

# PRCA

APAC AWARDS

2025

## ENTRY TOOLKIT

PRCA ASIA PACIFIC

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### PRCA APAC AWARDS 2025

The PRCA Asia Pacific promotes all aspects of public relations and communications work, helping teams and individuals maximise the value they deliver to clients and organisations.

The PRCA APAC 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.

- **Promote the industry** – 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.

### ENTRY GUIDELINES

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

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.

Individual members are only permitted to enter the individual categories. Please do not enter categories on behalf of your organisation as your entry will be void.

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.

### KEY DATES AND PRICING

<b>Open for Entries</b>	14th October 2024
<b>Early Bird</b>	14th October - 25th October 2024
<b>Deadline</b>	17th January 2025
<b>Finalists Announced</b>	19th February 2025
<b>Awards Night</b>	27th March 2025

<b>Entry Fee</b>	
<b>Early Bird Price</b>	
Members	S\$320
Non-Members	S\$420
<b>Normal Price</b>	
Members	S\$380
Non Members	S\$480
Students	Free
<b>Diversity Award Entry</b>	S\$200
<b>Late Entry Fee</b>	S\$100 per Entry

Payments must be paid by card online via the entry website.

Invoices may only be requested by PRCA members for payments above S\$2000.

If you are not a PRCA member or your payment is below S\$2000, payment must be made via the website by credit or debit card.

### 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 **19th January 2024 and 17th January 2025 (the closing date)**. 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.

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### YOUR ENTRY

#### Template

The PRCA APAC 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, and submitted across 2 A4 pages as a word document or PDF document. 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 information please contact: [apacawards@prca.global](mailto:apacawards@prca.global)

For sponsorship information contact: [tara.munis@prca.global](mailto:tara.munis@prca.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 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.*

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### FAQ

#### Who can enter?

The PRCA APAC 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.

#### 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 APAC 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

### 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.

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.

#### Who sees your entry?

Only the PRCA APAC 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'.

### CONTACT US

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

## AWARD CATEGORIES

### 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.

#### **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.

#### **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.

*\*\*This entry is free of charge.*

#### **Consumer Award – High Budget**

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 sufficient financials, while retaining innovation and creative thinking.

#### **Consumer Award – Low Budget**

The winning entrant will display successful use of a low budget (less than S\$50,000 or equivalent), involving the promotion of products or services to consumers. This category is open to the private, public or charitable sectors.

#### **Corporate, Financial and Investor Relations Award**

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

#### **CSR and Sustainability Award**

Applicable to work that promotes an organisation's corporate social responsibility or sustainability 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.

#### **Digital and Social Media Award**

This category will highlight the campaigns that include a large element of digital and social 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.

#### **Diversity, Equity and Inclusion Award**

This award showcases work furthering efforts towards a more diverse, equitable and inclusive society. This could include both internal or client work and might be focused on ethnicity, age, disability, sexuality, gender identity, religious belief, socioeconomic background, educational attainment, neurodiversity or any other aspect of diversity.

Judges are looking for both creativity in addressing the issue and evidence of clear impact of the work or campaign on the specified aspect of DEI being tackled.

#### **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

#### **Event/ Launch of the Year Award**

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

#### **Game Changer Award**

This award looks at campaigns where the agency has devised a creative campaign that the client may not have previously considered or seen as too high risk. Campaigns in this category will demonstrate game changing campaigns for their clients, with outstanding results across several channels.

### AWARD CATEGORIES

#### CAMPAIGN AWARDS

##### **Health and Wellbeing Award**

This category will cover work across the whole range of healthcare and well-being PR, including the public, 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.

##### **Influencer Relations Award**

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

This can include micro influencers and celebrities.

##### **International campaign award**

This award recognises work by an organisation in Asia Pacific that engages international media, clients, or stakeholders. The Campaign must have run over a minimum of 2 countries excluding countries in Asia Pacific and clear identification of how the campaign may have been altered, if applicable, to the different markets.

