PRmoment Awards 2027

Headline Sponsor

Opinium

ENTRY KIT

The PRmoment Awards, in association with our headline sponsor Opinium Research, celebrate excellence and recognise and reward outstanding campaigns and exceptional talent in the UK PR and Communications sector.

GENERAL RULES

Eligibility: Open to all UK-based agencies and in-house communication teams.

Entry Submission Requirements:

- Complete one entry form per category entered, uploaded directly to the PRmoment Awards website.
- Every submission must include one entry form and a high-quality company logo (used for the awards presentation if shortlisted).

Alternative PDF Submissions:

- Entrants may submit their own PDF instead of the provided entry form.
- Custom PDFs must include all headings listed in the judges' criteria to avoid being marked down.

Word Count & Formatting:

- Maximum length is 1,500 words per entry.
- Final word count must be explicitly stated on all entries (whether using the official form or a custom PDF).

Supporting Materials:

- Up to 3 supporting items per entry via documents (Word, Excel, PDF, JPEG; max 20MB each) and/or URLs.
- Links to relevant Vimeo or YouTube videos are encouraged (include any necessary passwords on the entry form).
- High-quality images or video links should be provided for potential showcase at the awards event and on the website if you win.

KEY DATES

- Early bird deadline: Friday 18th December 2026
- Final deadline: Friday 22nd January 2027
- Shortlist announcement: Friday 26th February 2027
- Awards announcement London: Thursday 22nd April 2027
- Awards announcement Manchester: Thursday 29th April 2027

PRICING

North, Midlands, Northern Ireland, Scotland and Wales

Early bird entry fee: £250+VAT
Standard entry fee: £300+VAT

London and the South

Early bird entry fee: £285+VAT
Standard entry fee: £345+VAT

CONFIDENTIALITY / ELIGIBILITY

Entries should focus on work completed between January 1st 2026 and January 22nd 2027. The 100-word summary you will be asked to upload when applying may be used on the awards website should your nomination be shortlisted. Sensitive information from entries, such as exact budget figures, will not be published.

The choice of territory should be based on where your office is located. If you have multiple offices, you may enter multiple territories, although an entry fee will be charged per entry per territory.

To determine your territory please imagine a line being drawn on a traditional map of the UK, horizontally from Gloucester to Luton. Welsh agencies / companies should enter the Northern territory.

For agency of the year entries only: We welcome multiple entries from agencies with a presence in both the north and the south, but please ensure that you do not double-count your revenues for each region. So, if you include revenue towards your northern entry, the same revenue cannot be included in your southern entry and vice versa.

Please note that a company may only enter a single campaign into a maximum of 6 campaign categories.

Available Discounts

10% Discount: Applies to submissions of 10 or more entries.
15% Discount: Applies to submissions of 20 or more entries.

NEW FOR 2027 - Micro and Newcomer Agency categories qualify for an exclusive 20% discount on both Early Bird and Standard entry rates. Discount automatically applied at checkout.

PRMOMENT AWARDS AI POLICY

We welcome the use of generative AI as a tool to support campaign strategy, execution, or drafting of entry submissions, provided all details, metrics, and claims remain accurate and authentic. However, to ensure total confidentiality, critical human judgment, and nuanced evaluation, our judges are advised against using AI tools to assess entries.

Our evaluation process is structured in two distinct stages:
Stage 1 (Scoring & Shortlisting): Judges independently evaluate entries across both quantitative results and qualitative context to form an authentic, well-rounded view of performance.

Stage 2 (Judges' Meeting): Judges convene virtually to deliberate, defend scores, and debate nuance.

Automated or AI-only scoring strips away the qualitative context and strategic nuance essential for these sessions. Thoroughly reading and interrogating every submission ensures each judge can contribute meaningful, firsthand insights to the final scoring discussions.

CAMPAIGN AWARDS

Judges are looking to reward the following criteria for campaign entries: campaign strategy, creativity, implementation and activation and results and measurement.

The jury will want to see clear campaign objectives, your budget, audience insight, innovative and inventive execution and evidence-based results. Entries can be an ongoing or one-off campaign.

