

# PRmoment Awards 2021

TENTH  
EDITION 2011-2021



## CATEGORIES

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

The early deadline for entries is 26 February 2021 and the final entry deadline for entries is 26 March 2021.

Entries should not exceed 1000 words in total and should focus on work completed between December 2019 - March 1st 2021.

## CAMPAIGN AWARDS

### 1. AUTOMOTIVE & TRANSPORT MARKETING COMMUNICATIONS CAMPAIGN OF THE YEAR

This award will recognise successful campaigns covering motor vehicles, services, in-car entertainment, fuel, tyres, dealers, distributors etc., as well as campaigns covering all forms of transportation. Judges want to see campaign objectives, 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 be an ongoing or one-off campaign. Entries can either relate to a specific business sector or the wider business community. Judges are looking for entries where the PR and communications strategy has had a significant effect and contribution to the brand / product / service objectives. Judges want to see campaign objectives, budget, audience insight, innovative and inventive execution and evidence-based results.

### 3. BEST CAMPAIGN DURING THE CORONAVIRUS CRISIS

This award will recognise a campaign, delivered either in-house or by an agency, that best met the changing needs of consumers' circumstances and buying habits throughout the pandemic. Judges will be looking for entries that looked to reinvent, inspire and to offer a viable solution to a very pressing problem. Judges want to see campaign objectives, budget, audience insight, innovative and inventive execution and evidence-based results.

### 4. BEST USE OF CONTENT

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

Judges will be looking for creative and innovative distribution along with specific evaluation that covers engagement and customer retention data. Judges want to see campaign objectives, budget, audience insight, innovative and inventive execution and evidence-based results.

#### 5. BEST USE OF CREATIVITY

This award will be given for the most effective use of creativity within a campaign. Judges will be looking for entries that outline the aims of the campaign and where inspiration was drawn from. The overall concept of the campaign should be visually presented and include any supporting text. Judges want to see campaign objectives, budget, audience insight, innovative and inventive execution and evidence-based results.

#### 6. BEST USE OF RESEARCH

This award recognises the outstanding use of research to inform a PR campaign. Judges will be looking for customer / stakeholder insight and in-depth and innovative research. Judges want to see campaign objectives, budget, audience insight, innovative and inventive execution and evidence-based results.

#### 7. 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 specific community in a successful and effective manner. Judges are looking for evidence of campaigns that can demonstrate improved engagement, positive action and / or change in behaviour. Judges want to see campaign objectives, budget, audience insight, innovative and inventive execution and evidence-based results.

#### 8. CONSUMER PR CAMPAIGN OF THE YEAR

Judges are looking to recognise either a one-off or ongoing campaign that promotes products or services to the consumer market by companies, the public sector or charities. This could include the launch of a new product or service for an established brand. Judges are looking for customer insight, clear objectives and evidence-based results. If the campaign is part of a wider integrated campaign, then entrants should clearly identify the role and overall contribution that PR played in the campaign's success. Judges want to see campaign objectives, budget, audience insight, innovative and inventive execution and evidence-based results.

#### 9. CORPORATE PURPOSE AWARD

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 or organisation that has a standout ethical approach to its

business, society and the environment. Judges want to see campaign objectives, budget, audience insight, innovative and inventive execution and evidence-based results.

#### 10. 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 want to see campaign objectives, budget, audience insight, innovative and inventive execution and evidence-based results.

#### 11. EMPLOYEE ENGAGEMENT CAMPAIGN OF THE YEAR

This award will be presented to a one-off or ongoing employee engagement campaign that has informed or engaged employees in a successful and effective manner. Judges are looking for evidence of campaigns that can demonstrate improved engagement, positive action and / or change in behaviour. Judges want to see campaign objectives, budget, audience insight, innovative and inventive execution and evidence-based results.

