



Entry Kit

prweekus.com/awards



PRWeek
AWARDS 2010

Entry Kit
Entry deadline Oct 9, 2009

Introduction

A PRWeek Award is not easy to win, nor should it be. It is the highest accolade in the public relations industry, given each year to the best corporate, nonprofit, agency, and education teams, and the work that they produce. There are only 33 trophies awarded every year, and each one counts. A PRWeek Award is a unique symbol of achievement and leadership, and immediately sets the winner apart from all others.

There is only one way to win a PRWeek Award - you have to enter.

Our judges comprise top professionals from agency, corporate, nonprofit, education, and government ranks. These top practitioners come together voluntarily, donating their valuable time to assess each entry in detail. We are fortunate to have such a passionate community of judges committed to this task, and this year they are lead by Sally Susman, SVP and CCO of Pfizer, who has agreed to serve as our chairman.

The PRWeek Awards 2010 presentation will take place in March 2010, at Tavern on the Green in New York. Neither the Awards finalists nor the judges know which companies and individuals will take away the top honors.

Good luck with your entries. I look forward to seeing you at Tavern on the Green for this outstanding celebration of a powerful and influential industry.

Sincerely,

A handwritten signature in black ink, appearing to read 'Julia Hood', written in a cursive style.

Julia Hood
Publishing Director
PRWeek



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General entry rules and information

When and where?

The gala dinner and ceremony will take place at Tavern on the Green in New York in March 2010. For further information about the Awards event, please contact Pilar Mustafa at:
Tel: (646) 638-6059
Fax: (646) 638-6150
E-mail: pilar.mustafa@prweek.com

Who can enter?

The PRWeek Awards are open to corporate communications and marketing communications teams, PR agencies, public affairs firms, IR agencies, publicists, nonprofits, PR educational professionals, and government PR teams, as well as solo practitioners. Outside contractors, vendors, and non-PR professionals may also enter certain categories where indicated. All Awards categories relate to work executed in the US by a US or Canada-based company or office. The only exception is the Global Campaign of the Year.

Eligibility period

Entries must be for work conducted between October 6, 2008, and October 7, 2009, unless otherwise specified. Some of the work must have occurred during this time, but it does not necessarily have to have been started or completed during the eligibility period.

Entry Form

All entries must be submitted online.

The entry form will vary for each category. Please refer to each category for specific information required:

- Category entered
- Title of entry
- Agency or company submitting the entry
- Client name/suppliers
- Budget

(NOTE: The budget is an essential part of the judging process. Failure to include a strong and honest indication of the budget could affect the score the judges give you.)

Key info

Eligibility period

Entries must be for work conducted between October 6, 2008, and October 7, 2009, unless otherwise specified.

Entry fees

The price of each primary entry submitted is \$310.* You may choose to submit that same entry into a second or third category (which only applies to the campaign awards), for an additional fee of \$170 per submission.

Deadline for entries

The deadline for entries is **Friday, October 9, 2009**. Entries postmarked after October 9 will be considered late.

Late entries

Late entries will be received until **Friday, October 16, 2009**. However, those entries received after October 16 will incur a penalty of \$170 per entry.



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Support materials

To accompany your entry submission, entries may be supported with relevant backup materials. These support materials should show evidence of the success of your work. They can be any of the following: creative work, research documents, photos, branded media coverage, video, media evaluation, sales figures, detailed market share, etc. In the case of internal audiences, consider staff retention rates and productivity. A video may also be submitted to support an entry, but it must be uploaded online in WMV (Windows Media) format and cannot be larger than 15MB.

All support materials must be clearly identified and contained within a three-ring binder and placed in a standard large-size box. Companies sending multiple entries can use a larger box for delivery purposes, but each individual entry must be contained in its own box with the corresponding entry number clearly marked on the outside.

Multiple entries

A single entry can be entered into a maximum of three categories, provided that it applies to the specific criteria stated within each category. However, it is not necessary to submit multiple copies of support materials.