1. AUTOMOTIVE & TRANSPORT MARKETING COMMUNICATIONS CAMPAIGN OF THE YEAR

This award will recognise successful campaigns, either one off or ongoing, covering motor vehicles, services, in-car entertainment, fuel, tyres, dealers, distributors, and campaigns covering all forms of transportation.

2. B2B CAMPAIGN OF THE YEAR

Judges are looking to award the very best in business-to-business communications. Entries can relate to a specific business sector or the wider business community.

3. B2B TECH PR CAMPAIGN OF THE YEAR

This award will recognise and celebrate an outstanding PR or communications campaign within the business technology sector. Judges will look for creative storytelling, deep industry insight, and strategic execution that successfully simplified complex tech concepts, engaged business decision-makers, and delivered clear, measurable commercial or reputational impact.

4. BEST CONTENT

This award will be given for the most effective use of content. Entries should include information on how the content was created and distributed, how it was used to attract and retain the audience, and how it engaged the audience.

5. BEST CREATIVITY - B2B

This award will be given for the most effective use of creativity within a B2B campaign. Judges will be looking for entries that outline the aims of the campaign, the insight behind the creative and how that creativity was activated in the campaign.

6. BEST CREATIVITY - CONSUMER

This award will be given for the most effective use of creativity within a consumer campaign. Judges will be looking for entries that outline the aims of the campaign, the insight behind the creative and how that creativity was activated in the campaign.

7. BEST INFLUENCER PARTNERSHIP(S)

This award will recognise and celebrate outstanding, creative and effective influencer partnerships. Please include details of budget, demonstrate innovative and creative execution and show evidence based results.

8. BEST PLANNING, STRATEGY AND EVALUATION

This award will be given for the most effective use of planning, strategy and evaluation within a campaign. Judges will be looking for a detailed explanation of how data was used in the pre-, during and post-campaign,

Entries must outline how data and analytics were implemented in the campaign to deliver the objectives. Campaign results must be covered in detail and explained how the results came about due to excellent planning and strategy.

9. BEST USE OF CELEBRITY(S)

This award will be given for the most innovative and impactful use of celebrity in a PR campaign. Entries should demonstrate how a celebrity was effectively integrated into the content to enhance brand awareness, drive engagement, and achieve specific objectives. The judges will consider factors such as the relevance of the celebrity to the brand, the originality of the campaign concept, and the measurable results achieved.

10. BEST USE OF RESEARCH

This award recognises the outstanding use of research in a PR campaign. Judges will be looking for in-depth and innovative research.

11. CITY & CORPORATE COMMUNICATIONS

This award will be given for the most outstanding city or corporate communications campaign. Entries should showcase effective strategies for building and maintaining positive relationships with stakeholders. The judges will evaluate the campaign's impact on the city or corporation's reputation, community engagement, and overall success.

12. COMMUNITY ENGAGEMENT CAMPAIGN OF THE YEAR

This award will be presented to a one-off or ongoing community engagement campaign that has informed or engaged a community.

13. CONSUMER PR CAMPAIGN OF THE YEAR

Judges want to recognise either a one-off or ongoing campaign that promotes products or services to consumer markets by companies, the public sector or charities.

14. CONSUMER TECH PR CAMPAIGN

Judges want to recognise either a one-off or ongoing campaign that promotes products or services to consumer markets by companies, the public sector or charities.

15. CULTURE MEDIA & SPORT MARKETING COMMUNICATIONS CAMPAIGN OF THE YEAR

This category will award campaigns that cover the arts, cultural events, museums, music, sports, travel and leisure.

16. CREATOR & SOCIAL INFLUENCE CAMPAIGN OF THE YEAR

This award will recognise and celebrate an outstanding, highly effective campaign driven primarily through social media channels, creator partnerships, and influencer collaborations. Judges will look for creative storytelling, appropriate channel selection, and strategic alignment with digital creators or influencers that authentically engaged audiences, built trust, and delivered measurable business or brand impact.

17. DIGITAL PR CAMPAIGN OF THE YEAR

Digital PR campaigns are PR campaigns that are explicitly designed to gain high-quality backlinks to improve Search Engine Optimisation (SEO) performance.

The phrase Digital PR (rightly or wrongly!) has become synonymous with the impact of editorial coverage on SEO performance, mainly through the creation of links from editorial content. This category focuses on the intersection of PR and SEO. It is not for PR campaigns that have gained coverage in digital media.

