changes this year. These were informed by consultations with PRCA and PRII members and among them are the addition of a new category inviting entries for campaigns which address Environmental, Social, and/or Governance (ESG) challenges. The Young Communications Professionals age limit is raised to 32, the size of the small PRCA Agency of the Year category is increased to 15 employees, word counts are reduced in some instances and the time period within which the work must be carried out is extended by two months to fourteen.

What hasn't changed is that competition is tight and standards are rising every year, so to have the best chance of making your work stand out, take time over your entry. Don't let a rushed entry deny you a trophy!

The deadline is **Noon, Tuesday 5 March**. Entries must be made online at [www.prca.ie](http://www.prca.ie).

There is excellent public relations work being undertaken by practitioners in Ireland, strategic and creative work that delivers the objectives of clients and employers. The Awards for Excellence reward that work. We look forward to seeing you at the Awards Ceremony on **Friday 21 June**.



**Martina Quinn**

Chairperson,  
Public Relations  
Consultants Association  
(PRCA) Ireland



**David Geary, MPRII**

President,  
Public Relations  
Institute of Ireland  
(PRII)

# JUDGING PANEL 2024



**Neasa Kane-Fine, FPRII**  
Director  
RPS Project  
Communications  
(*Chair of the  
Judging Panel*)



**Céline Crawford, MPRII**  
Director of  
Communications,  
Dublin City  
University



**Frank Dillon**  
Editor of *Decision  
Magazine*



**Carmel Doyle, FPRII**  
CEO,  
Oesophageal  
Cancer Fund



**Andy Green, FCIPR/FRSA (UK)**  
Director, Story  
Starts Here



**Geraldine Herbert**  
Motoring Editor  
and Columnist,  
Sunday  
Independent



**Dr Kevin Hora, MPRII**  
Head of Discipline  
- Journalism and  
Communications  
Technological  
University Dublin



**Eoin Kennedy, MPRII**  
Content Strategist,  
Novartis Ireland



**Geoff Lyons**  
Managing  
Director,  
PML Group



**Mary Murphy, FPRII**  
Former MD,  
Mary Murphy  
& Associates



**Padraig McKeon, FPRII**  
Consultant  
Advisor



**Niamh O'Carroll, FPRII**  
Director, O'Carroll  
Consulting



**Florence White, FPRII**  
Head of Local  
Authority  
Engagement,  
Uisce Éireann

# ENTRY CATEGORIES

## A | BEST PUBLIC AFFAIRS CAMPAIGN

Awarded to a communications programme designed to affect/support policy, legislative or political change at a European, national, or local government level. Unusually, the entry for this category does not require a press release though one/more can be provided in supporting evidence.

## B | BEST CONSUMER PUBLIC RELATIONS CAMPAIGN

Awarded to campaigns aimed at the consumer that demonstrate excellent outcomes within the following two categories:

- Best campaign with a budget of €30K or under
- Best campaign with a budget exceeding €30K

## C | BEST USE OF MEDIA RELATIONS

Awards will be made for the best planned use of print, broadcast and/or social media to reach target audiences and achieve campaign objectives on an employer's or a client's behalf within the following two categories:

- Best short-term media campaign  
*i.e. with a time span of less than 6 months*
- Best long-term media campaign  
*i.e. with a time span longer than 6 months*

## D | BEST USE OF DIGITAL PR INCLUDING CONTENT CREATION

This Award will be made for the use of digital communications to support the internal or external communications objectives of an organisation. Digital PR formats include, but are not limited to, video, podcasts, social media networks, mobile applications etc.

## E | BEST PUBLIC INFORMATION CAMPAIGN

Awarded to a campaign to improve awareness, change behaviours, or generate support among the public or specific interest groups. The campaign may be instigated by a company, government department, local authority, state body or interest group.

## **F | BEST PUBLIC SECTOR OR CIVIL SERVICE CAMPAIGN**

Sponsored by  **TRUEHAWK**  
MEDIA

The Award will be presented for a campaign designed to promote the policies, achievements, or services, of a public sector organisation, local authority, or a government department, to its service users.

## **G | BEST INTERNAL COMMUNICATION**

This Award will be made for a programme of sustained communication targeted at an internal audience designed to promote organisational objectives in any sector.