#### 12. FINANCIAL SERVICES SECTOR CAMPAIGN OF THE YEAR

Judges want to reward an outstanding PR campaign within the financial services sector. This can be a one-off or an ongoing campaign that helps promote the product or services being offered and can be entered by both agency and in-house teams. Judges are looking for clear objectives, creative execution and documented results.

#### 13. 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 want to see campaign objectives, budget, audience insight, innovative and inventive execution and evidence-based results.

#### 14. GLOBAL PUBLIC RELATIONS CAMPAIGN OF THE YEAR

This award recognises an international public relations campaign covering at least 3 countries and a minimum of 2 global regions, either based in the UK or originating overseas, where public relations has played a strategic part, created excellent content and produced seamless activation. Entries can relate to one-off and on-going campaigns. For too long public relations has been shy about its budgets, its objectives and its capabilities. This category is for large, significant campaigns that have made a difference. Judges want to see campaign objectives, budget, audience insight, innovative and inventive execution and evidence-based results.

#### 15. 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 want to see campaign objectives, budget, audience insight, innovative and inventive execution and evidence-based results.

#### 16. 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 and judges will be looking for entries that demonstrate customer insight, clear objectives, effective use and understanding of channels, innovative execution and evidence-based results.

#### 17. INTEGRATED COMMUNICATIONS CAMPAIGN OF THE YEAR

Judges are looking for a best practice example of an integrated communications campaign that successfully uses a number of channels to deliver outstanding results. Judges want to see details of the campaign objectives, demonstration of customer insight, detail on how the campaign was executed including any delivery partners, all backed up by evidence-based results.

#### 18. LOW BUDGET CAMPAIGN OF THE YEAR

This award will recognise an outstanding PR campaign successfully delivered within a budget of £20k or less. Judges want to see campaign objectives, budget (including a breakdown of staff / team costs), innovative and inventive execution, and evidence-based results.

#### 19. MEDIA RELATIONS CAMPAIGN OF THE YEAR

This award will recognise an exemplary media relations campaign, either one-off or ongoing, that delivered exceptional results and coverage. Judges will be looking for clear evidence of strategy, creativity and effective execution.

#### 20. 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 want to see campaign objectives, budget, audience insight, innovative and inventive execution and evidence-based results.

#### 21. PUBLIC SECTOR CAMPAIGN OF THE YEAR

This award will recognise and celebrate an outstanding campaign, one-off or ongoing, delivered by or on behalf of a public sector organisation. Judges are

looking for entries which demonstrate clear objectives, provide details of budgets, show innovative ideas and execution, and can provide evidence-based results and evaluation.

## 22. SOCIAL MEDIA CAMPAIGN OF THE YEAR

This award will recognise and celebrate an outstanding and effective campaign delivered primarily through social media channels. Judges will be looking for entries that demonstrate clear objectives and the appropriate use of channels to communicate with audiences. Entries should include details of budget, demonstrate innovative and creative execution and show evidence-based results.

## 23. 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 will want to see clear objectives, audience insight, budget details, demonstration of innovative content and execution, and evidence-based results.

## 24. VIRTUAL EVENT OF THE YEAR

Judges are looking to reward an outstanding virtual event. This can be any kind of event including a product launch, conference, awards ceremony, seminar or press launch. Judges will want to see clear objectives, audience insight, budget details, demonstration of innovative content and event execution, and evidence-based results.

## PERSONALITY AWARDS

### 25. YOUNG PROFESSIONAL OF THE YEAR

This award will recognise the brightest and most promising PR communicator under 30 years old (on 26.02.2021) working in either an agency or in-house role. Entrants must include details of their career to date and the contribution they make to their organisation and the wider communications industry.

## TEAM / AGENCY AWARDS

The awarding period for the team/agency awards is December 2019 - March 1st 2021.

### 26. B2B PR AGENCY OF THE YEAR

Entries are welcomed from agencies or agency teams that specialise in B2B 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. Please be sure to include a concise overview of the agency, number of staff, details of clients and turnover figures.

