

# PRWeek Awards

2022

3.16.22



## 2022 ENTRY KIT

For more than two decades, the PRWeek Awards has been firmly established as the communications industry's highest accolade. It celebrates the best of the best corporate, agency, nonprofit and education teams, and the work they produced during the entry period.

## Campaign Awards

### General Consumer

- 1 Best in Arts, Entertainment, Sports & Media**  
Celebrating the best comms work in films, magazines, TV shows, books, audio, newspapers or websites.
- 2 Best in Product Brand Development:**  
Recognizing great work in the repositioning, reinvigoration or relaunching of an established consumer brand.
- 3 Best Consumer Launch**  
We're talking about new products or services, with a focus on creating buzz, building brand recognition and evidence of sales/usage. Innovative experiential and/or promotional event campaigns in category 25 are encouraged to apply here as well.
- 4 Best in Integration**  
PR strategy leads the way for the winning campaign that takes this award, which honors work that crosses marketing channels.
- 5 Best in Creative Excellence**  
Celebrates the first-rate idea that springs from insight, data, research and inspiration.

### Industry Market

- 6 Best in Healthcare**  
Examining the best work for products/services/organizations. Educational and promotional efforts eligible.
- 7 Best in Technology**  
We welcome both B2B and consumer initiatives. Honoring the best in product launches, uses and applications or advancements through the use of technology.
- 8 Best in B2B**  
The target audience might be a niche business sector or the business community at large. *Efforts that address consumer markets should enter Best in Product Brand Development or Best Consumer Launch.*

### Targeted Audience

- 9 Best in Employee Engagement**  
Championing the vital role internal communications has toward the success of any organization, we welcome any employee-facing communications focusing on engagement, management changes, restructuring, recruitment, retention or any matter of internal communications nature — so long as the audience is employees.
- 10 Best in Community Relations**  
A nod to local community outreach, areas of focus include the environment, education, enterprise, health, law and order, the arts and equal opportunity.
- 11 Best in Multicultural Marketing**  
The target must be multicultural audiences. The effort must display an in-depth understanding of the target market.
- 12 Best Global Effort**  
Efforts in any market sector are eligible. Work must be executed by a U.S.-based office or department and in at least two regions outside the U.S. *You must clearly specify the country in which this effort was executed.*

### Corporate

- 13 Best in Corporate Branding**  
Focus is on the launch of a new company or corporate rebranding. Demonstrates tangible results beyond just proof of brand-name recognition.
- 14 Best in Public Affairs**  
Recognizing work that has moved the needle in public policy, legislation, polling or political campaigns.
- 15 Best in Financial Communications**  
The target can be any financial audience, including, but not limited to, investors/stakeholders. Eligible work includes product or service launch, IPOs, M&As, crisis or general awareness efforts. *Content of entries will remain confidential except your approved text, which you can submit in the entry system.*



### 16 Best in a Crisis

Work in any market sector is eligible by an agency, corporate PR team or a combination of both. Entries can be submitted if the crisis occurred before the awards entry period, so long as the crisis work took place during the entry period. *Content will remain confidential except your approved text, which you can submit in the entry system.*

## Social Education & Philanthropy Awards

### 17 Best in Public Sector

Honoring work on a single topic by a public entity. Government departments or public-sector agencies (federal, state, military, municipal, local or public health authorities) are eligible to enter.

### 18 Best in Nonprofit

Celebrating the best work done for, or by, nonprofit organizations to reach their targeted publics, raise money or build awareness. Cost-effectiveness of programs will also be strongly considered.

### 19 Best in Corporate Social Responsibility

Honors integrated and credible corporate or brand CSR programs and purpose-driven initiatives — designed to address social, ethical or environmental issues — that show a tangible, worthwhile benefit to the target community.

## Technique Awards

### 20 Best in Social Media

Recognizing social media strategies that drove outstanding results and awareness. Open to work on any social platforms, whether standalone initiatives or across channels.

### 21 Best in Influencer Impact

Recognizing efforts that excel at engaging a person of significant influence with a product or campaign to gain awareness and reach business goals.

### 22 Best in Broadcast/Film/Video

A copy of the film program, VNR, ANR, SMT, b-roll or online footage must be included with entries, as well as background information on the strategy and evidence to support its success. Cost breakdown and use of outside vendors/contractors must be included.