## **H | BEST COMMUNICATIONS CAMPAIGN BY A REGISTERED CHARITY/NOT-FOR-PROFIT/ NON-GOVERNMENTAL ORGANISATION**

Entries will be accepted from the above types of organisation for the best public relations campaign including fundraising campaigns and public awareness/information programmes.

## **I | BEST CORPORATE COMMUNICATION**

Entries will be accepted for the best corporate communication campaigns e.g. in support of organisational values, stakeholder engagement, B2B, employer brand, crisis etc. There are two sub-categories:

- Best campaign with a budget of €30K or under
- Best campaign with a budget exceeding €30K

## **J | BEST HEALTHCARE CAMPAIGN**

This Award will be made for public relations techniques employed by service providers, companies, or other organisations in respect of medical devices, prescription treatments, prescription only medicines (POM), healthcare products or healthcare organisations where patient users and/or healthcare professionals are targeted.

## **K | BEST USE OF SPONSORSHIP**

A once-off or multi-year sponsorship designed to achieve specific objectives and associated with the arts, sports, community or any other area. The judges' focus will be on the public relations perspective. Awards will be made in two sub-categories:

- Best sponsorship where the PR budget was €30k or under\*
- Best sponsorship where the PR budget exceeded €30k\*

\*sponsorship/property rights fees are not included within this.

## **L | BEST PUBLIC RELATIONS EVENTS**

This Award will be made for the best event(s) in-person, online, or hybrid, developed on behalf of an employer or client to achieve specific campaign objectives. Awards will be made in two sub-categories:

- Best event where the PR budget was €30k or under
- Best event where the PR budget exceeded €30k

## **M | BEST ISSUES-LED CAMPAIGN**

*Sponsored by **ruepoint***

This Award will be made for a public relations campaign designed to respond to an existing or emerging issue, for example, domestic violence, homelessness, cyber-security, consent, anti-social behaviour or childhood obesity.

*Note: An issue that exists/emerges over time, not a sudden, crisis event and not an issue specific only to the entrant/organisation.*

## **N | BEST ESG CAMPAIGN**

This Award will recognise an outstanding public relations campaign which achieved significant outcomes and/or impact in addressing Environmental, Social, and/or Governance (ESG) challenges. The campaign could be related, but not limited, to climate change, the circular economy, the gender pay gap, balancing the economy's needs with society's needs, or diversity, equality, and inclusion campaigns.

Entries can be focussed on internal or external stakeholders (or both). Submissions must demonstrate a clear focus on ESG-related themes, objectives, and impact.

## **O | BEST INTEGRATED CAMPAIGN**

This category looks at all elements of the marketing mix. The Award will be made to the public relations agency or in-house team which led an excellent integrated campaign for a client or employer organisation between 1 January 2023 and 29 February 2024 to deliver measurable reputation, brand or commercial objectives from strategic communication plan to creative execution involving a mix of (but not limited to): paid, earned, owned and social channels; stakeholder relations; public affairs; advertising; and event management.

*Note: The PR team (agency/in-house) must demonstrably have held the lead role in the integrated campaign and been responsible for ensuring consistent messaging across all channels and other partners e.g. an advertising/marketing agency.*

## **P | IN-HOUSE PR TEAM OF THE YEAR**

Sponsored by  **FENNELL**  
PHOTOGRAPHY

This Award will recognise an in-house public relations team, in the private or public sector, which delivered consistently excellent work between 1 January 2023 and 29 February 2024 helping their employer reach its organisational objectives. See *Rules and Judging Criteria – Section 9*.

## **Q | PRCA AGENCY OF THE YEAR**

Sponsored by  **Onclusive**

These Awards will recognise PRCA Ireland member agencies which are well-managed, retain and grow talent, and which delivered consistently excellent work between 1 January 2023 and 29 February 2024, helping themselves and their clients reach their organisational objectives. There will be two awards in this category:

- For agencies with 1-15 employees
- For agencies with 16 and more employees

See *Rules and Judging Criteria – Section 10*.

## **R | YOUNG COMMUNICATION PROFESSIONAL OF THE YEAR**

This Award recognises outstanding performance by a young communication professional (aged 32 or under on 01 January 2024). Entrants must show how their approach to their work makes them an outstanding communications professional and highlight one campaign in which they played a key role in delivering results for their employer or client.

