

BEST LIFESTYLE PR CAMPAIGN 2023

DEFINITION

Creative use of editorial, social and other 'earned' media to create visibility, interest and positive attitudes for brands, businesses or organisations.

Awarded to the freshest creative PR ,social media and experiential campaigns, programs, tactics that actively engage consumers/audiences with products/brands/organizations and demonstrate the highest levels of strategic planning, creativity and business results

JUDGING CRITERIA

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

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 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.