

Celebrating the authentic practice
that makes a real difference

PURPOSE

A W A R D S

PRESENTED BY



Entry Kit



Entry Kit

Deadline: June 9, 2021

Recent years have seen purpose and cause marketing move from being a niche activity to a fundamental underpinning of corporate strategy among major corporations and brands, reaching near ubiquity in some industries. Old-style CSR has largely been replaced by a desire to add a bigger purpose at the heart of organizations in a truly authentic manner. At the same time, this has led to an increase in “purpose-washing” and inauthentic activations aimed at box-ticking and achieving short-term gain.

The third annual Purpose Awards by PRWeek will recognize activations that use creative ideas to further positive causes and also to acknowledge the organizations and individuals behind them.

The Awards are open to agencies, brands, public sector bodies, nonprofits, and NGOs. As consumers and potential staffers increasingly insist on brands they engage with and organizations they work for communicating what they believe in and standing up publicly for those values, winning a Purpose Award is the perfect way to demonstrate your organization’s authenticity in this crucial area.

The awards will take place on Wednesday, October 13.

CATEGORIES

Activation Awards

Best B2B

For activity that emphasizes work in a sector where businesses are dealing with other businesses. Judges will look for efforts within supply chains, local or regional communities and commitment to women and BIPOC-owned businesses within logistics networks. Entries are encouraged to recognize efforts to combat the massive impact of COVID-19, such as retooling manufacturing assets.

Best Environmental

For activity led by brands that raises awareness of an environmental cause or issue and promotes it in an effective way. Judges will look for original creative ideas. Ideally, the campaign will raise awareness or positive sentiment toward the cause/issue and help change behavior. The winning campaign will be expected to provide data to support its claims.

Best Health

For activity led by brands that raises awareness of a health-related cause or issue and promotes it in an effective way. Judges will look for original creative ideas. Ideally, the campaign will raise awareness or positive sentiment toward the cause/issue and help change behavior. Entries are encouraged for

activations that helped counteract the massive impact of COVID-19 or racial inequity. Additional consideration will be given to campaigns that help address or reduce health disparities within communities of color. The winning campaign will be expected to provide data to support its claims.

Best Diversity, Equity or Inclusion

For activity led by brands that raises awareness of a cause or issue related to diversity, equity or inclusion and promotes it in an effective way. Judges will look for original creative ideas. Entries are encouraged for activations that helped counteract the massive impact of racial inequity in 2020. Ideally, the campaign will raise awareness or positive sentiment toward the cause/issue and help change behavior. The winning campaign will be expected to provide data to support its claims.

***NEW Best Accessibility**

For activity led by brands and organizations that creates workplaces and/or products and content that welcome and include the 61 million adults in the U.S. who live with a disability, while incorporating this incredible talent pool in bolstering their workforces. Entries should include data that clearly indicates the impact of the initiative and describe how people with disabilities were part of the ideation process.

Best Public Awareness

For activity led by brands that raises awareness of a cause or issue that is relevant to the public — but does not fall in the



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categories of “diversity, equity or inclusion,” “health” or “environmental” — and promotes it in an effective way. Judges will look for original creative ideas. Entries are encouraged for activations that helped counteract the massive impact of COVID-19 or racial inequity. Ideally the campaign will raise awareness or positive sentiment toward the cause/issue and help change behavior. The winning campaign will be expected to provide data to support its claims.

Best Fundraising

For activity led by brands focused on raising money for a particular cause. The winning campaign will raise awareness or positive sentiment toward both the cause/issue and the organization behind it. Judges will look for original creative ideas and will look favorably on campaigns that not only helped raise money for the cause but also changed behavior with calls to action. Entries are encouraged for activations that helped counteract the massive impact of COVID-19 or racial inequity. Equal consideration will be given to small, regional/local fundraising campaigns as national or international activations. The winning campaign will be expected to provide data to support its claims.

Best Advocacy

For activity led by brands focused on advocacy for a particular cause or social justice issue. Judges will look for original creative ideas. Ideally, the winning campaign will raise awareness or positive sentiment toward both the cause/issue and the organization behind it. Entries are encouraged for activations that helped counteract the massive impact of COVID-19 or racial inequity. There will be a particular focus on campaigns aimed at changing a decision or policy, or that use the law to secure change. Equal consideration will be given to small, regional/local campaigns as national or international ones. The winning campaign will be expected to provide data to support its claims.