18. EMPLOYEE ENGAGEMENT CAMPAIGN OF THE YEAR

This category will reward a one-off or ongoing employee engagement campaign that has informed or engaged employees. Judges are looking for evidence of campaigns that can demonstrate improved engagement, positive action and/or behaviour change through internal communication channels..

Judges are looking for entries where the internal communications strategy has significantly contributed to a community.

19. EXPERIENTIAL CAMPAIGN OF THE YEAR

Judges are looking to reward an outstanding brand experience or activation (live, virtual, or hybrid) that created a meaningful, hands-on connection with its target audience. This can include creative pop-ups, immersive installations, brand activations, guerilla marketing, or interactive consumer experiences designed to drive engagement, press coverage, and brand awareness.

20. FINANCIAL SERVICES SECTOR CAMPAIGN OF THE YEAR

Judges want to reward an outstanding PR campaign within the financial services sector.

21. FMCG MARKETING COMMUNICATIONS CAMPAIGN OF THE YEAR

This award will recognise successful campaigns focused on non-durable goods such as soft drinks, toiletries, toys, processed foods, alcohol and cleaning products.

22. GENERATIVE ENGINE OPTIMISATION (GEO) CAMPAIGN OF THE YEAR

This award will recognise the most effective use of Generative Engine Optimisation (GEO) to ensure a brand's content and authority are cited or integrated into responses generated by Large Language Models.

23. HEALTH, BEAUTY, RETAIL & FASHION MARKETING COMMUNICATIONS CAMPAIGN OF THE YEAR

This category is for campaigns covering healthcare products, including skin care, and all campaigns promoting fashion brands, clothing, footwear and grocery.

24. HEALTHCARE / PHARMA CAMPAIGN OF THE YEAR

Judges are seeking to reward an outstanding campaign in the healthcare and pharmaceutical industry. In an area that is highly regulated, these campaigns can be particularly challenging.

25. INTEGRATED COMMUNICATIONS CAMPAIGN OF THE YEAR

Judges are looking for a best practice example of an integrated communications campaign that successfully uses several channels to deliver outstanding results.

26. LEISURE & TRAVEL MARKETING COMMUNICATIONS CAMPAIGN OF THE YEAR

Judges are looking for a best practice example from within the leisure and travel industries.

27. LOW BUDGET CAMPAIGN OF THE YEAR

This award will recognise an outstanding PR campaign successfully delivered within a budget of £20k or less.

28. MEDIA RELATIONS CAMPAIGN OF THE YEAR

This award will recognise an exemplary media relations campaign that delivered exceptional results and coverage.

29. NOT FOR PROFIT CAMPAIGN OF THE YEAR

This award will recognise an outstanding PR campaign successfully delivered by, or on behalf of, a charity or not-for-profit organisation.

30. PRO BONO CAMPAIGN OF THE YEAR

This award will recognise an outstanding PR campaign successfully delivered voluntarily and without charge (pro bono) to serve a charitable cause or the public interest.

31. PUBLIC SECTOR CAMPAIGN OF THE YEAR

This award will recognise and celebrate an outstanding campaign delivered by or on behalf of a public sector organisation.

32. REACTIVE CAMPAIGN OF THE YEAR

Judges are looking to reward an outstanding campaign executed in response to a real-time event, trending news story, cultural moment, or competitor activity. Entrants must demonstrate exceptional agility, creativity, and speed to market, showing how a rapid PR or communications response successfully hijacked the conversation, drove media coverage, and delivered measurable audience engagement.

33. SPORTS CAMPAIGN OF THE YEAR

This category will award outstanding PR and communications campaigns dedicated to the sports industry. Judges will look for creative storytelling, impactful audience engagement, and strategic execution across sports events, athletic partnerships, team activations, or brand sponsorships within the sporting world.

34. STUNT OF THE YEAR

Judges are looking to reward an outstanding stunt. This can be any kind of stunt designed to attract the public's attention.

35. SUSTAINABILITY/PURPOSE CAMPAIGN OF THE YEAR

This award recognises a campaign or an organisation that has understood its role in creating a sustainable world through its actions and behaviour. This category will reward a campaign with a standout ethical approach to its business, society and the environment. Entries can be an ongoing or one-off campaign.