### 23 Best in Data Insight

Demonstrates rigorous use of analytics at every stage of

the campaign. Points will be scored for demonstrating how data helped identify opportunities, set goals, devise strategy, activate programs and measure results.

### 24 Best Promotional Event

Please specify cost breakdown, use of outside vendors/contractors, size of the event/activity and whether it stood alone or was part of a larger campaign.

### 25 Best Viral

Work that takes on a life of its own — with a little help from our friends.

### 26 Best Content

Strategic, creative and innovative content that drives business, bottom-line and brand objectives. Examples of excellence in brand storytelling and/or brand journalism encouraged.

## Personality Awards

### 27 Outstanding Young Professional

Open to PR professionals who have been in the industry for fewer than five years (since October 1, 2016). Nominations must come from employers. Evidence will be sought on strategy development, business savvy and client leadership, among other qualities.

### 28 Outstanding In-House Professional

Individuals may be nominated by their colleagues, agencies or peers. Career achievements to date will also be considered. *We encourage agency professionals to suggest/nominate leaders from the in-house side for this award.*

### 29 Outstanding Agency Professional

Individuals may be nominated by their colleagues, clients or peers. Career achievements to date will also be considered. *We encourage in-house professionals to suggest/nominate leaders from the agency side for this award.*

### 30 Outstanding Marketer

Open to VPs of marketing and above, including CMOs. Individuals may be nominated by their colleagues, agencies or peers. The winning individual should play a big role in integrating PR into the marketing strategy.

### 31 Outstanding Student

*For more information, please reach out to Jenny Abramczyk: [jenny.abramczyk@haymarketmedia.com](mailto:jenny.abramczyk@haymarketmedia.com)*

## Education Awards

### 32 Outstanding Education Program

Open to any PR undergraduate or graduate program, based on activity and results achieved during the full academic year that includes the fall 2019 and spring 2020 semesters the fall 2020 and spring 2021 semesters (August 2020 to July 2021). In certain cases, we ask for details going back three years in order to effectively gauge important changes. This award recognizes programs' achievements and innovations in the following areas: curriculum, faculty, enrollment, impact on the industry and placement success. Special attention will be paid to effectiveness in preparing students for long-term success.

## Business Awards

### 33) Best in DEI transformation \*NEW\*

This category honors an organization's progress in diverse, equitable and inclusive staffing during the entry period. Judges will look for increases in diverse staffing at all levels of seniority, as well as promotion of diverse talent to higher positions in the organization. "Diverse staffing" includes ethnicity, sexual orientation and disability. At senior levels, judges will also consider gender. Numbers to demonstrate these increases are mandatory for inclusion in the entry, as is head of HR/talent verification of the information provided. *Open to agencies and in-house communications departments.*

## Business Awards – In-House

### 34 Outstanding In-House Team

Open to any in-house corporate, government or nonprofit communications team. Judges will look for bottom-line impact; ability to establish/reinforce comms' role in the organization and the C-suite; and impact on the organization's broader reputation. *We encourage agency professionals to suggest/nominate teams from the in-house side for this award.*

## Business Awards – Agency

### 35 Outstanding Boutique Agency

Open to any firm with a current annual PR income (consisting of fees plus mark-up for disbursements) of less than \$5 million.

### 36 Outstanding Small Agency

Open to any firm with a current annual PR income (consisting of fees plus mark-up for disbursements) of \$5 million to \$15 million.

### 37 Outstanding Midsize Agency

Open to any firm with a current annual PR income (consisting of fees plus mark-up for disbursements) of \$15 million to \$65 million.

### 38 Outstanding Large Agency

Open to any firm with a current annual U.S. PR income (consisting of fees plus mark-up for disbursements) of \$65 million to \$200 million.

### 39 Outstanding Extra Large Agency \*NEW\*

Open to any firm with a current annual U.S. PR income (consisting of fees plus mark-up for disbursements) of \$200 million or higher.

### 40 Outstanding Non-PR Agency

Open to any U.S. creative, digital or other non-PR agency that specializes in earned media, including advertising, media, experiential, direct, hybrid, events, design, research or social media. *Agencies cannot enter this category if they entered a PR agency category.*

## Best of the Best

### 41 Agency of the Year

Chosen from among the winners of the previous five categories. All achievements will be considered relative to the agency's size and previous standing.

