



IT'S YOUR TIME
TO SHINE

PRCA
SEA AWARDS
2021

Entry toolkit

PRCA SEA AWARDS 2021

While living in uncertain times we understand awards may be the last thing on your mind, but we are determined to continue to celebrate our fantastic industry at the 2021 PRCA SEA Awards.

The PRCA SEA Awards celebrate the best of the best PR and communications campaigns, teams and individuals across Southeast Asia.

We've seen some incredible campaigns across the SEA Region over the past 12 months, achieved by the most outstanding individuals and extraordinary teams. We are proud of the work achieved and look forward to celebrating your success with you.

This year's awards give you the opportunity to encourage your team, make your mark, expand your network, and gain global recognition from the world's largest PR association. Give your teams something to smile about as we come together as an industry to celebrate your success!

These awards are open to all parties involved in the use of PR and communications, PR consultancies, freelancers, in-house communications departments, digital agencies, and media owners.

The PRCA SEA Awards 2021 will be judged by some of the biggest names from the worlds of PR, communications and journalism, meaning that winning one of these awards truly recognise leading-edge PR and communications work.

WHY THE PRCA SEA AWARDS?

- Promote the industry – We're a not-for-profit, so all the profits from our awards are invested back into our industry to help teams and individuals maximise the value they deliver to clients and organisations
- Encourage your team – Shine the limelight on your team's fantastic work and reward every member of your team that contributed
- Make your mark – Display and celebrate your success over the last year and be recognised by the world's largest PR association
- Expand your network – Win new business and open opportunities for new clientele by rubbing shoulders with award-winning businesses
- Gain global recognition – Be globally recognised by the PR industry, with our judging process consisting of industry-leaders from across the world.

Please read through the PRCA SEA Awards Entry Toolkit and Rules of Entry before submission.

It is our pleasure to invite you to be part of the PRCA SEA Awards 2021, honouring the year's most effective and creative PR and communications campaigns, individuals, and teams across the SEA region.

Winning a PRCA SEA Award is not only a regional achievement but also demonstrates achievements across the global links to PRCA and to the International Communications Consultants Organisation. (ICCO).

Below you will find resources to help you complete your award entry, making it as efficient as possible.

On behalf of PRCA SEA, we look forward to seeing your award entries and wish you the best of luck in the PRCA SEA Awards 2021.

WHAT ARE THE PRCA SEA AWARDS?

The PRCA SEA Awards 2021 will be an awards night with a difference, celebrating achievements in Public Relations and communications.

The Awards are split into different groups; Campaign Award Categories, Team Award Categories and Individual Award Categories.

The Team Award Category looks at the effectiveness and key elements within the organisation. This includes the makeup of the workforce (both gender and ethnicity), collaboration and innovation, staff and client retention, talent management, and documented results and performance.

The Individual Awards Categories acknowledge contribution to the industry at a PR Leader level and there is also an award recognising our industry's Young Communicator of the Year.

The Campaign Award Categories rewards the effectiveness of campaigns created in a variety of sectors. Entries can be submitted by any company that has completed an effective PR and communications campaign, from either in-house or agency.

Campaigns submitted must show results for the campaign and the effect on the overall business objectives.

CATEGORIES

All entries that are made into the Campaign Award Categories must have been started or completed by 31st January 2020 and 22nd January 2021 (the closing date).

Campaign category entries do not have to relate to a specific campaign or project but can be a component of on-going work or a combination of activities.

Judges may assume that campaigns using celebrities or other associations have been paid for their involvement unless stipulated otherwise.

Please note that you DO NOT need to submit your entry until the final deadline (22nd January, 2021).

KEY DATES AND PRICING

Early Bird Deadline	13th November, 2020
Final Deadline	22nd January, 2021
Judging	28th January 2021 – 5th February 2021
Finalists Announcement	11th February
Awards Night	18th March 2021
Early Bird Entry Member	275 SGD
Early Bird Entry Non Member	350 SGD
Final Entry Member	350 SGD
Final Entry Non Member	450 SGD
Student Category	Free of charge

ELIGIBILITY AND ENTRY REQUIREMENTS

Who can enter?

The PRCA SEA Awards are open to all parties involved in the use of PR for communications purposes, PR consultancies, freelancers, in-house communications departments, digital agencies, and media owners.

How many Awards can you enter?

Organisations can submit multiple entries for all the categories.

Campaign Eligibility

All entries that are made into the Campaign Award Categories must have been started or completed in the SEA region by 31st January 2020 and 22nd January 2021 (the closing date).

Who can submit?

Companies or individuals may submit entries on behalf of themselves or others.