PERSONALITY AWARDS

36. YOUNG PROFESSIONAL OF THE YEAR

This award will recognise the brightest and most promising PR communicator under 30 (on 22.01.2027) working in either an agency or in-house role. Entrants must include details of their career and contribution to their organisation and the broader communications industry.

The jury will score entrants on the following criteria: recent work examples, how the individual has contributed to the wider success of the organisation and your team and why they are excited about the future of public relations as a career.

Entrants can be nominated or can nominate themselves, however each entry form must include a contribution from the entrant.

TEAM / AGENCY AWARDS

The awarding period for the team/agency awards is from January 1st 2026 to January 22nd 2027.

Judges will look for clear team objectives, examples of recent campaigns, recent achievements, details of any challenges faced, and why your team deserves to win the award. Please include a concise overview of the agency, number of staff, details of clients and year on year turnover or fee income figures.

When judging agency entries our jury is looking for that magical mix of high quality work, good financials and evidence that the organisation looks after its people.

37. B2B PR AGENCY OF THE YEAR

Entries are welcomed from agencies or agency teams that specialise in B2B PR.

38. TECHNOLOGY AGENCY OF THE YEAR

Entries are welcomed from agencies that specialise in technology PR.

39. CONSUMER PR AGENCY OF THE YEAR

Entries are welcomed from agencies that specialise in consumer PR. Judges will be looking for clear team objectives, examples of recent campaigns, examples of recent achievements, details of any challenges faced, and why you think your team deserves to win the award.

40. GEO AGENCY OF THE YEAR

Entries are welcomed from agencies which can demonstrate they are leading the way in Generative Engine Optimisation (GEO). Judges will be looking for a clear strategy, a portfolio of successful campaigns that have secured citations and visibility within AI-generated responses and evidence of how your expertise is shaping the future of brand presence in the age of generative AI.

41. IN-HOUSE TEAM OF THE YEAR

Entries are welcomed from any in-house PR and Communications teams.

Judges will be looking for clear team objectives, examples of recent campaigns, recent achievements, details of any challenges faced and why you think your team deserves to win the In-House Team of the Year.

Please include a concise overview of the broader organisation, the number of staff in your team, and your budgets (including any consultancy support).

42. INDEPENDENT AGENCY OF THE YEAR

This category is open to any independent consultancy. For the avoidance of doubt, independent means the agency cannot be part of a wider group, nor can a larger marketing services group have equity in the independent agency of the year. All agencies entering this category must be 100% wholly owned by the founders or employees of the organisation.

43. INTEGRATED AGENCY OF THE YEAR

Entries are welcomed from agencies which specialise in integrated communications. Needless to say the winner of this award will need to show a portfolio of multi channel and integrated campaigns.

44. NEWCOMER AGENCY OF THE YEAR

Entries are welcomed from agencies who started trading on or after 1 December 2024. This category qualifies for an exclusive 20% discount on both Early Bird and Standard entry rates. Discount automatically applied at checkout.

45. MICRO AGENCY OF THE YEAR

This category is open to any consultancy, whether multi-discipline or niche, with a PR fee income of less than £500,000. This category qualifies for an exclusive 20% discount on both Early Bird and Standard entry rates. Discount automatically applied at checkout.

46. BOUTIQUE AGENCY OF THE YEAR

An award to celebrate agencies with fees between £500,000 and £3m.

47. SMALL AGENCY OF THE YEAR

An award to celebrate agencies with fees between £3m and £8m.

48. MID-SIZED AGENCY OF THE YEAR

An award to celebrate agencies with fees between £8m and £20m.

49. LARGE AGENCY OF THE YEAR

An award to celebrate agencies with fees over £20m.

JUDGING

The PRmoment judges are chosen because of their professional and wide-ranging level of expertise.

Judges will be split into panels and read and pre-score all allocated entry forms, considering any supporting materials submitted.

Judges' pre-scores will be combined, and the highest-scoring entries will determine the shortlists. Any judge with a potential conflict of interest will not be allowed to judge that entry. In addition, judges will not be involved in judging any categories their organisation has entered and will not have access to any competing entries.

Judges can move entries between categories if they deem another category more suitable. All judges are required to sign a confidentiality agreement pre-judging.