Best Proof of Authenticity

For activity that demonstrates a bigger purpose at the heart of a brand or organization in a truly authentic manner. The winning initiative will include multiple elements to advance an issue, research-based insights to identify areas for investment and focus, using real people touched by the activation to tell the story. Entries are encouraged for activations that helped counteract the massive impact of COVID-19 or racial inequity. The execution will include long-term internal and external commitments and provide data to demonstrate real impact.

Best Use of Creativity

For activity that demonstrates outstanding creative thinking and

brilliant execution in order to reach determined goals. These goals could relate to counteracting the impact of COVID-19, health or environmental causes, public awareness, DE&I, advancing racial equity or other causes. The winning campaign will have at its heart a powerful and original idea, and the execution may combine excellent use of PR, advertising, marketing or other disciplines. The winning campaign will be expected to provide data to support its claims.

Best Use of Technology

For activity that demonstrates outstanding use of technology in order to reach determined goals. These goals could relate to counteracting the impact of COVID-19, health or environmental issues, public awareness, DE&I, advancing racial equity or other causes. Technology has the potential to be a distinctly positive or negative force. The winning campaign will have at its heart a powerful and original idea and use technology in a positive way. The execution may combine excellent use of PR, advertising, marketing or other disciplines. The winning campaign will be expected to provide data to support its claims.

Best Use of Measurement

For activity that clearly benchmarks and achieves success in the pursuit of determined goals, both internally and externally. These goals could relate to counteracting the impact of COVID-19, health or environmental causes, public awareness, DE&I, advancing racial equity or other causes. The winning campaign will have at its heart a powerful and original idea, and the execution may combine excellent use of PR, advertising, marketing, or other disciplines. The winning campaign must provide credible data to support its claim (e.g. contextualizing measurement not only as an indicator of outcome, but also as a tool used to adjust the campaign throughout execution).

Best Use of Digital/Social Media

For activity that demonstrates outstanding use of social media and/or other digital resources in order to reach determined goals. These goals could relate to counteracting the impact of COVID-19, health or environmental causes, public awareness, DE&I, advancing racial equity or other causes. The winning campaign will have at its heart a powerful and original idea, and the execution may combine excellent use of PR, advertising, marketing or other disciplines. The winning campaign will be expected to provide data to support its claims.

Best Use of Celebrity and/or Influencers

For activity that demonstrates outstanding use of celebrities and/or social media influencers in order to reach determined goals. These goals could relate to counteracting the impact of



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COVID-19, health or environmental causes, public awareness, DE&I, advancing racial equity or other causes. The winning campaign will have at its heart a powerful and original idea, and the execution may combine excellent use of PR, advertising, marketing or other disciplines. The winning campaign will be expected to provide data to support its claims. Influencers are defined as individuals or groups who have built their own following organically via social and digital channels, with no pre-existing fame.

Best Integration Into Culture

For activity that becomes authentically embedded in the culture of a brand or organization. Judges will look for original creative ideas that advance a purpose agenda and, particularly, prioritize employee engagement in an era of COVID-19 and racial inequity. There will be a particular focus on initiatives that infuse purpose in the enterprise's business or organization model. The winning execution will be expected to provide data to support its claims.

Best Collaboration

For activity that involves multiple organizations, such as brands, nonprofits, public sector or federal bodies, raising awareness of a cause or issue and promoting it in an effective way. Judges will look for original creative ideas. Entries are encouraged for activations that helped counteract the massive impact of COVID-19 or racial inequity. Ideally, the campaign will raise awareness or positive sentiment toward the cause/issue and help change behavior in a sustainable manner. The winning campaign will be expected to provide data to support its claims.

Best Student Campaign

For an activation carried out by students that demonstrates outstanding creative thinking and brilliant execution in order to reach determined goals. These goals could relate to counteracting the impact of COVID-19, health or environmental causes, public awareness, DE&I, advancing racial equity or other causes. The winning campaign will have at its heart a powerful and original idea, and the execution may combine excellent use of PR, advertising, marketing or other disciplines. The winning campaign will be expected to provide data to support its claims.