### 42 Campaign of the Year

This award goes to the campaign that displays extraordinary creativity, innovation, ability to raise brand awareness and meaningful results. It is chosen from among the winners of the campaign categories.

### 43 Communicator of the Year

This award honors an individual who in the opinion of the jury chair and editor-in-chief was the outstanding communicator in the period covered by these awards.

## Judging

Jurors include senior PR professionals from agency, corporate, nonprofit and government teams, as well as service company and PR education professionals. Judges will be chosen because of their professional and wide-ranging level of expertise.

Campaign and Technique categories will be conducted as “blind” judging where nominating organizations’ names are withheld from the jurors. In your entry, we recommend replacing any mention of your organization with “Agency” or “Company.” Understandably, it may not be possible to remain completely anonymous in any supporting materials such as videos or PDFs, but we aim to remove as much potential juror bias upon initial review of your entry as possible.

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.

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

PRWeek reserves the right to not award a winner or honorable mention in any category that has fewer than three entries. If there are fewer than three entries, the companies who submitted will be returned their entry fee.

All jurors will be required to sign a confidentiality agreement that bans them from disclosing information from entry submissions. A maximum of five entries from each category will make up our shortlist of finalists, which will be published online in December 2021 and in the January/February 2022 print issue. Judges do not discuss their individual scores with anyone — not even each other. As such, the winners are not known until Awards night itself.



## Entry Requirements

- 1** 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 U.S. by a U.S.- or Canada-based company or office. The only exception is the Best Global Effort.
- 2** Entries must be for work conducted between October 2, 2020, and October 1, 2021, unless otherwise specified. 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.
- 3** 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, visit [prweek.com/awards](http://prweek.com/awards) to submit your entries. 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.
- 4** When submitting for Campaign and Technique categories, please remove references to the organization being nominated from all written answers. We recommend replacing any mention of your organization with “Agency” or “Company” to remove any potential bias from initial review of your submission, with the understanding that a case study or any other supporting materials may identify the agency or company.
- 5** A single entry can be entered into multiple categories providing it applies to the specific criteria stated within each category.
- 6** 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 Awards Book of the Night, case studies and related materials.
- 7** 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.

## Support Material

In addition to the online entry form, support materials will be accepted for all entries. This will enable you to expand on the success of your entry. Support materials for each category will vary, but it is suggested that you provide whichever type of support material you deem most suitable to showcase your individual entry.

**All materials must be PC and MAC compatible.**

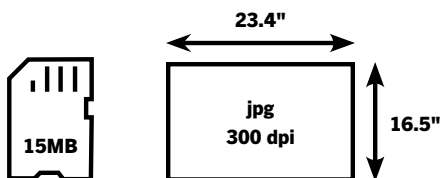
## Types & Requirements

### Image (mandatory)

As part of your entry you must upload two key images as JPEG or TIFF files. **IMPORTANT: your key images are mandatory parts of your entry.** Please note that failure to submit two key images or to comply with the instructions below will result in your entry not being submitted to the judging panel for evaluation. Should your entry reach the shortlist 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 in .jpg or .tif format
- The image should be 300 dpi and 23.4 x 16.5 inches in size
- The image can be no larger than 15 MB



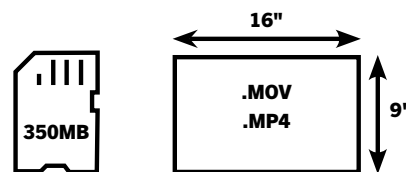
### Video

**(Encouraged for all entries. Mandatory for Large Agency and Extra Large Agency)**

It is suggested that each entry be accompanied by a short video. A video to support the Business Awards categories is highly encouraged. These should not be credit reels but a video catered to support the Outstanding Agency nomination.

#### Requirements:

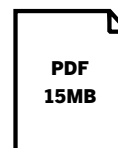
- Required to upload in MP4 or MOV format
- Please keep file size no larger than 350 MB and a play time under 2 minutes.



### PDFs

#### Requirements:

- The file should be no larger than 15 MB



### MP3

#### Requirements:

- The file should be no larger than 350 MB

### Websites/Microsites

Please enter the URL of each website/microsite in the appropriate field on the online entry form. There will be a space for you to add a login/password if necessary.

#### Requirements:

- The URL must remain active until December 9, 2021, or the material will not be viewed.