Following pre-scoring, the judges will meet to discuss the highest-scoring entries and then agree on the winner for each category. The shortlists will be announced on 26th February 2027, and the winners will be announced at an awards ceremony in London on 22nd April and Manchester on 29th April.

A GUIDE TO ENTERING

If you're thinking of entering the PRmoment Awards, there are a few things to consider when planning and completing your entry that will give you the best chance of winning.

Follow the entry instructions

Take note of the format your entry needs to be in, the time limits for work entered, how to make payment for your entry, the word count and the deadline date.

Pick the right category

You won't have a chance of winning if you enter your work into the wrong category – read the category descriptions, and if you are still unsure, give us a call, as we're happy to offer advice. Remember that you aren't restricted to entering one category. If your campaign fits into more than one, you can enter the same work in up to 6 categories, but do ensure you tailor each entry form to the specific category criteria.

Read the judging criteria

Ensure your entry covers the judging criteria for each category and answers all questions for your category in the entry from. Judges can only mark you on what is included in your entry form, so make sure all important information is included and all criteria adhered to. This leads on to the next point...

Stick within the word limit

Judges may mark entries down or even disqualify them if they exceed the stated word limit. Please ensure your answers are clear and concise – don't waffle! Judges love precise, concise entries – use bullet points or infographics to illustrate points effectively.

Link your results to your objectives

If there is one thing that judges hate, it's when outcomes don't relate to the objectives.

Evidence your results

Judges love quantified results and want proof of what you've achieved – including facts and figures and quotes from stakeholders such as clients or the media. In terms of which KPIs to choose, these will depend on the specifics of the campaign, but AMEC's Evaluation Framework may be a helpful reference point.

Get the judge's attention
Remember that judges will be reading many entries, so you need to make your entry memorable. Ensure your entry is passionate, tells an exciting story and is backed up with statistics and evidence.

Watch your language!
Always write in clear, concise English, avoid jargon, be careful if you're copying and pasting from existing materials. Do ask someone to check your entry reads well and is free of typos.

Take your time
Winning awards entries take time and effort to write and perfect. Again, we'd highly recommend you get someone to proofread your entry before you submit it.

Get approval
If you submit work on behalf of a client, make sure they are happy for you to do so. Spending days writing an entry and then having to withdraw it is annoying!.

Picture perfect
Attach an image or logo to your entry form. Should you be shortlisted, this will be used in the event brochure and presentations. Ensure this represents the campaign, product or organisation you are entering.

ENTRY REQUIREMENTS & THE CRITERIA THE JUDGES MARK YOUR ENTRIES ON

There is often a feeling of mystery as to how judges score entries for industry awards. At PRmoment we don't think this sense of mystery is necessary or the right way to do things.

So, very simply, here are the criteria that our judges use to score the PRmoment Award entries.

CAMPAIGN AWARDS CRITERIA

The judges will be looking for clear objectives and creative and effective implementation, with tangible and demonstrable results in the campaign award categories. They will also consider the structure, presentation and clarity of each entry. Entries should not exceed 1500 words in total and should focus on work completed between January 1st 2026 to January 22nd 2027. Please consider your entry title carefully, as we will use your exact wording on the trophy should you win. Concise and to the point is always best!

Each entry must include information under the following headings.

Any entries that do not include information under these headings are likely to be marked down; the jury may not be able to make an easy comparison between your work and the other entries.

1. Campaign objectives (1 to 10 points)

Judges will be looking for entries that clearly identify the objectives of the campaign or project

2. Strategy (1 to 10 points)

Judges will look at the quality of the strategy that was implemented considering the budget, objective and target audience stated

3. Creativity (1 to 10 points, except the Best Use of Creativity categories, where this criteria is worth 20 points. This criteria is not applicable to categories: Best Planning, Strategy and Evaluation and Best Use of Research)

The level of creativity and quality of campaign insight.

4. Implementation (1 to 10 points)

The quality of implementation when delivering the campaign or project will be assessed. Judges are looking for fresh, innovative thinking, best practice examples, partnership working where appropriate, and resourcefulness

5. Results & Evaluation (1 to 10 points, except the Best Use Of Planning, Strategy And Evaluation category, where this criteria is worth 20 points)
Please relate these directly to the objectives stated above. Judges understand that evaluation metrics will vary depending on the campaign objectives. That said, the judges will be looking to reward evaluation that includes KPIs across the campaign outputs, campaign out-takes *and* importantly - campaign outcomes.