Entry fees

The price of each primary entry submitted is \$310.* You may choose to submit that same entry into a second or third category (which only applies to the campaign awards), for an additional fee of \$170 per submission. Therefore, if you submit any one entry into three categories, that fee would be: $\$310 + \$170 + \$170 = \650 . The only exception is the Student of the Year Award, which is free.

**Entry fee for the Business Awards—Agency (Boutique, Small, Midsize and Large Agency) is \$355, and includes automatic entry for the Agency of the Year Award.*

Online entry submission

All entries must be submitted and paid online. You may enter your entry information and save as a “draft” to return at a later date and submit payment. Please ensure your entry is marked as “final” in order to proceed with payment. Credit cards accepted include Visa, MasterCard, and American Express. Once all entry information is prepared, visit prweekus.com/awards to submit your entries.

Where to send support materials

After submitting your entry online, you will be asked to complete and print a shipping form. This includes your entry number and shipping details. Please ensure you print this form for each entry and attach the bottom portion to the outside of your support materials. Please mail all support materials to:

Pilar Mustafa
Haymarket Media
PRWeek Awards
114 W. 26th St., 4th floor
New York, NY 10001

Returning support materials

PRWeek will not return any support materials. Also, because of the volume of materials received, PRWeek cannot confirm receipt of support materials; therefore, it is advised that you use a form of traceable delivery if you want confirmation of receipt.

Deadline for entries

The deadline for entries is **Friday, October 9, 2009** by 11:59pm EST. Entries postmarked after October 9 will be considered late.

Late entries

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How will they be judged?

After entries are submitted, a panel of judges will select the winners through a thorough process. These judges include PR professionals from agency, corporate, and government teams, as well as PR education professionals. Judges will be chosen because of their professional and wide-ranging level of expertise.

Any judge who has a potential conflict of interest, including, but not restricted to, working for an agency that submitted that campaign and/or being involved with any aspect of the project, will not be allowed to judge that entry.

Judges may move entries between categories if deemed to be unsuitable for the category entered, but appropriate for another. Awards will be made solely at the discretion of the judges, and their decisions will be final.

PRWeek will publish a full list of judges after the judging has been completed. All judges will be required to sign a confidentiality agreement that bans them from externally discussing information from entries. A maximum of five entries from each category will go forward to the second stage of judging and will make up our shortlist of finalists, which will be published in January 2010. Judges' scores are kept secret, so the winners are not known until the Awards night itself.

Confidentiality

PRWeek reserves the right to publish details of the Award entries in the Awards Book of the Night and related materials. However, if certain details must be kept confidential, please indicate this clearly on the entry, including exactly what information is not to be publicly disclosed. Please be specific about what information cannot be disclosed; do not simply mark the entire entry confidential.

Categories and Requirements Campaign Awards

Entry Form

The entry form is divided into the following subheadings. 200 word limit per section.

- Situation analysis
- Objectives
- Target/audience analysis
- Research/planning
- Strategy
- Execution/tactics
- Evaluation of success/measurement
- Vendors involved in campaign

Support materials

May be any of the following: creative work, research documents, photos, media coverage, media evaluation, sales figures, detailed market share, etc. A video may also be submitted to support an entry, but it must be uploaded online in WMV (Windows Media) format and cannot be larger than 15MB. Please note the judges will only have the opportunity to watch approximately one minute of each video. Make sure your video is clear and concise.



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GENERAL CONSUMER AWARDS

- 1 Arts, Entertainment & Media Campaign of the Year**
This award honors success in the arts and entertainment, including films, magazines, TV shows, books, newspapers, or Web sites. Entries for outstanding work in promoting individual celebrities are also welcome.
- 2 Product Brand Development Campaign of the Year**
Sponsored by Carmichael Lynch Spong
This award recognizes outstanding success in the ongoing development, repositioning, reinvigoration, or relaunch of an established consumer brand (either a product or a service) through the use of PR.
- 3 Consumer Launch Campaign of the Year**
This award is for the launch of a new product or service through the use of PR. The ability to create buzz and brand recognition, as well as evidence of sales/usage, are all essential factors in determining the winner.