Responsibility

It is the entrant's responsibility to seek and ensure permission has been granted for the right to use the intellectual property of the brand or client entered.

If you choose to enter an In-house Category on behalf of a client, the entry needs to be written and branded from the client's perspective.

Right to Refuse

The organisers can refuse entries which may offend or bring PRCA SEA or the industry into disrepute.

Reasons for Disqualification

- If the campaign was not developed in the region or delivered by an individual or team based in the region
- If the campaign is not within the allocated time frames
- Missed the submission deadline
- The campaign is breaking the law or is inappropriate

SUBMITTING YOUR ENTRY

Entry Forms

Please ensure that you use the online entry form to submit your entry. We also suggest that the criteria above and below are followed for each category.

Your Entry

Your written entry must be no more than 1,000 words and a maximum of 4 sides of A4. Entries must be submitted as either a Word document or PDF.

Mandatory:

- Three images and the company logo must be uploaded alongside your entry. Images can also be included in the body of your entry to support your case.
- When PR is part of an integrated campaign state the PR budget and the approximate campaign budget must be clear.
- If the campaign is integrated, when demonstrating results, please state the PRs involvement and outline the activity of the other marketing disciplines.
- Please ensure that for categories recognising the performance of teams or consultancies, financial figures should relate to your most recent financial year.

Supporting Documents and Video/URL Links:

- Supporting documentation such as press cuttings and video/URL links are optional. If choosing to include a video, it must not run for longer than 4 minutes and be hosted by either Vimeo or YouTube.
- All relevant information should be included in your main entry. Please do remember that supporting documentation will only be consulted where judges are unable to distinguish between two entries.
- Payments must be paid by card online via the entry website. Invoices may be requested on any payments above S\$1000. Please contact the awards team on: **awards@prca.seasia.global**.
- Each entry should be saved with the company name and award category. ie PRCA – Integrated.

HOW YOUR ENTRY WILL BE JUDGED

All entries will be judged by an international judging panel of both in-house and agency PR and communications professionals that have worked in the SEA region at some point during their careers.

If a judge has worked with or has an allegiance with an individual submitting an entry or worked on the campaign, they will be exempt from judging that category.

Judges will be looking for a clear strategy and research, execution, originality, documented results and evaluation.

Who sees your entry?

Only the PRCA SEA Awards judges and the events team will see your entries. All judges will sign a confidentiality agreement prior to receiving your entries.

How are finalists selected?

Judges review entries remotely. They each have their own secure login, showing only entries that they have been assigned.

If an entry scores less than 20 points in total, the entry will not make it to the list of finalists.

How are winners selected?

Scoring will all be conducted online without any reference to other judges scores and based solely on the submission of the entrant. This will ensure the scores are unbiased and judges are not swayed by the opinions of other panel members. Each entry will be scored by at least 5 judges in total. The organisers will collate the individual scores and use the average marks given to initially decide the finalists and ultimately to determine the award winners.

How we avoid bias

Organisations participating in the judging process are encouraged to enter the awards but will excuse themselves from any discussion involving an organisation, individual, or campaign in which they have an interest.

Who's in charge?

The Jury President's decision is final.

Sensitive Information

The organisers reserve the right to publish submissions from the winners and finalists. Where certain information is sensitive, such as budget figures, please mark 'not for publication'.

CONTACT US

For any questions or queries on the awards, please contact awards@prca.seasia.global

1. Choose wisely

The variety, depth, and breadth of the PR industry alongside the large range of award categories to choose from means there will always be a slight overlap. Choose the category wisely to ensure you're entering the best possible choice for you.

2. Follow the guidelines

Read the entry guide and read it again! The judges will stick closely to the criteria set out in the guide and so if you don't include something, you're already setting yourself behind the other entrants!

3. Be honest

Whether it's campaign costs, over-inflated measurements and results, or any other use of false information, the judges will be able to notice immediately. Don't waste the opportunity to have a winning entry by providing the judges with an unrealistic submission.

4. Plan, plan, plan

Think how many other entries you may be up against and know that a last-minute entry may not be the best path to a win. A good entry that has sufficient time, thought, and energy put in will stand out from the other submissions.

5. Try not to assume

Despite the judges being industry experts in their sector, they may not have in depth knowledge of your entry. This being said, aim to provide as much detail as you can, keeping your entry clear from the start for the judges.

6. Stand out and be creative

Give the judges something interactive to look at and engage with to help them better understand your entry. Whether that's through the use of language, image or video, bring your entry to life by using different mediums.

