

**PRCA**

THAILAND AWARDS

**ENTRY  
TOOLKIT**





## PRCA THAILAND AWARDS

This is the first award in Thailand dedicated to the public relations business. Locally unique campaigns can be understood and able to be fairly judged by our local judges who are familiar with Thai cultures and consumer behavior. The PRCA Thailand Awards is your chance to display and celebrate your successes over the last year, being recognised by the world's largest PR and communications professional body. In addition, the PRCA Thailand promotes all aspects of public relations and communications work, helping teams and individuals maximise the value they deliver to clients and organisations.

- **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** – The winners will be chosen from solely Thai-based campaigns activated in Thailand, so display and celebrate
- **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.

### ENTRY GUIDELINES

The PRCA Thailand Awards are open to all parties involved in the use of PR and communications including, PR consultancies, freelancers, in-house communications departments, digital agencies, media owners, and university students.

Do ensure you have sought permission for the right to use the intellectual property of the brand or client entered. Organisations can submit multiple entries into all categories.

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

If the judges feel that an entry was particularly outstanding, but point difference hasn't allowed the win, they can award the entry Highly Commended. This will be announced on the evening.

Also on the night the PRCA will award the consultancy and in-house winners for: **Campaign of the Year**

If you enter a campaign category you are automatically entered into the running for that award.

### KEY DATES

Open for Entries	22 <sup>nd</sup> July, 2024
Deadline	9 <sup>th</sup> September, 2024
Judging	September, 2024
Finalists Announced	27 <sup>th</sup> September, 2024
Awards Ceremony	30 <sup>th</sup> October, 2024

### PRICING

Entry Member	THB 5,000
Entry Non Member	THB 10,000
Students	FREE OF CHARGE

Payments must be paid by card online via the entry website. Invoices may be requested on payments above S\$1500. For more information, please contact the awards team: [apacawards@prca.global](mailto:apacawards@prca.global)



## JUDGING CRITERIA

Judges will mark your entry on the following criteria:

### Campaign Categories:

Strategy and research, execution, creativity, originality, effectiveness, and results.

\*The campaign budget must be stated. All entrants must include any agencies or teams involved in the campaign.

### Individual Categories:

Leadership, initiative, performance and contribution, colleague/client references and a personal statement.

### Team Categories:

#### Agency Team

- Clients: retention, growth, and performance.
- People: commitment to development and diversity, innovative practices and employee engagement.
- Financial: performance, growth, and acquisitions must be disclosed.
- Innovation: investment in infrastructure, new client products, and/or new approach to staffing.

#### In-House Team

- People: commitment to development and diversity, innovative practices and employee engagement.
- Financial: performance, growth, and acquisitions must be disclosed.
- Innovation: investment in infrastructure, new client products, and/or new approach to staffing.

## ELIGIBILITY AND CONFIDENTIALITY

All entries that are made into the Campaign Award Categories must have been **started or completed by 28<sup>th</sup> February 2023– 28<sup>th</sup> August 2024 (18 months)**. Please ensure that for categories recognising the performance of teams or consultancies, financial figures should relate to your most recent financial year.

Please be aware that 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 will assume that campaigns using celebrities or other associations have been paid for their involvement unless stipulated otherwise.

For each of the Campaign Categories, there will be a Consultancy winner and an In-House winner. If you are entering an In-House entry, you must ensure there is no agency branding or you will be disqualified.

### YOUR ENTRY

#### Template:

The PRCA Thailand Awards encourages you to be as creative as you wish, as there is no 'official' format that you must use for your Award entry. Your written entry must be no more than 1,000 words, size 10 font and a maximum of 2 sides of A4. However, we would advise that you follow the judging criteria.

#### 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.
- The campaign budget must be stated. 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 Materials (Optional):

Supporting documentation such as press cuttings, reports and videos are optional – all relevant information should be included in your main entry. If choosing to include a video, it must not run for longer than 4 minutes and be uploaded in mp4 format directly to our entry website. Please do remember that supporting documentation will only be consulted where judges are unable to distinguish between two entries.

### CONTACT DETAILS

For Awards and sponsorship information, please contact: [apacawards@prca.global](mailto:apacawards@prca.global)

## TIPS AND TRICKS FROM OUR JUDGES

**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 entry.

**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 by far.

**5. TRY NOT TO ASSUME**  
Despite the judges being industry experts for 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 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**  
Results and effectiveness form a whole segment of the marking criteria, meaning if you do not show the judges clear measurement and evaluation, you could be missing a chance of winning!

*\*If possible, please avoid using AVEs.*

### FAQ ?

#### Who can enter?

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

#### How many Awards can you enter?

Organisations can submit multiple entries for all the categories.

#### 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 Thailand or the industry into disrepute.

#### Reasons for Disqualification

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

#### How your entry will be judged

All entries will be judged by the judging panel of both in-house and agency PR and communications professionals. 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.

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#### Who sees your entry?

Only the PRCA Thailand 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 are only shown 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.

#### Sensitive Information

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

## AWARD CATEGORIES

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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.

#### B2B AWARD

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.

#### OUTSTANDING CREATIVITY CAMPAIGN

This category will recognise work that involves 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 innovation and creative thinking, while ensuring that the winning entry has shown the budget effectiveness.

#### CORPORATE SOCIAL RESPONSIBILITY AWARD

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.

#### CONSUMER CAMPAIGN OR EVENT/LAUNCH AWARD

Entries in this category should demonstrate how PR has been effectively used to promote products or services, built an audience for an event or developed a relationship with the public to secure the reputation of the event, product or service.

### JUDGING CRITERIA

#### MEDIA RELATIONS AWARD

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.

#### 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.

#### STUDENT CAMPAIGN AWARD

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

### CONTACT US

For any questions or queries on the awards, please contact [apacawards@prca.global](mailto:apacawards@prca.global)

## AWARD CATEGORIES

### INDIVIDUAL AWARDS

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

#### PR LEADER OF THE YEAR AWARD

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 AWARD

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.

Entrants must include 500 word personal statement as part of their entry. This is included in the 1,000 word limit.

\*A NextGen individual is anyone under the age of 30 years old.

### JUDGING CRITERIA

#### STUDENT COMMUNICATOR OF THE YEAR

Open to all students studying, PR, Communications and Marketing. Nominations for this award can be made by the individual themselves, a lecturer or a university. Universities can enter any number of entries.

### TEAM AWARDS

#### CONSULTANCY AWARD

This category is open to any consultancy.

##### Please cover:

- Essentials to include: number of employees, date of incorporation, and details of turnover (acquisitions must be disclosed).
- Client list showing retention, consultancy growth, and PR performance.
- Emphasis should be made on staff retention strategies and consultancies will be commended for their dedication to diversity. Please outline initiatives you may have in place to promote diversity and inclusion within the workplace.
- Reference to commitment to professionalism will be favoured.
- Financial performance and growth will be assessed. Acquisitions must be disclosed
- Innovation within the consultancy will be looked at. For example, investment in infrastructure, new client products, new approach to staffing.

#### IN-HOUSE TEAM AWARD

This category is open to any companies 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.



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