### 27. BOUTIQUE AGENCY OF THE YEAR

An award to celebrate agencies with fees up to £1.5m for the North, Northern Ireland & Scotland or up to £5m for London & the South, including Midlands & Wales. Judges will be looking for clear agency objectives, examples of recent campaigns, examples of recent achievements, details of any challenges faced, and why you think your agency deserves to win Boutique Agency of the Year Award. Please be sure to include a concise overview of the agency, number of staff, details of clients and turnover figures.

### 28. 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. Please be sure to include a concise overview of the agency, number of staff, details of clients and turnover figures.

### 29. DIVERSITY & INCLUSION CHAMPION

This category rewards agencies or in-house teams that have done the most to promote diversity and inclusion in the PR industry through a specific initiative or a series of initiatives. Judges will be looking at entrants' success in terms of expanding opportunities for individuals from diverse backgrounds, relating (but not limited) to gender, race, disability, LGBT+, educational or geographical background.

### 30. ESG CONSULTANCY OF THE YEAR

Environmental, Social, and Governance refers to the three central factors in measuring the sustainability and societal impact of an organisation. This award will recognise a consultancy that can demonstrate client work that has had positive societal impact based on these three factors. Please be sure to include a concise overview of the agency, number of staff, details of clients and turnover figures.

### 31. IN-HOUSE TEAM OF THE YEAR (PRIVATE SECTOR)

Entries are welcomed from any in-house private sector PR and Communications teams. 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 In-House Team of the Year. Please be sure to include a concise overview of the wider organisation, number of staff in your team, and your budgets (including any consultancy support).

### 32. IN-HOUSE TEAM OF THE YEAR (PUBLIC / THIRD SECTOR)

Entries are welcomed from any in-house public sector or charities PR and

Communications teams. 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 In-House Team of the Year. Please be sure to include a concise overview of the wider organisation, number of staff in your team, and your budgets (including any consultancy support).

### 33. INDEPENDENT AGENCY OF THE YEAR

This category is open to any independent consultancy, UK- or internationally based. Judges will be looking for clear agency objectives, examples of recent campaigns, examples of recent achievements, details of any challenges faced and why you think your agency deserves to win the Independent Agency of the Year Award. Please be sure to include a concise overview of the agency and its Independent values, number of staff, details of clients and turnover figures.

### 34. INTEGRATED AGENCY OF THE YEAR

Entries are welcomed from agencies which specialise in integrated 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. Please be sure to include a concise overview of the agency, number of staff, details of clients and turnover figures.

### 35. LARGE AGENCY OF THE YEAR

This category is open to any consultancy, whether multi-discipline or niche, UK or internationally based, with a PR fee income of £3m and over for the North, Northern Ireland & Scotland or £8m and over for London & the South, including Midlands & Wales. Judges will be looking for clear agency objectives, examples of recent campaigns, examples of recent achievements, details of any challenges faced, and why you think your agency deserves to win the Large Agency of the Year Award. Please be sure to include a concise overview of the agency, number of staff, details of clients and turnover figures.

### 36. MID-SIZED AGENCY OF THE YEAR

This category is open to any consultancy, whether multi-discipline or niche, UK or internationally based, with a PR fee income between £1.5m - £3m for the North, Northern Ireland & Scotland or between £5m - £8m for London & the South, including Midlands & Wales. Judges will be looking for clear agency objectives, examples of recent campaigns, examples of recent achievements, details of any challenges faced, and why you think your agency deserves to win the Mid-Sized Agency of the Year Award. Please be sure to include a concise overview of the agency, number of staff, details of clients and turnover figures.

### 37. NEW AGENCY OF THE YEAR

Entries are welcomed from agencies who started trading on or after 14 June 2019. Judges will be looking for clear agency objectives, examples of recent campaigns, examples of recent achievements, details of any challenges faced, and why you think your agency deserves to win the New Agency of the Year Award. Please be sure to include a concise overview of the agency, number of staff, details of clients and turnover figures.