7. Results

Remember that everyone has great results and so don't tell the judges – show them! Put them in context and show the tangibility of your results by always linking them back to your original aims. Simple facts and figures sometimes make more of a statement. Clear evaluation metrics* can tell a story and support why your entry may have been so successful.

**If possible, please avoid using AVEs.*

CAMPAIGN AWARDS

JUDGING CRITERIA

Entries in the Campaign Categories should demonstrate; strategy and research; execution; creativity; originality; and evaluation.

For each of the Campaign Categories, there will be a Consultancy winner and an In-house winner. The Campaign of the Year winners will be chosen from the list of Campaign Category winners.

Best Automotive Campaign

Identifies work across the automotive and transport PR sector. This can include motor manufacturers, trade bodies, or work aimed at customers and driving sales. Work could cover campaigns relating to, transport and automotive services, initiative and products.

Best B2B Campaign

Recognises work that involves the promotion of products and services from one business to another. Entries can relate to a niche business sector or to the business community at large.

Consumer Award – High Budget (More than S\$50,000)

This category will recognise work that involves the promotion of products or services to consumers, working with a high budget (above S\$50,000). This category is open to the private, public or charitable sectors.

Consumer Award – Low Budget (Less than S\$50,000)

The winning entrant will display successful use of a low budget (less than S\$50,000), involving the promotion of products or services to consumers. This category is open to the private, public or charitable sectors. Judges will be paying particularly close attention to budgets, ensuring that the winning entry has shown enough financials, while retaining innovation and creative thinking.

Best Corporate, Financial and Investor Relations Campaign

This award showcases work across the whole range of financial PR, including investor relations, stakeholder engagement, and corporate affairs.

Best Corporate Social Responsibility Campaign

Applicable to work that promotes an organisation's corporate social responsibility programme, via either a one-off campaign or on-going work. The winning entry will need to show clear evidence of the positive impact the campaign or ongoing work may have made, as well as displaying strong reasoning behind the action.

Crisis and Issues Management Award

Entries will recognise the work undertaken in a crisis and/ or managing difficult issues. This might be by promoting an alternative perspective, or indeed by keeping an issue out of the media altogether. The successful entry will show effective communication strategy, including objectives and method deployed in a time of crisis. Judges are especially aware of the need for discretion in this category.

CAMPAIGN AWARDS

Best Digital and New Media Campaign

This category will highlight the campaigns that include a large element of digital and new media work. This can be individually or as part of an integrated programme of PR and targeted marketing activity. If a part of a longer-term project, clear aims and outcomes of the overall goal should be identified as well as the specific activity.

Employee Engagement Award

This award recognises campaigns that use internal communications to engage staff, drive organisational change, deliver increased stakeholder value, or change an organisation's ethos. Entries should detail how on-going strategy has shown significant improvement and further engagement within the internal team.

Best Health and Wellbeing Campaign

This category will cover work across the whole range of healthcare and well-being PR, including private healthcare, pharma and medical research (including animal research). Campaigns and/or projects could relate to a healthcare issue, consumer healthcare product, facility or initiative.

Best Influencer Relations Campaign

This award recognises campaigns that use targeted influencer relations to achieve excellent results

Measurement and Evaluation Award

This award recognises expert use of measurement and evaluation in Southeast Asia. This can be in the form of campaigns, programmes or frameworks that demonstrate best practice and the most effective use of measurement and evaluation.

This award is open to Media Intelligence, Research & Insight Companies, PR Consultancies, Communication Agencies and In-house Communications Teams.

If AVEs are used as a form of measurement, your entry will be void. For reference, please see The PR Professional's Definitive Guide to Measurement

Best Media Relations Campaign

This award recognises campaigns that use targeted media relations to achieve creative, imaginative and outstanding results. The use of supporting material may be effective when needing to stand out from the crowd in this category.

Best Multi-Country Campaign (Southeast Asia)

Have you had a campaign running over 3+ countries in the Southeast Asia region over the past 12 months? Can you demonstrate results across the region? Judges will be looking for strategy, research, execution, creativity, originality, documented results, and evaluation.

Best Not-for-Profit and Charity Campaign

This category will recognise work by/ or on behalf of charities, voluntary and not-for-profit organisations. If there is a fundraising aspect to your entry, you must include an explanation of how the entry has contributed to the financial stability or fundraising objectives of the organisation.

CAMPAIGN AWARDS

Purpose Award

Recognising societal need, impact made, employee engagement, CEO activism and Sustainable Development Goals. The winning entry will need to show clear evidence of the campaign's ultimate impact, as well as demonstrating a strong link to business objectives. One-off campaigns with a strong rationale will still be considered. Agencies, brands, public sector bodies, non-profits and NGOs can enter this category.