## FAQs

### What if my submission has confidential information?

There is a section on the entry form that is dedicated to any confidential information in your entry. This information will only be seen by our judges.

### What is the eligibility period for the entries?

Entries must be for work conducted between October 2, 2020, and October 1, 2021, unless otherwise specified. 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.

### What is the deadline to submit?

There are multiple deadlines with tiered pricing.

Early Deadline - September 1, 2021

Regular Deadline - September 29, 2021

Extended Deadline - October 6, 2021

Final Deadline - October 13, 2021

All dates listed above will have submission deadlines at 11:59 p.m. ET.

### What is the cost to enter into the PRWeek Awards?

Entries are broken down into four different pricing categories:

#### Entries are broken down into 4 different pricing categories:

- 1) Business (In-house and Agency categories)
- 2) Education (Outstanding Education Program category)
- 3) Standard (All other categories)
- 4) Secondary (each additional Standard entry - for example, if you submit any one campaign/technique entry into three categories during the Early period, the fee would be ONE @ Standard \$460 pricing and TWO @ Secondary \$300 pricing, or  $\$460 + \$300 + \$300 = \$1,060$ )

#### All of the above are priced according to the following deadline calendar:

Category	Early Deadline September 1	Regular Deadline September 29	Extended Deadline October 6	Final Deadline October 13
Standard	\$460	\$470	\$750	\$760
Secondary	\$300	\$310	\$590	\$600
Education	\$159	\$169	\$449	\$459
Business	\$500	\$510	\$790	\$800

### Do I need to submit a video as support material?

Video support material is greatly encouraged but not mandatory except for the Outstanding Large and Extra Large Agency categories. For further details please refer to the support material section of this entry kit.

### How is my entry judged?

Judging for all categories occurs in two phases, online and live day. Online jurors are asked to pick the top 10 entries in each category. On judging day, entries are scored live by a team of jurors. The scoring is on a 100-point scale, with each of the relevant criteria worth 20 points. This generates the finalists in each category.



# PRWeek Awards

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## 2022 ENTRY KIT

### What are the judges looking for?

- Focus on results that matter. Bottom-line impact and measurable business results. Notable changes to stakeholder behavior. Operational outcomes that move the needle. Judges are not impressed solely by media impressions, Facebook likes and Twitter followers.
- Be brief. PRWeek Awards jurors appreciate succinct language because they review numerous entries. Furthermore, our arbiters can easily recognize hyperbole that often masks a sub-standard entry.
- Detail on dollars. Our jurors hold senior-level posts in the industry, so they understand the desire to not reveal certain specifics. However, don't allow your budgets to be among those hidden factors. Such details allow entities and campaigns of varying sizes to be compared effectively. Your budget underscores the conditions under which a campaign was executed. And with Agency of the Year categories, the more detail shared about annual revenue, the better. And remember: Respect of confidentiality is paramount to both PRWeek and our jurors.

### Can I change my written entry and or support material after I've submitted and paid?

No. Unfortunately, you will not be allowed access to your entry once it has been submitted and paid for.

### Can I remove an entry after it has been submitted and paid for?

No. If you have an issue please contact Jenny Abramczyk at [jenny.abramczyk@haymarketmedia.com](mailto:jenny.abramczyk@haymarketmedia.com)

### When are finalists announced?

On December 9, 2021\*, at [prweekawardsus.com](http://prweekawardsus.com). All successful finalists will also be notified via email.

\* Date subject to change

### When are winners announced?

The presentation dinner and ceremony will take place at Cipriani Wall Street in New York City on Wednesday, March 16, 2022. For further information about the awards event, please visit [prweekawardsus.com](http://prweekawardsus.com).

### Whom do I contact for ticket and entry inquiries?

Jenny Abramczyk at [jenny.abramczyk@haymarketmedia.com](mailto:jenny.abramczyk@haymarketmedia.com)

### Whom do I contact for sponsorship inquiries?

Craig Roth at [craig.roth@haymarketmedia.com](mailto:craig.roth@haymarketmedia.com)

Jennifer McLaughlin at [jennifer.mclaughlin@prweek.com](mailto:jennifer.mclaughlin@prweek.com)

Robin Broomer at [robin.broomer@prweek.com](mailto:robin.broomer@prweek.com)

## Entry Form

### CAMPAIGN AWARDS

For all categories in the Campaign Awards groups, the entry form is divided into the following five subheadings.