### 38. TECHNOLOGY AGENCY OF THE YEAR

Entries are welcomed from agencies that specialise in technology 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. Please be sure to include a concise overview of the agency, number of staff, details of clients and turnover figures.

## JUDGING

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

Judges will be split into panels and will 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 who has a potential conflict of interest will not be allowed to judge that entry. In addition, judges will not be involved in the judging of any categories their organisation has entered and will not have access to any competing entries. Judges have the discretion to 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 the winner for each category. The shortlists will be announced on 23 April and the winners will be announced at an awards ceremony in June.

## **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 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 into as many as you wish 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 the category you are entering and answers all questions for your category. 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 succinct - don't waffle! Judges love clear, concise entries - use bullet points or infographics to effectively illustrate points.

### **Link your results to your objectives**

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

### **Evidence your results**

Judges love quantified results and want to see some proof of what you've achieved - include facts and figures, quotes from clients or the media, and even images or infographics.

In terms of which KPIs to choose, these will obviously depend on the specifics of the campaign but [AMEC's Evaluation Framework](#) may be a useful reference point.

### **Get the judges attention**

Remember that judges will be reading a large number of entries, so you need to make your entry memorable. Make sure your entry is passionate, tells an interesting story and is backed up with statistics and evidence.

### **Watch your language!**

Always write in clear, concise English, avoid jargon and never copy and paste 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 are submitting work on behalf of a client, make sure they are happy for you to do so. It would be devastating to spend days writing an entry and then have to withdraw it.

### **Provide supporting materials**

Use a selection of documents and URLs to provide context and background to your entry. These can be in Word, Excel, PDF or JPEG format and must be below 2MB 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.

### **Picture perfect**

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

**All those who win will receive a winner's kit of assets including logos, press releases and winners' photos to help them shout about their success!**

## **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 is the criteria that our judges use to score the PRmoment Award entries.

### **CAMPAIGN AWARDS CRITERIA**

The judges will be looking for clear objectives, 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.

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!

For agency categories either the submitting company, agency or their client must be headquartered or have an operational base within the region you are entering. For campaign categories the work must have been covered and/or distributed within the region.

**Each entry must include information under the following headings.** Any entries that do not include information under all of these headings will be marked down.

#### **1. Objective & Budget**

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

#### **2. Target Audience & Strategy**

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

#### **3. Implementation & Creativity**

The level of creativity employed and 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

#### **4. Results & Evaluation**

Please ensure these relate directly to your objectives. Judges are looking for tangible results and evaluation that can be quantified, qualified and substantiated.

#### **5. Why your entry should win**

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 26.02.2021) 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 1000 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. Recent work example**

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.

#### **3. Recent achievements**

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

#### **4. Why your nominee should win**

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.

## **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. Judges will also consider the structure, presentation and clarity of each entry. Entries should not exceed 1000 words in total and should focus on work completed between December 2019 - March 1<sup>st</sup> 2021.

The submitting company / agency must be headquartered or have an operational base within the region you are entering.

**Each entry must include information under the following headings:**

### **1. Team / agency objectives**

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

### **2. Recent campaign / work examples**

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**

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. Challenges**

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.

### **5. Why your team / agency should win**

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

## HOW TO ENTER & SUPPORTING MATERIALS

To enter, please download the entry form, complete this 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 (max 2MB, JPEG or PDF) per submission. Please make sure 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.

Each entry allows up to three pieces of supporting material. Supporting documents should be in either Word, PDF or JPEG format and not exceed 2MB.

Video files cannot be uploaded and should be hosted online with the URL added to your entry form. Please share any necessary passwords in your entry form.

Please ensure you upload a separate entry form for every category you wish to enter and supply a 100 word summary of your campaign or team along with your entry. This may be used during and after the awards process to showcase your work.