INDUSTRY MARKET AWARDS

- 4 Healthcare Campaign of the Year**
From pharmaceuticals to biotech, managed care to hospitals, the focus of this category is on products/services/organizations. Educational and promotional campaigns are eligible. A campaign on behalf of a health-related cause (for example, set by a government agency), however, should enter the Public Sector Campaign of the Year.
- 5 Technology Campaign of the Year**
Both business-to-business and consumer campaigns are eligible, provided they are focused in the area of technology. These may include, but are not limited to, product launches or innovations, uses and applications of technology, or technological issues and advancements.

- 6 Business-to-Business Campaign of the Year**
The target audience might be a niche business sector or the business community at large. However, entries that involve switching to the consumer market should be entered in either the Consumer Launch Campaign of the Year or the Product Brand Development Campaign of the Year category.

TARGETED AUDIENCE AWARDS

- 7 Employee Communications Campaign of the Year**
Sponsored by FedEx
An award recognizing skill in communicating a merger or acquisition, change in management, rebranding, restructuring, layoffs, or other issue/problem of an internal communications nature.
- 8 Community Relations Campaign of the Year**
Entries should relate to local projects or ongoing local community programs in such areas as the environment, education, enterprise, health, the arts, law and order, and equal opportunity.
- 9 Multicultural Marketing Campaign of the Year**
Sponsored by Golin Harris
Eligible to campaigns or components of campaigns that are specifically aimed at multicultural groups, particularly in terms of ethnic origin, or sexual or religious preference.
- 10 Global Campaign of the Year**
Entries can relate to any market sector (crisis, healthcare, consumer, internal communications, etc.), but must be for work executed outside the US in two or more regions by a US-based office or department.



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CORPORATE AWARDS

11 Corporate Branding Campaign of the Year

Honors the most outstanding use of PR in the launch of a new company or in a corporate rebranding initiative. The winner will demonstrate effective results beyond mere brand-name recognition to show an appreciation and understanding of key message points among the target audience.

12 Public Affairs Campaign of the Year

Entries should relate to the most effective use of public affairs to change/enlist political and/or public opinion. Although advertising materials will be considered, the judges also will be looking for evidence of work in research, media relations, grassroots community activity, and lobbying.

13 Investor/Financial Communications Campaign of the Year

This category covers work that is primarily targeted at investors/stakeholders or other financial audiences. Because of the sensitive nature of some financial PR work, entrants may mark parts of their submission strictly confidential and not for publication.

14 Crisis or Issues Management Campaign of the Year

This award will be given for the most effective crisis- or issues-management work by an agency or corporate PR team, or a combination of both. Because of the sensitive nature of crisis- or issues-management work, entrants may mark parts of their submission as strictly confidential and not for publication.

SOCIAL EDUCATION & PHILANTHROPY AWARDS

15 Public Sector Campaign of the Year

Sponsored by Ogilvy Public Relations Worldwide
Open to government departments and public-sector agencies (federal, state, military, municipal, local, or public health authorities). Judges will look for the most effective campaign or communication program on a single topic (health, crime, defense, etc.)

16 Nonprofit Campaign of the Year

Sponsored by TV Access
This category will recognize the most effective work by a nonprofit organization for fundraising, or in changing or enlisting political, public, or corporate opinion. As well as results, the judges will consider the cost-effectiveness of the campaign and, in the case of fundraising activities, the amount of money raised.

17 Cause-Related Campaign of the Year

This award recognizes a campaign or ongoing project that utilizes or integrates a social cause to promote or enhance corporate image or specific products/services.