#### 320-word limit per section

**For the Campaign and Technique categories, all submitting companies will remain anonymous to the judges. When submitting attachments for these categories, please remove references to the company name. We recommend replacing any mention of your organization with “Company.”**

- 1 Situation analysis (including campaign objectives)
- 2 Research and insights (including how research was implemented in the campaign)
- 3 Strategy
- 4 Execution and tactics (including relevant social media and digital elements)
- 5 Effectiveness and results (“Real” results, not just impressions. Advertising Value Equivalency is not a valid measurement. Don’t forget to highlight how results were evaluated/measured)

#### Confidential Information (150 words)

If you have any confidential information that cannot be viewed by the general public or published anywhere, please write it here. This information will be reserved for the judging panel only.

### SUPPORT MATERIALS

#### Image (mandatory)

- Two key images must be uploaded  
*\*Failure to do so — or comply with the instructions below — will result in your entry not being submitted to the judging panel for evaluation.*
- Images must be color JPEG or TIFF files
- We discourage scanned images. But if they must be scanned images, they must be scanned at a minimum of 300 dpi for print publishing.
- No press cuttings
- **Logos alone are not acceptable images – in any case**
- The image should be 300 dpi and 23.4 x 16.5 inches in size
- Should your entry reach the shortlist stage, these images may be used for publication in PRWeek and will be used on-screen during the Awards night presentation.

#### Video (optional, but highly encouraged)

- Video can be up to 2 minutes long
- Video must be uploaded in WMV, AVI, FLV or MP4 format
- File size should be no larger than 350 MB
- Note: Submitting a video longer than 2 minutes may negatively impact your score. Viewing any portion of a video beyond 2 minutes will be at judges’ discretion so be sure all key facts supporting your entry are within the written submission as well.

#### Additional supporting evidence (optional)

- One PDF (max 15 MB)
- One MP3 audio file (max 350 MB)
- Up to three relevant web or social media links

## Entry Form

### TECHNIQUE AWARDS

For all categories in the Technique Awards groups, the entry form is divided into the following five subheadings.

#### 320-word limit per section

**For the Campaign and Technique categories, all submitting companies will remain anonymous to the judges. When submitting attachments for these categories, please remove references to the company name. We recommend replacing any mention of your organization with “Company.”**

- 1 Situation analysis (including campaign objectives)
- 2 Research and insights (including how research was implemented in the campaign)
- 3 Strategy
- 4 Execution and tactics (including relevant social media and digital elements)
- 5 Effectiveness and results (“Real” results, not just impressions. Advertising Value Equivalency is not a valid measurement. Don’t forget to highlight how results were evaluated/measured)

#### Confidential Information (150 words)

If you have any confidential information that cannot be viewed by the general public or published anywhere, please write it here. This information will be reserved for the judging panel only.

### SUPPORT MATERIALS

#### Image (mandatory)

- Two key images must be uploaded  
*\*Failure to do so – or comply with the instructions below – will result in your entry not being submitted to the judging panel for evaluation.*
- Images must be color JPEG or TIFF files
- We discourage scanned images. But if they must be scanned images, they must be scanned at a minimum of 300 dpi.
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- Note: Submitting a video longer than 2 minutes may negatively impact your score. Viewing any portion of a video beyond 2 minutes will be at judges’ discretion so be sure all key facts supporting your entry are within the written submission as well.

#### Additional supporting evidence (optional)

- One PDF (max 15 MB)
- One MP3 audio file (max 350 MB)
- Up to three relevant web or social media links



## Entry Form

### EDUCATION AWARDS

The entry form is divided into the following five subheadings:  
**500-word limit per section**

#### 1. Faculty

- Total number of full-time faculty (tenure and non-tenure), adjuncts, administrators, staff professionals, student assistants and faculty advisers\*
- Average years of experience of faculty (both as academics and working in the PR profession)
- List any high level posts and other notable credentials
- The credentials of full-time and part-time faculty, which should also include any fellowships within the industry
- List of new hires during the entry period (names, roles at school, the professional position they currently/most recently held)
- Faculty/student ratio\*
- Full-time faculty/part-time faculty ratio\*
- Highlight any industry awards or recognition earned by faculty during the entry period

*\*Include details for the 2018-2019 and 2019-2020 academic years for comparison purposes*

