

PUBLIC GOOD AWARD 2023

DEFINITION

A marketing, promotional or PR campaign in any discipline (creative, media, PR) or multiple disciplines, commissioned and produced for the public good, rather than for commercial objectives.

Work commissioned by and for a charity, not-for-profit organization or NGO, provided the work is not made for the purpose of paid recruitment. Work commissioned for or by a commercial enterprise, even for philanthropic aims, should not be included in this category.

JUDGING CRITERIA

- 1) Research, Insight and Strategy (25%)
- 2) Originality of Idea / Creativity (25%)
- 3) Quality of Execution (25%)
- 4) Documented Results and/or the Judges' Evaluation of Likely Effectiveness (25%)

ELIGIBILITY

Open to all independent agencies (as defined in the Rules & Terms) of all sectors and disciplines, involved in producing work for the public good.

Work in any medium (TV, radio, cinema, digital, newspaper, magazine, promotional material, displays, packaging etc.) is eligible for submission.

ENTRY MATERIALS

Please submit either a case study OR a case film:

- Case study: Max 950 words; PDF, DOC(X), PPT(X)
- Case films: Video up to 3-minutes long; MOV/MP4/WMF/WMV/MPG/MPEG(2); Max 250MB

You may also submit additional relevant supporting materials. This could include a video or case history if you've not included it above

- Must be digital - NO hardcopies will be accepted
- Most file types are accepted
- Max 250MB

IMPORTANT: ONLY ENTER WORK CREATED FOR CHARITIES, NOT-FOR-PROFIT ORGANISATIONS AND NGO'S IN THIS CATEGORY. WORK FOR OTHER CLIENTS (INCLUDING AGENCY SELF-PROMOTIONS) MUST BE ENTERED IN ONE OF THE OTHER CATEGORIES.