Please note: We love paid media and recognise its important role in many campaigns. You won't be penalised for using paid channels, but please don't declare any paid media results as earned media. You can, of course, include paid media in your results, but declare them separately, please. This includes any paid for media placements and advertorials

6. Why your entry should win (1 to 10 points)
This is your opportunity to tell the judges why you should win.

YOUNG PROFESSIONAL OF THE YEAR AWARD CRITERIA

Judges will be looking for individuals under 30 years old (on 22.01.2027) that can demonstrate an ongoing and sustained commitment to delivering best practice while showing a creative and innovative approach to PR. Judges will also consider the structure, presentation and clarity of each entry. Entries should not exceed 1500 words.

The nominee must be based within the region you are entering.

Each entry must include information under the following headings:

1. Details of the nominee

Please provide a brief outline of the nominee and their role - this will not be scored and is for background information only

2. Details of challenges overcome in life or career (1 to 10 points)

Please provide a brief outline of any challenges the nominee has overcome, both personally or professionally.

3. Recent achievements (1 to 10 points)

Judges are looking to reward recent achievements, the success and achievements of the individual will be scored

4. Recent work examples (1 to 10 points)

Entries should provide details of recent work examples to include objectives, implementation, results and evaluation. The quality of the execution of the campaigns will also be judged

5. Why your nominee should win (1 to 10 points)

The jury is looking for a young individual who demonstrates exceptional commitment to delivering the very best in communications, demonstrates best practice and shows an innovative and creative approach to the work they deliver. Entries should detail the contribution they make to their organisation and the wider communications industry.

6. Why the nominee is excited for a future career in PR (1 to 10 points)

The jury is looking for a young individual to demonstrate a real passion for their career in PR .

TEAM / AGENCY AWARDS CRITERIA

Judges will be looking for teams and agencies that can demonstrate an ongoing and sustained commitment to delivering best practice while showing a creative and innovative approach to PR and key company initiatives that are driving the DE&I agenda forward. Judges will also consider the structure, presentation and clarity of each entry. Entries should not exceed 1500 words in total and should focus on work completed between January 1st 2026 to January 22nd 2027.

The submitting company / agency must be headquartered or have an operational base within the region you are entering. We welcome multiple entries from agencies with a presence in both the north and the south, but please ensure that you do not double count your revenues for each region. So, if you include revenue towards your northern entry the same revenue cannot be included in your southern entry and vice versa.

Each entry must include information under the following headings:

1. Team / agency objectives (1 to 10 points)

Entries should clearly identify the objectives of the team and/or the agency

2. Recent campaign / work examples (1 to 10 points)

Judges are looking to reward recent work examples to include objectives, implementation, results and evaluation. The quality of the execution of the campaigns will also be judged

3. Recent achievements (1 to 10 points)

The jury wants to reward your achievements. Entries should include details of any recent achievements. The success and achievements of the team will be scored

4. Approach to diversity and inclusion in the workplace (1 to 10 points)

The jury wants to reward key company initiatives that are driving the DE&I agenda forward within the industry. Entrants should be able to demonstrate what impact their initiatives have had. Judges will be looking for evidence of diversity in recruitment, in terms of gender, ethnicity, educational background, disability and LGBTQ+

5. Approach to sustainability and purpose (1 to 10 points)

The jury is looking for details of your organisation's approach to sustainability and purpose

6. Challenges (1 to 10 points)

Entries should contain details of any challenges the team faced and how they overcame these. The team's ability to respond to challenging situations and the resourcefulness they show will be scored

7. Why your team / agency should win (1 to 10 points)

We are looking for a team who demonstrate exceptional commitment to delivering the very best in communications, demonstrate best practice and show an innovative and creative approach to the work they deliver.

INSIGHTS FROM A SELECTION OF PRMOMENT AWARDS JUDGES

Top tips from some of the PRmoment Awards judges to help you understand what really impresses them.