**This category is free of charge to enter*

Company Awards

Agency of the Year

For an agency of any discipline that has demonstrated its ability to produce effective campaigns for good causes across multiple

clients. Judges will look for agencies that have used a variety of techniques and channels in their campaign work to great effect, and those that have creativity at their heart. Entries are encouraged for agencies that helped counteract the massive impact of COVID-19 and/or racial inequity, both internally and externally. The winning entrant will be expected to provide data to support its claims.

Brand of the Year

For a brand, corporation or multiple-brand-owning company that has purpose at its core and demonstrated commitment to a good cause or good causes through more than just a single campaign in the year. Entries are encouraged from enterprises that helped counteract the massive impact of COVID-19 and/or racial inequity, both internally and externally. The winning brand will show positive purpose and cause is crucial to everything it does, demonstrating sustainable commitment and tracking real KPIs. The winning entrant will be expected to provide data to support its claims.

Personality Awards

Most Purposeful Person Under the Age of 30

For the young person who demonstrated commitment to purpose and a good cause or good causes through more than just a single activation in the year. Entries are encouraged for individuals who helped counteract the massive impact of COVID-19 and/or racial inequity. The winning person will have demonstrated a positive purpose and shown that cause is crucial to everything they do. The winning entry will be expected to provide data to support its claims.

Most Purposeful Agency Pro

For the agency professional who demonstrated commitment to purpose and a good cause or good causes through more than just a single activation in the year. Entries are encouraged for individuals who helped counteract the massive impact of COVID-19 and/or racial inequity. The winning executive will have demonstrated a positive purpose and shown that cause is crucial to everything they do for their clients. The winning entry will be expected to provide data to support its claims, demonstrating action, impact and KPIs in addition to commitment.

Most Purposeful In-House Communicator

For the communicator at a brand, corporation or multiple-brand-owning company who demonstrated commitment to purpose and a good cause or good causes through more than just a single campaign in the year. Entries are encouraged for



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individuals who helped counteract the massive impact of COVID-19 and/or racial inequity. The winning executive will have demonstrated a positive purpose and shown that cause is crucial to everything they do. The winning entry will be expected to provide data to support its claims.

Most Purposeful CEO

For the CEO at a corporation or multiple-brand-owning company who demonstrated purpose and commitment to a good cause or good causes through more than just a single campaign in the year. The CEO will have shown leadership and the ability to convey effective messaging to internal and external audiences. Entries are encouraged for CEOs who helped counteract the massive impact of COVID-19 and/or racial inequity. Positive purpose, social responsibility and demonstrated interest in advancing DE&I will be important in everything they do and will have been imbued throughout their organization. The winning entry will be expected to provide data to support its claims.

(Those CEOs leading creative, PR, and communications agencies should enter the Most Purposeful Agency Pro category)

***NEW Changemaker of the Year**

Chosen by the PRWeek editorial team and PRDecoded Purpose Council, this special award honors an individual who demonstrated purpose at their core to realize real change in the period covered by this year's Purpose Awards. The nominating jury will particularly consider people who helped counteract the massive impact of COVID-19 and/or racial inequity. This person does not necessarily have to work in the PR, communications or marketing industries.



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JUDGING

After entries are submitted, a panel of judges will begin a thorough judging process.

Jurors include members of the PRWeek Purpose Council, senior PR professionals from agency, corporate, nonprofit and government teams. Judges will be chosen for their professional and wide-ranging level of expertise in the area of purpose, communications and corporate reputation.

Any juror 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.

All jurors will be required to sign a confidentiality agreement that bans them from disclosing information from entry submissions.

Judges do not discuss their individual scores with anyone — not even with each other. As such, the winners are not known until Awards night itself. Only the highest-scoring entries will be awarded a winner. *Note: This may mean that certain categories will not have a winner.*



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ENTRY REQUIREMENTS

PRWeek's Purpose Awards are open to agencies, brands, public sector organizations, nonprofits and NGOs. The eligibility period for submissions spans June 16, 2020, and June 9, 2021, and your campaign submission should only discuss activity that took place between those dates. Some of the work must have occurred during this time, but it does not necessarily need to have been started or completed during the eligibility period.