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TECHNIQUE AWARDS

18 Best Use of Social Media/Digital

Sponsored by Kwitken & Company

Judges will be looking for the most effective or creative use of digital or social media channels to support or execute a PR campaign. These may include use of blogs, Twitter, Facebook, mobile applications, or other emerging channels that are products of digital technology. Other traditional digital platforms may also be included, such as Web sites, intranets, and microsites.

19 Best Use of Audio/Video

A combination of creativity, cost effectiveness, and overall impact will be considered. A copy of the VNR, ANR, SMT, or b-roll footage must be included with entries, as well as background information on the strategy behind the broadcast and evidence to support its success. Cost breakdown and use of outside vendors/contractors also must be included.

20 Best Use of Research/Measurement

Sponsored by Pfizer

This award will go to the campaign, project, or program that demonstrates the most effective use of research and evaluation in both setting goals and measuring success. As well as effective media evaluation, the judges will expect to see evidence of how research among target audiences was used to help set the objectives and strategy, and how it was used to measure the effectiveness of the campaign against those objectives.

21 PR Innovation of the Year

Sponsored by Hewlett Packard

For this award, judges will look to find the best tools and applications designed for the use of the PR community. This category is open to agencies, service companies, corporate teams, nonprofits, and other organizations. It could be a technology-based solution or a new service, and the product must have been launched in the past 12 months (the eligibility period), but above all, the product must show a lasting impact on the practice of PR.

22 Promotional Event of the Year

For the most effective, attention-grabbing promotional event of the year. Please include information on the goal, cost breakdown, use of outside vendors/contractors, size of the event/activity, and whether it stood alone or was part of a larger campaign.

Personality of the Year Awards

Entry Form

Young PR Professional and PR Professional entries are divided into the following subheadings.

200 word limit per section.

- Bio of the nominee/brief résumé/education background
- Accomplishments achieved during entry period
- Activities outside work, including charity, industry associations, etc.
- 200 word statement from nominee on why he/she should be considered

Support materials

May include client or employer testimonials, as well as media coverage, and samples of work achievements in all formats.

23 PR Student of the Year

Sponsored by Hill & Knowlton

(please consult separate entry kit for full details)

This award is for an undergraduate student who shows outstanding ability in a range of core PR skills, and it is designed to attract, encourage, and reward future talent. Finalists will be asked to make a live presentation to a panel of judges. The winning student will receive a \$5,000 cash prize. Entry details will be issued upon request.



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24 Young PR Professional of the Year

Sponsored by Edelman

Open to PR professionals who have been in the industry for less than three years (since October 5, 2006). Nominations must come from employers, who should include details of the nominee's career history and professional qualifications. Judges will look for evidence of outstanding achievement in handling clients or senior-level staff, development of PR strategy, business savvy, creativity, knowledge of PR tactics, and contributions to business objectives.

25 PR Professional of the Year

Individuals may enter themselves or be nominated by others. The judges will look for evidence of an outstanding personal achievement within the PR industry in the period covered by this year's Awards, as well as career achievements to date.

Education Awards

Entry Form

The entry form is divided into the following subheadings. 200 word limit per section.

- Total number of staff including professors, assistants, and faculty advisers (list roles of staff)
- Whether the program is accredited
- Quality of student internships undertaken
- Scope of involvement of outside professionals in the program
- Academic papers published or studies undertaken
- Number of students in the course during that semester
- Overall goals of the program, including curriculum
- Achievements during the entry period, including philanthropic campaigns, real-world work with area organizations (including goals and metrics), and any awards received
- Methods of teaching including on-campus facilities such as studios, newspapers, and new media platforms.

Support materials

May include any of the following: testimonials of students and professionals assisting campaign, creative work, research documents, photos, media coverage, media evaluation, Web site URLs, screen grabs, documentation of charitable work, fictionalized work created in class. A video may also be submitted to support an entry, but it must be uploaded online in WMV (Windows Media) format and cannot be larger than 15MB. Please note the judges will only have the opportunity to watch approximately one minute of each video. Make sure your video is clear and concise.