See *Rules and Judging Criteria – Section 8*.

# HOW TO ENTER

## 1. Are you eligible to enter?

Employees of agencies who are members of the Public Relations Consultants Association (Ireland) or individuals who are members of the Public Relations Institute of Ireland can enter these Awards.

## 2. How to enter?

Entries must be submitted through the PRCA website – [www.prca.ie](http://www.prca.ie). The deadline for entries is **Noon on 5 March 2024**.

Entries must be accompanied by a PDF of the declaration form signed by the representatives of both the nominated organisation and the public relations adviser, internal and external.

Full payment must be made by **19 March 2024**. The fee per entry is **€200**.

# THE RULES AND JUDGING CRITERIA

1. Entries may be for projects or annual programmes that have substantially taken place between **1 January 2023 and 29 February 2024**.
2. Entries must be in the name of the company, organisation or individual the project or programme pertains to, but can be submitted by either the company itself or the public relations adviser.
3. Closing date for entries is **Noon, Tuesday, 5 March 2024**. The number of entries per consultant or company is not limited, but a fee of €200 applies per entry. Payment in full must be made by **19 March 2024**. Contact [aiane@prii.ie](mailto:aiane@prii.ie) for payment details.
4. Entries may be entered in more than one category – the same fee applies to each and all entries. Judges advise that entries submitted in a number of categories be (re)written specifically for the category under which they are submitted.
5. A scanned copy of the declaration form must accompany each submission and must be uploaded to the online submission system. This form must be signed by representatives of both the nominated organisation and the public relations adviser, internal or external.

6. All entries must be submitted through the online form on the PRCA (Ireland) website. The online form will require entries to provide:
- **Title.** Maximum **75 characters** (with spaces) limit. While permitted, Judges recommend avoiding the use of hashtags in the title of a campaign.
  - **Description of the Campaign.** To be used should the project be an Award winner. **50-word limit.** Please write with those who know nothing about your campaign/brand/organisation in mind.
  - **Background to the Campaign.** An overview of the issues and/or opportunities addressed in the brief should be clearly identified and the overall entry must show how these were addressed in the execution of the campaign. **300-word limit.**
  - **Statement of Objectives.** The judges expect 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. **300-word limit.**
  - **Programme Planning and Strategy.** A description of the techniques and approaches used to achieve the objectives and goals. Audience definition and profiling; creativity and skill in execution; and the appropriateness of the techniques used to achieve the stated objectives will be key criteria assessed by judges. **1,200-word limit.**
  - **Measurement and Evaluation.** Entries should outline quantifiable and measurable results and outcomes/impact achieved from the campaign. In line with the Barcelona Principles 3.0 (2020), AVE is not accepted as a form of measurement and evaluation. **300-word limit.**
  - **Budget.** The total cost of the campaign/project must be stated or, in the case of an in-house campaign, the number of 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. Media partnerships should be identified as such. 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.
7. Supporting material may be submitted along with an entry, but the judges will primarily focus on the above. Supporting material includes press releases, sample press coverage, photos, broadcast material and any other information deemed relevant. Please note that while only a moderate amount of supporting material is required, at least **one original media release** must be included with the possible exception of category A (Public Affairs) and G (Internal Communication). The supporting material must be submitted in PDF format. **Total max files size 32 MB.** Documents which are not in PDF format will not be viewed or accepted. **A single file is preferred but, in any case, the total or cumulative size must not exceed 32MB.** All submissions, including supporting material, become the property of the organisers, and will not be returned.

8. The **Young Communication Professional of the Year** award is open to employees of PRCA member firms, or PRII members, who were 32 years or younger on 1 January 2024. Entries must be submitted through the PRCA website, but will follow the format below:

A description of yourself and your career to date in **300 words** (maximum).

A **90-120 second self-produced mobile video** on where you see the public relations profession in 10 years and the role you want to have in that profession. In your response consider the relationship of the PR profession with the C-suite and its standing among internal and external stakeholders. The Judges will focus on the content rather than the production values.