Each entry must be submitted online. The entry form will vary for each category; please refer to the entry form section in this entry kit for further details. Once all entry information is prepared, you can submit your entries online. All entries must be submitted and paid for online. You may input your entry information and save as a draft to return at a later date to submit payment. Credit cards accepted include Visa, MasterCard and American Express. Entries that are not paid prior to judging will not be considered.

You will be offered the opportunity, when entering online, to submit information separately that should be kept confidential (i.e., submitted only to the jury). PRWeek reserves the right to publish details of entries in the program, case studies and related materials.

To accompany your submission, entries should be supported with relevant backup materials. These support materials should show evidence of the success of your work. Please refer to the support material section of this entry kit for further details.

ENTRY PRICING

\$375 per entry

Late fee of an additional \$125 per entry

KEY DATES

The entry deadline is Wednesday, June 9, 2021, 11:59 p.m. ET. Late entries will be received until Wednesday, June 16, 2021, 11:59 p.m. ET. However, those entries received after Wednesday, June 9, will incur a late fee of \$125 per entry.

Finalists are announced August 18, 2021

SUPPORT MATERIAL

Image

As part of your entry you must upload two key images. **IMPORTANT:** Your key images are mandatory parts of your entry. Should your entry reach the short list stage, these images may be used for publication in PRWeek and will be used on-screen during the awards night presentation. Your images must comply with the following:

Requirements:

- The image should be 300 dpi and 23.4 x 16.5 inches in size
- The image can be no larger than 15 MB



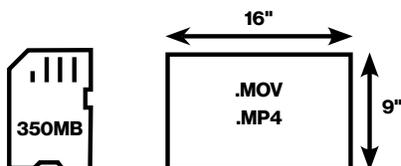
Video

The use of video brings your entry to life and supplements still documents and images. You could show the video campaign, upload a fundraising video or do an interview with the team behind the campaign — let them tell the story in their own words. Get creative!

If the entry were to win, the video will be featured in the awards presentation.

Requirements:

- Required to upload in MP4 or MOV format
- File size no larger than 350 MB, and a play time under 2 minutes



Additional supporting evidence (optional)

- Up to three relevant Web or social media links

ENTRY FORM

ACTIVATION AWARDS:

- Category
- Title of work (for Activation categories) or name of company (for Organization and Individual categories)
- Agency/Company/(as applicable) submitting the entry
- Budgets, please give an outline of costs related to the activation and overall budget

For the following questions, always relate each answer back to "why the activation or initiative is authentically purposeful"

- Objective (if in-house or nonprofit/NGO) or brief from client (if agency)
- Creativity/originality
- Strategy
- Method deployed
- Outcome, including formal evaluation of results
- Insights, relation to objectives, brief and cost-effectiveness
- Indication of third parties or outside contractors/vendors where used
- Confidential information

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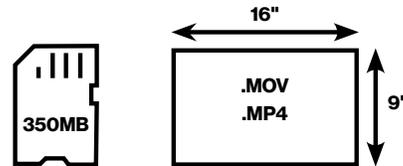
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ENTRY FORM

COMPANY AWARDS:

- Category
- Name of company (for Organization and Individual categories)
- Agency/Company/(as applicable) submitting the entry
- Statement of Purpose:

The winning company will demonstrate that a positive purpose and cause is crucial to everything it does. The winning entrant will be expected to provide data to support its claims, where appropriate.

- Confidential information

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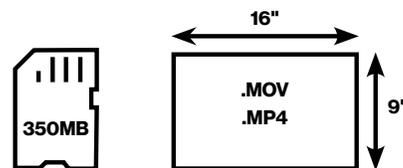
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Additional supporting evidence (optional)

- Up to three relevant Web or social media links

ENTRY FORM

PERSONALITY AWARDS:

- Category
- Nominee name (for Organization and Individual categories)
- Agency/Company/(as applicable) submitting the entry
- Statement of Purpose:

The winning person will have demonstrated a positive purpose and shown that cause is crucial to everything they do. The winning entry will be expected to provide data to support its claims, where appropriate.

- Confidential information

SUPPORT MATERIAL

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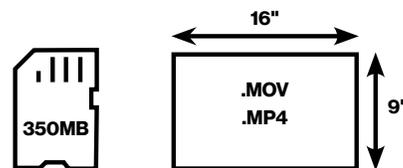
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Additional supporting evidence (optional)

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