26 PR Education Program of the Year

Sponsored by Waggener Edstrom

Open to any PR undergraduate or graduate curriculum taught in the fall 2008 or spring 2009 semester. This award recognizes achievement in lesson plans that educate the next crop of PR professionals. Entries will be judged based on the ability for professors to use both real-world case studies and instructive scenarios to educate students about new media, media relations, crisis communications, and other tactics.



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Business Awards – In-House

Entry Form

The entry form is divided into the following subheadings.
200 word limit per section.

- Number of staff employed in PR function (please split professional and support staff)
- Annual PR budget for 2009 (broken down into areas of marketing activity directly under the team's control)
- Outline of goals for the organization as a whole and the role of the communications team in fulfilling those goals
- Outline of PR-related issues and objectives during the entry period
- Achievements during the entry period
- Use of internal/external resources, including agencies and other companies
- Where appropriate, details of work with other departments within the organization

Support materials

May include any of the following: testimonials of senior executives outside communications, creative work, research documents, photos, media coverage, media evaluation, sales figures, detailed market share, etc. A video may also be submitted to support an entry, but it must be uploaded online in WMV (Windows Media) format and cannot be larger than 15MB. Please note that the judges will only have the opportunity to watch approximately one minute of each video. Make sure your video is clear and concise.

27 In-house PR Team of the Year

Open to any in-house nonprofit, government, or corporate PR team, this award recognizes success in addressing the spectrum of management issues and objectives, and in handling corporate communications, campaigns, and programs, including crisis situations.

Business Awards – Agency

Entry Form

The entry form is divided into the following subheadings.
200 word limit per section.

- Three client testimonials
- Revenue and profitability details for the entry period
- An overview of the firm's practice areas, offices, and capabilities
- A breakdown of how much business falls into each of the firm's practice areas
- A list of any long-term accounts
- Details of account wins and losses within the entry period
- Information about new products, partnerships, and innovations
- Details of HR programs and staff initiatives
- Information about agency involvement in professional organizations, such as the Council of PR Firms
- Information about charitable/community efforts by the firm

Support materials

May be any of the following: creative work, research documents, photos, media coverage, media evaluation, sales figures, detailed market share, etc. A video may also be submitted to support an entry, but it must be uploaded online in WMV (Windows Media) format and cannot be larger than 15MB. Please note that the judges will only have the opportunity to watch approximately one minute of each video. Make sure your video is clear and concise.



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28 Boutique PR Agency of the Year

The CEO of the firm is required to certify in writing that the firm has a current annual PR income (consisting of fees plus mark-up for disbursements) of less than \$5 million, as well as date of incorporation and number of employees.

29 Small PR Agency of the Year

Sponsored by **Fleishman-Hillard**

The CEO of the firm is required to certify in writing that the firm has a current annual PR income (consisting of fees plus mark-up for disbursements) from \$5 million to \$10 million, as well as date of incorporation and number of employees.

30 Midsize PR Agency of the Year

Sponsored by **Deloitte**

The CEO of the firm is required to certify in writing that the firm has a current annual PR income (consisting of fees plus mark-up for disbursements) from \$10 million to \$65 million, as well as date of incorporation and number of employees.

31 Large PR Agency of the Year

Sponsored by **WeissComm Partners**

The CEO of the firm is required to certify in writing that the firm has a current annual PR income (consisting of fees plus mark-up for disbursements) of \$65 million or higher, as well as date of incorporation and number of employees.

32 PR Agency of the Year

Selecting the finest agency from all those entered for the Boutique, Small, Midsize, and Large Agency awards, this accolade is determined by comparing the winners of those three categories. Judges will look for evidence of financial growth, profit margins, client roster growth, client retention, client satisfaction, good HR practices, innovation, and creativity. All of these achievements will be considered relative to the agency's size and previous standing.