

PRmoment
Awards 2025

Headline
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**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

The PRmoment Awards are open to all UK-based agencies and in-house communication teams. To enter, please download the entry form, complete one entry form for each category you wish to enter, and upload your completed forms to the [PRmoment Awards website](#). All entries should include one entry form and a company logo per submission. Please ensure your company logo is of high quality, as this will appear on the awards presentation should you be shortlisted.

Entrants may submit their own PDF awards entry instead of using the supplied entry form. However, in this case, agencies/individuals doing so should ensure they include information under all the headings listed in the judges' criteria. Not doing so may result in your entry being marked down.

Use a selection of documents and URLs to provide context and background to your entry. Each entry allows for up to 3 pieces of supporting information. These can be in Word, Excel, PDF or JPEG format and must be below 20MB each. In addition, judges love to watch video content, so please provide links to relevant videos on Vimeo or YouTube and remember to include any necessary passwords in your entry form. Finally, entries should be at most 1500 words in total. Should you win, we'd love to showcase your work at the awards and on our website, so please send us high quality images or links to videos that we can use!

KEY DATES

Early bird deadline: Friday 13th December 2024

Final deadline: Friday 17th January 2025

Shortlist announcement: Wednesday 19th February 2025

Awards announcement London: Thursday 27th March 2025

Awards announcement Manchester: Thursday 3rd April 2025

PRICING

Midlands & the North

Early bird entry fee: £230+VAT

Standard entry fee: £290+VAT

London and the South

Early bird entry fee: £250+VAT

Standard entry fee: £310+VAT

CONFIDENTIALITY / ELIGIBILITY

Entries should focus on work completed between January 1st 2024 and January 17th 2025. The 100-word summary in your entry 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 Sensitive information from entries, such as exact budget figures, will not be published.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.

Ten or more entries submitted will receive a 10% discount. Twenty or more entries entered will receive a 15% discount.

The PRmoment Awards Regional Champions programme

The PRmoment Awards are all about creating a meritocracy. Very simply, the best work wins. It's no more complicated than that.

Over the last ten years, the public relations sector has grown massively. We have seen an increase in the scope, ambition, and budget of PR campaigns. This is fantastic news for the PR sector and recognition of the outstanding talent that works in public relations.

Alongside this trend, we've seen increasingly complex and innovative campaigns happen at a regional level. These campaigns often deal with local issues, have particular stakeholders, and pretty much always have a much lower budget! There are many examples of smaller budget campaigns and agencies winning the PRmoment Awards.

That said, it's clear that there is a need for a forum where we can reward outstanding regional work. The PRmoment Awards Regional Champions scheme offers this recognition.

How it works?

To be clear, this is not another awards scheme. ***You will not have to pay more to enter the PRmoment Regional Champions programme; it's part of the PRmoment Awards scheme.*** When you enter the PRmoment Awards, there will be a drop-down option to enter into one of these regions:

- Anglia Thames and Chiltern
- Cymru Wales
- London
- Midlands
- North East
- Northwest
- Northern Ireland
- Scotland
- South of England and channel Islands
- Yorkshire and Lincolnshire

Our PRmoment Awards jury scores all of the entries, and **the top scorers in each region will become our regional champions in the relevant categories.**

We'll announce our regional champions on PRmoment.com and profile the agencies and their work.. We'll also supply our winners with digital PRmoment

Regional Champion slates. A selection of the regional champion agencies will also feature on a special PRmoment Podcast looking at the type of work coming out of smaller, local PR firms in the UK.

CAMPAIGN AWARDS

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.

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.

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.

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.

3. BEST 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.

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.

4. BEST USE OF ARTIFICIAL INTELLIGENCE IN A CAMPAIGN

Judges are looking to award the very best use of artificial intelligence in a campaign.

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.

5. 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.

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.

6. BEST USE OF 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.

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.

7. BEST USE OF 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.

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.

8. BEST USE OF 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.

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.

9. BEST USE OF INFLUENCER PARTNERSHIPS

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.

Judges are looking to reward the following criteria for campaign entries: campaign strategy, creativity, implementation and activation and results and measurement. Entries can be an ongoing or one-off campaign

10. BEST USE OF 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.

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.

11. 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.

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.

12. 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.

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.

13. 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.

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.

14. 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.

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.

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

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

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.

16. 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.

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.

17. EVENT OF THE YEAR (LIVE, VIRTUAL OR HYBRID)

Judges are looking to reward an outstanding event (live, virtual or hybrid). This can be any event, including a product launch, conference, awards ceremony, seminar or press launch.

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.

18. FINANCIAL SERVICES SECTOR CAMPAIGN OF THE YEAR

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

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.

19. 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.

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.

20. 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.

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.

21. 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.

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.

22. 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.

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.

23. LOW BUDGET CAMPAIGN OF THE YEAR

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

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.

24. MEDIA RELATIONS CAMPAIGN OF THE YEAR

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

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.

25. 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.

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.

26. 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.

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.

27. SOCIAL MEDIA CAMPAIGN OF THE YEAR

This award will recognise and celebrate an outstanding and effective campaign delivered primarily through social media. Judges will look for entries that demonstrate clear objectives and the appropriate use of channels to communicate with audiences.

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.

28. 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.

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.

29. 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.

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.

30. TECHNOLOGY PR CAMPAIGN OF THE YEAR

This award will recognise the most influential business-to-business or consumer campaign or one-off project undertaken by or on behalf of a company operating in the technology sector.

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.

PERSONALITY AWARDS

31. YOUNG PROFESSIONAL OF THE YEAR

This award will recognise the brightest and most promising PR communicator under 30 (on 17.01.2025) 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 2024 to January 17th 2025.

32. B2B PR AGENCY OF THE YEAR

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

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.

33. BOUTIQUE AGENCY OF THE YEAR

An award to celebrate agencies with fees up to £2.5m for the North, Midlands, Northern Ireland & Scotland or up to £6m for London & the South, including Midlands & Wales.

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.

34. 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.

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.

35. 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).

36. 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.

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. 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.

In addition, 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.

38. LARGE AGENCY OF THE YEAR

This category is open to any consultancy, whether multi-discipline or niche, with a PR fee income of £2.5m and over for the North, Midlands, Northern Ireland & Scotland or £6m and over for London & the South.

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.

39. MICRO AGENCY OF THE YEAR - (LESS THAN £500,000 FEE INCOME)

This category is open to any consultancy, whether multi-discipline or niche, with a PR fee income of less than £500,000.

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.

40. NEWCOMER AGENCY OF THE YEAR

Entries are welcomed from agencies who started trading on or after 1 December 2022.

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.

41. TECHNOLOGY AGENCY OF THE YEAR

Entries are welcomed from agencies that specialise in technology PR.

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.

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 19th February 2025, and the winners will be announced at an awards ceremony in London on 27th March and Manchester on 4th 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 form. 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 2024 to January 17th 2025. 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)

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 17.01.2025) 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 2024 to January 17th 2025.

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.

"A compelling story that resonates with the target audience and showcases the brand's raison d'être is a must. It's about having a simple concept, brilliantly executed. Clear objectives and outcomes together with ROI will go a long way to securing a happy ending. Every story should have one."

Bev Aujla, head of PR & policy, Kelkoo Group

"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, 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, 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, VP of communications, Feedzai

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

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