In **750 words** tell the Judges how you approach your work (including working with colleagues, your employer and/or clients, and stakeholders) and what makes you outstanding. Include how your behaviours and unique selling point(s) contribute to your organisation and your work. Also provide an overview of a campaign you worked on and your specific contribution to same. The campaign must have substantially taken place between 1 January 2023 and 29 February 2024.

The same rules in relation to supporting materials apply to this award (Rule 7).

Entrants must state their date of birth in their entry.

For this Award, a longlist of candidates will be made. These candidates will be invited to an interview in front of a panel of judges following which the final shortlist will be determined.

Candidates will be judged on their demonstrated strategic ability, creative flair, ability to work on their own initiative and as part of a team, innovative approach to the opportunity or problem, leadership skills, and the ability to deliver results both in the highlighted campaign and in their career to date.

Attendance at the interview is mandatory.

9. Entries for the **In-House Team of the Year** must be in the form of a submission up to a maximum **1,300 words** and must include the following information:
- Number of employees within the PR team.
  - Annual PR budget.
  - Brief description of the organisation and its organisational objectives in the relevant period.
  - A brief overview of the team's communications objectives and strategy.

- Analysis of team performance/delivery against those objectives and within the available budget.
- A summary of outstanding achievements/innovations between 1 January 2023 and 29 February 2024.

Note: Financial information will, as in all instances in these Awards, be treated with the highest level of confidentiality.

**10. Entries for **The PRCA Agency of the Year** must be in the form of a submission of up to a maximum **1,100 words** and must include the following information:**

- Confirmation of PRCA Ireland membership.
- Date of incorporation and annual fee income.
- Current Client list, showing periods of retention (not included in wordcount).
- Number of employees\*.

\*By number of employees is meant Full-Time Equivalents (FTEs) e.g. external contractors/advisors who work a certain number of hours/days per year or on an ad hoc basis should not be included unless by combining a number of contractors/ advisors together so they can be represented as FTEs.

- The agency's business objectives and analysis of performance against budget over the previous financial year.
- Evidence of the agency's commitment to education and training.
- A summary of recent outstanding achievements which could include financial growth, awards or other recognition, innovation in terms of a new service offering for clients and/or a new approach to staff retention and recruitment and/or a diversity and inclusion policy.
- A summary of ONE campaign (which took place between **1 January 2023** and **29 February 2024**) the agency is particularly proud of, including details of the brief, objectives, strategy, tactics, outputs, outcomes/impact, and budget.

Note: Financial information will, as in all instances in these Awards, be treated with the highest level of confidentiality

- 12. Partner agencies/organisations must be named if/when referred to in entries for **Category O: Best Integrated Campaign**.**
- 13. Judges reserve the right to verify information and claims made in an entry.**
- 14. Canvassing of judges or members of the Executive team will result in immediate disqualification.**

15. Material circulated to the judges will be confidential and will not be circulated beyond the judging panel.
16. **The judges will evaluate each entry based on its merit and success at achieving stated objectives.** If the members of the judging panel are of the opinion that a sufficiently high standard has not been attained in any of the categories, the award in that category will be withheld.
17. **The decision of the Judges is final and no correspondence will be entered into.**
18. Entries may be made in any of the categories outlined within this brochure. While an entry may be submitted in more than one category, the judging panel reserves the right, to consider an entry in a category other than that for which it was entered. Entrants will be informed.
19. A Supreme Award may be presented at the discretion of the judging panel.

# FREQUENTLY ASKED QUESTIONS

- > Digital signatures are accepted.
- > Shortlisted entries will be asked to provide a video describing their campaign of one minute duration maximum. This video will be used to showcase the Award-winning work at the Awards Ceremony and can be used by the Award winners to publicise their success.
- > Word counts are maximums/limits not targets/requirements.
- > Frequently Asked Questions (FAQs) will be updated on the **PRCA.ie** website regularly. Please check to see if your enquiry is addressed there.
- > If you wish to enter a campaign in a few categories, please re-write the campaign to reflect each of the categories you are entering.
- > In relation to overseas campaigns, if you can show that the work (media campaign etc) was managed and led from Ireland by a PRCA Ireland member agency or a member of PRII, then the entry is acceptable. Media coverage can be generated abroad but managed from Ireland.