Entries should not exceed 1000 words in total and should relate to work undertaken between December 2019 - March 1<sup>st</sup> 2021.

Please ensure you read the terms and conditions on this website before submitting an entry. Entries can be submitted by organisations or their representatives, as long as full approval is sought from all parties before submission.

This entry kit provides further information on what our judges are looking for in a winning entry.

## JUDGING INSIGHTS FROM A SELECTION OF THE PRMOMENT AWARDS JURY

Here are some top tips from some of the PRmoment Awards judges. These will help you understand what type of things the judges are looking for and what really impresses them.

*“A compelling story that resonates with the target audience and showcases the brand’s raison d’etre 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, head of corporate affairs, Carlsberg Marston’s Brewing Company**

*“Did you achieve what you set out to do? And was it ambitious and worthwhile? Getting close to something bold can be more impressive than smashing an easy target.”*

**Simon Enright, director of communications, NHS England and NHS Improvement**

*“2020 was a year like no other and I’ll be looking for campaigns that showed genuine empathy - not performative kindness, but a real understanding of what matters to people and makes a difference to their lives. And being an in-house person who signs off campaign budgets, I love creativity that drives brand loyalty and wins over new customers.”*

**Doyel Maitra, group communications director and board member, Hachette UK**

*“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, director PR & influencer, ASICS Europe**

*“I will be looking for 360 campaigns based on a storytelling format that creates measurable business results. And every story needs a hero, so I will be looking for that hero as well.”*

**Mattias Af Geijerstam, director of communications, TCS Europe**

*“I want you to make my head fall off, and not only wish I’d come up with your campaign - but that I could have your brain cos mine wouldn’t be capable of dreaming up something so fantastical. For me, a truly successful campaign is something real people talk about - which usually demands a combination of media cut-through, social talkability, and general ‘WTF?’ factor. Good luck.”*

**Lee Price, head of PR & mischief, Paddy Power**

*“I will be looking for campaigns that not only pack the kind of creative punch that gets them mentioned in other PR teams’ brainstorm, but also the campaigns that managed to deliver excellent, measurable results in a time that was challenging, confusing and - dare I say - unprecedented.”*

**Daria Gerasimova, head of PR, Chip**

*“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 manager, Greggs**

*“I am looking for a PR idea that not only feeds a single business need but one that also ladders up to a broader company objective. One-off stunts are great to drive immediate coverage, but what do they say more broadly about your brand and how do they change customer perceptions in a measurable and long-lasting way? Lastly, how does the idea play into the zeitgeist in a meaningful way? With 2020 having been such a seismic year for all of us, how have campaigns and ideas tried to make our lives more enriched and fulfilled as a result?”*

**Jay Ward, director, Ford of Europe product communications, Ford Motor Company**

*“The lines between our audiences are less defined than ever before. For me, winners will be thinking way beyond conventional PR coverage, finding innovative and creative ways to engage with multiple stakeholders. I’ll be shortlisting those who have created trailblazing content that sets you apart from the rest.”*

**David Macdonald, director of communications, Global Brands and Retail Pharmacy International, Walgreens Boots Alliance**

*“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, International, Snap Inc.**

*“For me, an award-winning campaign is one which goes way beyond column inches and brand mentions. It's got to be a campaign which clearly turns creativity into action, to help customers, employees and communities live their lives and ultimately prosper. The world has changed beyond recognition, so this is particularly significant. Campaigns that put customers and people first will be the ones that stand out for me.”*

**Clemmy Stopford, senior communications manager, Xero**

*“Given the year we've had when most had budgets and resources slashed, 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 global PR & Comms, Luno**

## Tips and tricks for writing a winning PR award entry

Winning awards is a compelling way to attract and retain clients. Award-winning work turns heads, brings recognition to your team and draws in great people who want to work with you and for you.