Best Student Campaign

This category will look recognise work by students that demonstrates outstanding, creative thinking and realistic execution in order to reach determined goals. The winning campaign will have a creative, original idea and great use of advertising, marketing and PR. Judges will be looking for Creativity, Strategy & Insights, and Tactics & Execution

FREE TO ENTER!

Best Technology Campaign

This category showcases work for technology products, services or brands, targeted at the business market.

INDIVIDUAL AWARD CATEGORIES

JUDGING CRITERIA

Judges will mark your entry on the following criteria; leadership; initiative; performance and contribution; colleague/client references.

PR Leader of the Year

Judges will look for an individual (or joint heads) who have succeeded in making communications a strategic priority within their organisation, supporting or leading the organisation's broader objectives. The individual (or joint heads) will have shown outstanding performance, made a significant contribution to the industry and to their organisations. Nominations for this award can be made by the individual or a colleague and organisations can submit any number of entries.

Young Communicator of the Year

Open to NextGen* Individuals in both consultancies and in-house teams. The winner will be recognised for an outstanding performance within their organisation and to the wider PR industry. Nominations for this award can be made by the individual themselves, a colleague or employer. Organisations can enter any number of entries.

**A NextGen individual is anyone under the age of 30 years old at the time of the final entry deadline on 22nd January 2021.*

TEAM AWARDS

JUDGING CRITERIA

Winning this award will demonstrate great business and effective results as well as community leadership and innovation. Judges will mark your entry against the following criteria; clients; staff; financial; and innovation.
Clients: retention, growth, and performance.
Staff: retention, approach, and diversity.
Financial: performance, growth, acquisitions must be disclosed.
Innovation: for example, investment in infrastructure, new client products, new approach to talent.

Workplace Champions

This category is open to any consultancy or in-house team that go the extra mile to ensure their employees are happy and healthy; that give consideration to the ethical and moral concerns of staff; that recruit with diversity in mind; and that have good business practices at their heart.

Small Consultancy of the Year

This category is open to any Consultancy with under 15 employees.

Medium Consultancy of the Year

This category is open to any Consultancy with 15 – 30 employees.

Large Consultancy of the Year

This category is open to any consultancy with 30 or more employees.

New Consultancy

This category is open to any Southeast Asia based consultancy, whether multi-discipline or niche, founded up to 24 months prior to the entry deadline, 22nd January 2021.

In-house Team

This category is open to any Southeast Asia based in-house private, not-for-profit or public sector PR and communications team. Judges will look for the role PR and communications play in the wider organisation, effective use of resources and general contribution to the organisation's objectives. As with all team categories, Judges will mark your entry against the following criteria; team performance; staff; financial; and innovation.

NEW CATEGORIES FOR 2021

Digital Team of the Year

This prestigious category is aimed at identifying and celebrating the overall top consultancy that performs digital and social media activities for its clients. Factors which will be considered in judging this award will include growth in digital fee income, and client and staff satisfaction and retention. Endorsements from clients and details of other awards won will be considered.

In-house Digital Team of the Year

For the in-house digital/communications team which has made an outstanding contribution towards achieving the objectives of their employer. Details of digital-related projects and campaigns undertaken – and outcomes achieved – should be included in the submission.

Best Strategic Communications Campaign

This award focuses on strategic communications and would be suitable for teams working on stakeholder management, public affairs and strategic consultancy.

Best Travel and Lifestyle* Campaign

This category is open to any consultancy or communications team. It will recognise a PR campaign that has a well implemented strategy to successfully market its products or services.

It will also recognise tourism boards or travel brands that have used a campaign to effectively gain trade and consumer trust, increase brand awareness and consideration, improved loyalty through promotions and deals, offered interactive competitions and excelled in customer service.

**This includes: hospitality, fashion, food, health, fitness and well-being*

Best Communications During COVID-19

This category will recognise the challenges that companies have faced during the Coronavirus pandemic and will acknowledge those organisations that have overcome the obstacles of the global pandemic and excelled in their use of communications to engage with their corporate audiences.

Best Crisis Communications Campaign in Response to COVID-19

Entries will recognise the work undertaken in response to the Coronavirus. This might be by promoting an alternative perspective, or indeed by keeping an issue out of the media altogether. The successful entry will show effective communication strategy, including objectives and method deployed in a time of crisis. Judges are especially aware of the need for discretion in this category.

PR Campaign of the Year in Response to COVID-19

This category will recognise PR campaigns or programs that informed the public about the pandemic and how to stay safe.

PRCA

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W: prca.seasia.global/awards-2021

E: awards@prca.seasia.global