#### 2. Student body/enrollment

How many students were enrolled in the program during the entry period\* (Note: If there are limits on how many new students can be enrolled, please explain the context of your enrollment figures)

- A brief description of students' industry-related activities
- How diverse is the student body?
- Highlight any industry awards or recognition earned by your students during the entry period
- Highlight unique industry-related activities (beyond internships, PRSSA and student run agencies)
- How many out-of-state/international students enrolled in your program during the entry period?\*
- What percentage of the actual undergraduate class is studying PR (if applicable)?\*

*\*Include details for the 2018-2019 and 2019-2020 academic years for comparison purposes*

#### 3. Programs/Courses

- Highlight new courses added to the curriculum during the entry period
- Highlight improvements to existing course offerings during the entry period
- Highlight specific accreditations and certifications
- Highlight new facilities or related offerings launched during the entry period (this would include studios, new media platforms, and the creation of student-run firms, among others)
- Describe the intersection of the comms program with other disciplines at the university (business, technology, law, psychology, journalism, etc.)
- Highlight new developments of online and hybrid/blended courses during the entry period
- Continuing education offerings for active professionals (if applicable)

#### 4. Workforce impact

- Indicate the placement percentage of students who graduated during the entry period
- Share details on where they are being placed and the types of positions they are occupying
- Going back to your 2018-2019 and 2019-2020 graduates, please indicate percentage of graduates who landed jobs in the PR industry
- Share details on where these graduates are now (both the organizations that employ them and the posts they hold)

#### 5. Professional involvement/association

- Indicate the organizations (in-house, agency, nonprofit, etc.) collaborating with your program and describe the nature of the partnership (guest lectures, workshops, course-related projects, mentorship and advisory councils, among others)
- Detail any research, papers, presentations, etc. your school worked on with the industry during the entry period

#### Confidential Information (150 words)

If you have any confidential information that cannot be viewed by the general public or published anywhere, please write it here. This information will be reserved for the judging panel only.

## SUPPORT MATERIALS

### Image (mandatory)

Best images are group shots displaying faculty and students together. Images should include a visible reference to the university in some form (to distinguish it from any other school). Classroom shots or images displaying a unique program offering are also welcome.

- Two key images must be uploaded  
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- Video must be uploaded in MOV or MP4 format
- File size should be no larger than 350 MB
- Note: Submitting a video longer than 2 minutes may negatively impact your score. Viewing any portion of a video beyond 2 minutes will be at judges' discretion so be sure all key facts supporting your entry are within the written submission as well.

### Additional supporting evidence (optional)

- Up to three PDFs (max 15 MB)
- For Education Awards, we strongly encourage testimonials from industry leaders and/or industry recruiters about the quality of the students they recruit from your school – with an absolute focus on recent graduates from no earlier than the fall 2014 semester. Maximum of three one-page letters (on letterhead)
- Similarly, we welcome testimonials from recent graduates (covering the same period as noted above) as to how your program prepared them for a career in PR. Maximum of three one-page letters
- In addition, support material could include appropriate research documents, documentation of charitable work, or fictionalized work created in class.
- Up to three relevant web or social media links

## Entry Form

### PERSONALITY AWARDS

For Outstanding Young Professional, Outstanding In-House Professional, Outstanding Marketer and Outstanding Agency Professional, there are the following five requirements:

#### 320-word limit per section

- 1 Bio of the nominee/brief résumé/education background**
- 2 Professional accomplishments during entry period (such as bottom-line impact, accounts won, campaigns led and operational improvements facilitated)**
- 3 Activities outside work**  
(this encompasses efforts both within and outside the industry)
- 4 Displays of leadership**  
(with both internal and external parties)
- 5 Statement about why nominee should be considered**

#### Confidential Information (150 words)

If you have any confidential information that cannot be viewed by the general public or published anywhere, please write it here. This information will be reserved for the judging panel only.

### SUPPORT MATERIALS

#### Image (mandatory)

- For Personality Awards categories, pictures must be of people and teams. We recommend a professional photographer for best results.
- Two key images must be uploaded  
*\*Failure to do so — or comply with the instructions below — will result in your entry not being submitted to the judging panel for evaluation.*
- We discourage scanned images. But if they must be scanned images, they must be scanned at a minimum of 300 dpi.
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- File size should be no larger than 350 MB
- Note: Submitting a video longer than 2 minutes may negatively impact your score. Viewing any portion of a video beyond 2 minutes will be at judges' discretion so be sure all key facts supporting your entry are within the written submission as well.