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? If not, why would the judges' shortlist the entry?
- 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. Include enough market/industry/real world context to help them understand why the campaign was needed. Don't be modest and do 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 - some stories are even told powerfully enough to prompt tears. Not a good look in the judging chamber, but proof that your work was compelling, and meaningful.

**7. Remember the magic formula:** clear objectives, matched to proven results, plus great storytelling, equals your best chance of winning. Assuming your campaign was brilliantly conceived and executed in the first place, you'll be well on your way to picking up an armful of shiny gongs.

## Why you should enter awards

Ben Smith recently caught up with Hope&Glory co-founder, James Gordon Macintosh, to talk about why they enter awards.

### **BS: Why do Hope&Glory enter awards?**

JGM: There are lots of reasons to enter awards as an agency. Clearly, the self-promotion doesn't go amiss and it'd be a lie if we said otherwise - the reputation of the business has largely been built on awards showcasing our work to potential clients and the rest of the industry.

But we also think that awards shows are a great way to measure your work against the best in the industry, and there's a real sense of satisfaction in other people saying your work was great, for the teams that delivered campaigns. Of course, clients also really value awards - again, being able to demonstrate to internal colleagues is one way to show how great an in-house team is relative to the competition.

And finally, they act as a beacon for talent. People want to come to an agency that leads its field and awards wins are a pretty good proxy for that. In the battle to find the best in the industry to join us, a decent run at the big awards shows is definitely something that attracts people to us as a business.

### **BS: Why are the PRmoment Awards so important to Hope&Glory?**

JGM: There are lots of reasons why the PRmoment Awards are one of our favourites.

While some may eye-roll, the range of categories that are recognised is a win as far as we're concerned - it means that work with clients is judged alongside brand peers, rather than a great campaign in a tough category losing to Greggs. Again.

But more than that, the range of work that we come up against, as well as the range of work that you get to see and hear about is a brilliant showcase for the industry as a whole.

And of course, we value them because we know that potential clients see the PRmoment Awards winners and value them.

**BS: Do you think Hope&Glory has grown more quickly because you've won so many awards in the last 10 years?**

JGM: Yes, without question. It's not like agencies that do brilliant work all win awards. But you don't tend to hear about it anywhere near as much.

**BS: Do you think you've got on pitch lists because you've got a good track record of winning awards?**

JGM: I think a lot of clients will select a handful of agencies they know and then add in one or two that have done well at the awards shows.

**BS: You clearly know how to write a decent entry, any tips for people a bit newer to it than you?**

JGM: Tell a story that will grab someone at the outset. Don't dwell on the "internal challenges" and "process" of getting the work done - it was important to you at the time but gets in the way of a great story. Focus on the absolute core: what was your brilliant insight, what was your brilliant idea, what did you do, what were the results. If it's a good campaign that should be an easy story to tell. And give results. Judges want to know the commercial impact.

**BS: What's your process for writing an award entry?**

JGM: I think the thing that marks our success in award entries is that they start as soon as the campaign is in the wild: making sure the measurement is built in when we run a campaign, we've got a good feeling about from an awards perspective. As soon as it's live we do some consumer research into awareness or speak to the client to get traffic or sales data. If you've done that and the campaign worked then three months later when you write the entry, you're already half-way there.

## ADDITIONAL INFO & KEY CONTACTS

### Entry prices

All entries made before 23:59 on 26 February will be charged an administration fee of £185 + VAT per entry, which must be paid when submitting your entry or entries.

Entries submitted after this first closing date will be £240 + VAT. The final deadline for submission is 26 March 2021.

### Contacts

**Ticket and entry enquiries** - Siobhan Barlow, [siobhan@prmoment.com](mailto:siobhan@prmoment.com), 07850 189142

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

## 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**

*"There are certain awards where winning goes a long way to getting your work noticed and your agency's name on pitch lists. The PR Moment Awards are very much one of those awards."* **Matt Wilcock, Creative Director, Cow PR**