##### **Measurement and Evaluation Award**

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

##### **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.

##### **Multi-Country Campaign Award (Asia Pacific)**

Have you had a campaign running over 3+ countries in the Asia Pacific 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.

##### **NGO and Charity Award**

This category will recognise work by/ or on behalf of charities, voluntary and non governmental 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.

##### **Public Sector Award**

Open to local authorities, public sector agencies, local bodies, and government departments. The winning entrant will have displayed work on a singular specific topic that has shown effective and impressive results in the public sector. This could include topical societal issues, the environment, health, or crime.

##### **Strategic Communications Award**

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

##### **Technology Award**

This award highlights work for technology products, services, or brands, targeted at the consumer market or at the business market.

##### **Travel and Lifestyle Award**

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.





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## AWARD CATEGORIES

### INDIVIDUAL AWARDS

### JUDGING CRITERIA

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

#### Intern Award

To enter an intern for this category, the intern must complete an outline of their internship which should be no more than 600 words in length. The intern's line manager is also required to complete a 300-word endorsement. Entries are open to anyone who interned between 19th January 2024 and 17th January 2025 (the closing date).

Entries will be judged based on the following criteria:

- Enthusiasm and dedication
- Innovative and creative approach to their role
- Contribution to team morale and ethos
- Ownership of projects

#### PR/Communications Leader 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 will have shown outstanding performance, made a significant contribution to the industry and to their organisations.

#### Young Communicator 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.

\*A NextGen individual is anyone under the age of 30 years old at the time of the final entry deadline on 17th January 2025.

### 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 on the following criteria; clients; staff and business practices; financial; and innovation.

Clients: retention, growth and performance.

Staff and business practices: retention, approach, diversity and commitment to professionalism.

Financial: performance, growth, acquisitions must be disclosed.

Innovation: for example, investment in infrastructure, new client products, new approach to staffing.

#### **In-House Team Award**

This category is open to any Asia Pacific-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.

#### **New Consultancy/New In-House Team Award**

This category is open to any Asia Pacific based consultancy or in-house team, whether multi-discipline or niche, founded up to 24 months prior to the entry deadline, 17th January 2025.

Essentials to include:

- number of employees
- date of incorporation and details of turnover (acquisitions must be disclosed).

Judges will be looking for clear objectives and analysis of performance alongside budgets, growth and retention within staff and client base.

#### **Specialist Consultancy Award**

This category is open to any APAC-based consultancy or team within a consultancy that specialises in a specific sector or PR discipline.

Essentials to include:

- number of employees
- date of incorporation and details of turnover (acquisitions must be disclosed).

Judges will be looking for clear objectives and analysis of performance alongside budgets, growth, and retention within staff and client base. Financial performance and growth will be assessed, and consultancies will be commended for their dedication to diversity.

Please outline initiatives you may have in place to encourage under-represented groups. More information can be obtained from the Rules of Entry page on the PRCA APAC website.

#### **In-Country Consultancy Award**

This award recognises excellence by a consultancy operating in one market in the Asia-Pacific region. Attention will be given to quality of work, profit, revenue, growth, and client retention as well as relevant employee metrics. Specific campaigns or projects can be included as supporting evidence.

*\*\* Please note that if you enter this category and your consultancy operates in different markets, your entry will be void*

#### **Small Consultancy Award**

This category is open to any Consultancy with under 15 employees. Winning this award will demonstrate great business and effective results as well as community leadership and innovation.

#### **Medium Consultancy Award**

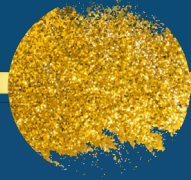
This category is open to any Consultancy with 15 – 30 employees. Winning this award will demonstrate great business and effective results as well as community leadership and innovation

#### **Large Consultancy Award**

This category is open to any consultancy with 30 or more employees. Winning these awards will demonstrate great business and effective results as well as community leadership and innovation.

#### **Very Large Consultancy Award**

This category is open to any consultancy with 60+ employees. Winning these awards will demonstrate great business and effective results as well as community leadership and innovation.



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