

BEST CORPORATE PR CAMPAIGN 2023

DEFINITION

Strategic and creative use of stakeholder engagement, including earned media, to enhance corporate reputation by the building and preservation of trust and understanding between individuals, business or organisations and their publics/audiences.

Awarded to the freshest creative PR campaigns, programs and tactics that create positive sustainable engagement between businesses and organisations and their customers, stakeholders and other stakeholders, and demonstrate the highest levels of strategic planning, creativity and business results.

JUDGING CRITERIA

- 1) Strategy and Research (30%)
- 2) Originality of Idea/Approach (20%)
- 3) Quality of Execution (20%)
- 4) Documented Results and/or the Judges' Evaluation of Likely Effectiveness (30%)

ELIGIBILITY

Open to all independent agencies (as defined in the Rules & Terms) involved in the use of PR for communications purposes around the world: agencies of any specialism, including but not limited to PR and Public Affairs consultancies, digital and social media agencies, etc..

Work in any sector, any specialism, and utilizing any medium is eligible for submission.

Entries must be of campaigns led by PR/earned media OR of campaigns with exceptional examples of PR/earned media

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: DO NOT ENTER WORK FOR A CHARITY, NOT-FOR-PROFIT ORGANISATION OR NGO IN THIS CATEGORY. SUCH WORK SHOULD BE ENTERED ONLY IN THE "PUBLIC GOOD" CATEGORY.