#### Additional supporting evidence (optional)

- Up to three PDFs (max 15 MB each)
- For Personality Awards categories, inclusion of employer testimonials, samples of work achievement and media coverage would be ideal support material to include:
  - One MP3 audio file (max 350 MB)
  - Up to three relevant web or social media links



## Entry Form

### BUSINESS AWARDS — DEI TRANSFORMATION

The entry form is divided into the following subheadings.

- 1 As of September 2020, what percentage of your agency's/in-house comms department's staff was diverse? Provide hard comparative data points to indicate progress on each area of diversity to support your entry.**  
*For this field, "diverse" staff can reflect ethnicity, sexual orientation and disability (not gender).*
- 2 As of September 2021, what percentage of your agency's/in-house comms department's staff is diverse? Provide hard comparative data points to indicate progress on each area of diversity to support your entry.**  
*For this field, "diverse" staff can reflect ethnicity, sexual orientation and disability (not gender).*
- 3 As of September 2020, What percentage of your agency's/in-house comms department's SENIOR-LEVEL staff was diverse? Provide hard comparative data points to indicate progress on each area of diversity to support your entry.**  
*For this field, "diverse" staff can reflect ethnicity, sexual orientation, disability AND gender. ("Senior-level" includes director-level and above).*
- 4 As of September 2021, What percentage of your agency's/in-house comms department's SENIOR-LEVEL staff is diverse? Provide hard comparative data points to indicate progress on each area of diversity to support your entry.**  
*For this field, "diverse" staff can reflect ethnicity, sexual orientation, disability AND gender. ("Senior-level" includes director-level and above).*
- 5 Please choose one of the following to indicate how many people comprise your overall staff:**
  - 0-50
  - 51-100
  - 101-200
  - 201-500
  - 501-plus
- 6 As of September 2021, by what percentage did your agency's/in-house comms department's OVERALL staff increase?**
- 7 Broader description of organization's recent efforts to increase the hiring and promotion of diverse talent (100-word limit)**

- 8 More detailed description of organization's efforts to bring younger diverse pros into the profession (which includes internship programs, affiliations with universities, etc.) (275-word limit)**
- 9 More detailed description of organization's efforts to bolster diverse representation at the senior level (275-word limit)**
- 10 Up to three testimonials from diverse staffers lauding the organization's/department's DEI efforts (100 words max for each testimonial)**

Please upload a letter from the head of HR/talent verifying the numbers and information provided in the entry are correct. The letter should be signed and dated.

**Confidential Information (150 words):** If you have any confidential information that cannot be viewed by the general public or published anywhere, please write it here. This information will be reserved for the judging panel only.

### SUPPORT MATERIALS

#### Image (mandatory)

- Two key images must be uploaded  
*\*Failure to do so – or comply with the instructions below – will result in your entry not being submitted to the judging panel for evaluation.*
- Images must be color JPEG or TIFF files
- We discourage scanned images. But if they must be scanned images, they must be scanned at a minimum of 300 dpi.
- No press cuttings
- **Logos alone are not acceptable images – in any case**
- The image should be 300 dpi and 23.4 x 16.5 inches in size.
- Should your entry reach the shortlist stage, these images may be used for publication in PRWeek and will be used on-screen during the Awards night presentation.

#### Video (optional, but highly encouraged)

- Video can be up to 2 minutes long
- Video must be uploaded in WMV, AVI, FLV or MP4 format
- File size should be no larger than 350 MB.
- Note: Submitting a video longer than 2 minutes may negatively impact your score. Viewing any portion of a video beyond 2 minutes will be at judges' discretion so be sure all key facts supporting your entry are within the written submission as well.