"Standout campaigns are based on a key insight, put through a creative lens and delivered through razor-sharp execution. The outcome will meet the objective. As a judge, if the work stops me in my tracks, makes me pause for thought, raises a smile or more likely, a tinge of envy, then they've probably nailed it."
Andrew Roache, external affairs lead, UK and Ireland, Mondelēz International

"If you can sell your idea in a single sentence, you're probably onto something. I would love to see original ideas that actually have an impact beyond vanity metrics. And ingenious creativity. The kind of creativity that makes you a bit jealous that you didn't think of it yourself."
Caroline Fisher, global brand communications director, ASICS Europe

"I'll be looking for campaigns that effortlessly engage an audience using clever creative and powerful brand storytelling to cut through. Think differently about your entry and make sure it's as engaging and inspiring as your campaign was - clearly demonstrate the impact you made through relevant metrics and show us why and how you got everyone talking!"
Fiona Mills, PR brand communications lead, Greggs

"Although it's almost impossible to truly measure the feeling you get when you see a campaign that is brilliant, surprising and unmistakably human, I'm hoping the entries are able to do just that and make me wish I'd come up with the idea myself."
Tobi Ruth Adebekun, EMEA communications, Netflix

"I will be looking for how you maximised what you had to work with and levelled-up on creativity. If I had sat in your initial pitch, what did you convey that would have made me want to choose your approach over others and what set you apart."
Roopa Ramaiya, head of EMEA PR, Procore Technologies

Tips and tricks for writing a winning PR award entry

Winning awards is a compelling way to attract and retain clients, turn heads and bring recognition to your team, Here are our top seven tips for giving your entry the greatest possible chance of a thumbs-up from your peers on the judging panel:

1. Select the right campaigns. Focus on topical, creative, innovative, challenging work with a big, bold idea at its heart. Be honest: is the campaign a winner? Is it stand-out, best in class PR? Are you still excited enough about what you achieved to effectively communicate its brilliance?

2. Read the criteria. Follow the criteria. Stick to the rules. Meet the deadline. Don't underestimate how long it takes to pull together an entry. Start early. Factor in time for client approval.

3. Give the job to your best writer. Don't get the agency marketing/new business/director to write the entry if the new business director can't write! Tell the judges a great story. Watch spelling and grammar. Avoid exclamation marks, flannel, waffle, and marketing jargon. Proof, proof and proof again for typos.

4. Create a clear, concise story. Judges have dozens of entries to review for each category. Make sure yours really spells out why it has the X-factor: don't expect them to read between the lines. Don't be modest and always give the client team credit.

5. State measurable business and communications objectives. Ensure the results section proves that every objective was met. Include as much evaluation data and evidence of the impact of the campaign on the client business or organisation as possible, from an increase in sales to higher levels of engagement with audiences. Never use AVEs or rely solely on media measurement.

6. Engage judges with the human or emotional angle. There is one in every campaign, if you look hard enough. Who cares whether the campaign was a success? What did it really mean? To whom did it make a difference? Whose lives did it affect? A huge proportion of winning entries elicit some kind of emotional reaction.

7. Remember the magic formula: clear objectives, matched to proven results, plus great storytelling, equals your best chance of winning.

WINNERS' TESTIMONIALS

"No question about it – winning a coveted PRmoment Award is one of the top industry accolades."

James Herring, CEO, Taylor Herring

"Winning a PRmoment Award is hugely valuable to us as an agency. Tin Man has been lucky enough to win quite a few over the years, both for our campaigns and agency of the year awards. These wins are extremely motivating and exciting for the team as they see their hard work and talent recognised by the industry, but they are also a great new business driver. We often get calls from brands who have attended the awards, seen our name and been impressed with our work."

Mandy Sharp, founder, Tin Man

"The opportunity to get third party endorsement of our work is really important to Red. The standard of work at the PRmoment Awards is very high and the jury is a who's who of UK public relations."

Mike Morgan, chief exec, Red Consultancy

"The range of work at the PRmoment Awards is a brilliant showcase for the industry and we enter them because we know that potential clients see the PRmoment Awards winners and value them."

James Gordon-Macintosh, co-founder, Hope&Glory

Contacts

Ticket and entry enquiries – Siobhan Barlow, siobhan@prmoment.com

Sponsorship - To receive a PRmoment Awards Partnership pack, or to talk through the various sponsorship options contact Ben Smith, bensmith@prmoment.com 07833 290795