#### Additional supporting evidence (optional)

- One PDF (max 15 MB)
- One MP3 audio file (max 350 MB)
- Up to three relevant web or social media links

## Entry Form

### BUSINESS AWARDS-IN-HOUSE

The entry form is divided into the following subheadings:

#### 275-word limit per section

- 1 Number of staff employed in PR function
- 2 Annual PR budget for 2020
- 3 Outline of overall organization's goals and comms team's role in achieving them
- 4 Outline of PR-related issues and objectives during the entry period
- 5 Notable campaigns — internal and/or external — during the entry period
- 6 Use of internal/external resources and — where applicable — other departments within this organization

#### Confidential Information (150 words)

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## SUPPORT MATERIALS

### Image (mandatory)

- Two key images must be uploaded  
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- We discourage scanned images. But if they must be scanned images, they must be scanned at a minimum of 300 dpi.
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- **Logos alone are not acceptable images – in any case**
- The image should be 300 dpi and 23.4 x 16.5 inches in size
- Should your entry reach the shortlist stage, these images may be used for publication in PRWeek and will be used on-screen during the Awards night presentation.

### Videos (optional, but highly encouraged)

- Video can be up to 2 minutes long
- Video must be uploaded in MOV or MP4 format
- File size should be no larger than 350 MB
- Note: Submitting a video longer than 2 minutes may negatively impact your score. Viewing any portion of a video beyond 2 minutes will be at judges' discretion so be sure all key facts supporting your entry are within the written submission as well.

### Additional supporting evidence (optional)

- Up to three PDFs (max 15 MB)
- One MP3 audio file (max 350 MB)
- Up to three relevant web or social media links

## Entry Form

### BUSINESS AWARDS – AGENCY

Each award in this category recognizes financial and client-list growth, client retention, creativity and innovation, and staff and office factors such as retention, new hires and training. Relevant factors related to, but not limited to, office culture, the agency's "brand" and thought leadership will also be examined. Inclusion of video with entries is encouraged. In addition to the criteria noted above, any demonstrations of "game-changing" activity are encouraged. This would include both internal (i.e., notable client wins or expanded work, staffing) and external (i.e., thought leadership) factors.

#### 400-word limit per section

#### The entry form is divided into the following subheadings:

- 1 Revenue, profitability figures, and details for the entry period\***
  - U.S. and organic growth
  - Provide U.S. and organic growth figures from prior financial/calendar year
  - Include breakdown of how much growth was organic versus new business
- 2 Practice areas and offices**
  - Provide overview of the firm's practice areas, offices and capabilities, including any new areas, offices and capabilities added during entry period. This would include acquisitions or new partnerships. This would also include any details you wish to share pertaining to your agency's response to the impact of COVID-19.
- 3 Account information**
  - List long-term accounts; notable account wins and losses during entry period; and details on exceptional client work during the entry period
- 4 New products or innovations**
- 5 Staff information**
  - Total staff as of Oct. 1, 2021 (U.S.)
  - Total staff as of Oct. 1, 2020 (U.S.)
  - List notable hires and departures during entry period
  - Note HR programs that moved forward during entry period
- 6 Miscellaneous**
  - Include anything relevant to industry leadership; charitable/community efforts; the development and advancement of the firm's culture; and the like
- 7 Three client testimonials**

*\*\* Certain information, including client wins and profitability/revenue, can be marked confidential and won't be published.*

*Omitting this information entirely, though, could impact judges' scoring. For firms who do not supply exact figures (due to SOX), please be as specific as possible with monetary figures submitted.*

#### Confidential Information (150 words)

If you have any confidential information that cannot be viewed by the general public or published anywhere, please write it here. This information will be reserved for the judging panel only.

### SUPPORT MATERIALS

#### Image (mandatory)

- Two key images must be uploaded  
*\*Failure to do so – or comply with the instructions below – will result in your entry not being submitted to the judging panel for evaluation.*
- We discourage scanned images. But if they must be scanned images, they must be scanned at a minimum of 300 dpi.
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- Should your entry reach the shortlist stage, these images may be used for publication in PRWeek and will be used on-screen during the Awards night presentation.

#### Video (required for Large Agency and Extra Large Agency categories, otherwise optional but highly encouraged)

- Video can be up to 2 minutes long
- Video must be uploaded in MOV or MP4 format
- File size should be no larger than 350 MB
- Note: Submitting a video longer than 2 minutes may negatively impact your score. Viewing any portion of a video beyond 2 minutes will be at judges' discretion so be sure all key facts supporting your entry are within the written submission as well.

#### Additional supporting evidence (optional)

- Up to three PDFs (max 15 MB each)  
*The agency CEO is required to certify the reported annual income in writing, as well as the date of incorporation and the number of employees. Please include this as one of the PDFs*
- One MP3 audio file (max 350 MB)
- Up to three relevant web or social media links