



campaign



CAMPAIGNS
FOR GOOD
AWARDS '18

ENTRY GUIDE

campaign



CAMPAIGNS FOR GOOD AWARDS '18

ABOUT THE AWARDS

PRWeek, Campaign and Third Sector are delighted to announce that entries for the inaugural Campaigns for Good Awards are now open.

The objective of the Awards is to reward excellence and recognise campaigns that use creative ideas successfully to further positive causes. It follows a rise in 'cause marketing', particularly by brands wishing to position themselves as a positive force in society.

The Awards are open to agencies, brands, public sector organisations, charities and NGOs. This is the ultimate accolade for those marketing and promoting good causes as it is powered by PRWeek, Campaign and Third Sector who between them champion the creative minds behind the campaigns.

WHY SHOULD YOU ENTER?

- The Awards are an opportunity for agencies to prove their ability at producing effective good-cause campaigns for clients, and for brands to showcase their corporate social responsibility credentials
- Have your work awarded as best in class by our judging panel which is made up from brands, communications agencies, advertising agencies, charities and NGOs well respected peers from the industry - giving your work the validation and accreditation it deserves
- Winning case studies will be showcased across the PRWeek, Campaign and Third Sector websites
- Chosen winners will also be selected to present their case studies at a PRWeek Breakfast Briefing event in Autumn 2018
- All shortlisted entries will receive a bespoke logo to promote their achievement. Winners and high commendations will receive a full branding suite after the results are announced
- This is first time three leading Haymarket titles in the PR, advertising and charity sectors have joined together to recognise great campaigns. Coverage will be spread across all three titles - maximising exposure for the winning campaigns and resulting in extensive positive publicity for the agencies, brands, charities, NGOs and public sector bodies behind them making this Award the ultimate accolade

Ultimately, winning a Campaigns for Good Award will help:

- Agencies to acquire new local, international and global clients
- Brands to strengthen their Corporate Social Responsibility profile
- Charities to raise their profile, and enhance their credentials as an attractive partner for potential corporate development initiatives
- Public sector bodies to demonstrate the value of their campaigns and the PR/Marketing function to their organisation

GENERAL ENTRY RULES AND INFORMATION

The Campaigns for Good Awards is open to agencies, brands, public sector organisations, charities and NGOs. The entry that you submit in this phase is the only evidence that will accompany your submission throughout the judging process. Your written entry paper must be no more than two single sheets of A4 when printed (10 point type, single line spacing), which you will need to upload from your desktop. You may illustrate your submission PDF with thumbnail images, but these should be kept to a minimum. All entries should follow the template sub headings listed in the entry kit and entries exceeding two sides will automatically receive lower scores from the Judges.

ELIGIBILITY AND CONFIDENTIALITY

The eligibility period for submissions should relate to the period of **1 December 2016 - 10 May 2018**. If your campaign took place outside these dates, please only discuss the activity that took place between them.

Organisations may submit entries on behalf of themselves or others and may enter any number any number of times. *Please note that we have the right to publish your 'Award summary' piece in full should you win an Award.* In the full submission, entrants may mark certain sensitive parts of their entry 'not for publication' (such as exact budget figures etc.), provided such restrictions are not used unreasonably.

KEY DATES AND ENTRY FEES

Early bird deadline for entries: **10 May 2018**
Fee / entry: £350 + VAT

Standard deadline for entries: **24 May 2018**
Fee / entry: £450 + VAT

ENTER ONLINE

campaignsforgoodawards.com

TEMPLATE FOR ENTRY

Your written entry is the basis on which you will be judged and shortlisted. The two pages should show how you meet all of the criteria in your chosen category. At the beginning of your two pages the following information must be stated:

- Name of category entered
- Title of work (for Campaign categories) or name of company (for Organisations of the Year categories)
- Agency/Company (as applicable) submitting the entry

SUBHEADINGS

Within your two pages please use the following as sub-headings under which you should clearly enter your information.

- Budgets. Please give an outline of costs related to the campaign and overall budget
- Objective (if in-house or charity/NGO) or brief from client (if agency)
- Strategy
- Method deployed
- Outcome, including formal evaluation of results
- Relation to objectives, brief and cost-effectiveness
- Creativity/originality
- Indication of third-parties or outside contractors where used
- Category specific criteria

The headings you elect to use will vary from project to project, but failure to include relevant or necessary information under the appropriate sub-headings above will result in your project receiving lower scores from the expert judging panels.

NOTE: If you are submitting an entry in the ORGANISATION CATEGORIES (MULTIPLE CAMPAIGNS) the above subheadings may not be applicable, but specific category criteria should be adhered to for entry guidance.

SUPPORTING MATERIAL

IMAGES (MANDATORY)

As part of your entry you must upload TWO key images as jpeg files. Images should be reflective of the campaign or organisation being discussed in your Awards entry. **Please do not include logos.** Images should be of the highest possible resolution – 300 dpi minimum.

VIDEO (RECOMMENDED)

It is strongly advised that you also submit video material to illustrate your entry as well as the mandatory images. The video does not have to be of high quality and should run for no longer than three minutes. The video should be hosted via YouTube or Vimeo. Please ensure that when you add the video link to the entry site that the link is from a private hosting site rather than a playlist. Judges may not be able to watch all of the video, so be sure that all key facts supporting your entry are within the written submission.

Within the entry page a box will be illustrated for your video link. Please ensure you provide us with your correct link or your video will not show.

YOUTUBE

Your video link should look like this:
www.youtube.com/watch?v=5_sfnQDr1-o

This link is found when you click 'share' options from the original account that the video was uploaded to.

VIMEO

Your video link should look like this:
www.vimeo.com/36820781

HINTS AND TIPS

USE RESULTS

Judges will be looking for campaigns that have met the goals they were set out to achieve. This can be demonstrated in a number of ways but simple facts and figures often tell the story best. Qualitative feedback and responses are also important when applicable – so, if space permits, quote your audience as this can make the entry more compelling.

CONTEXT

The judges are experts in their field but may not have intimate knowledge of the particular campaign or cause. Think of your entry as your elevator pitch to a new investor – make them understand why this campaign is important to the cause, but not necessarily the minutiae behind it.

USE VIDEO FOOTAGE

The use of video gives you the chance to bring your entry to life and give the judges something different to see than still documents and images. The video doesn't need to be of high quality or take up extra time, you could 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!

BE CONCISE

Keep in mind that judges may be reading up to 40 entry papers as part of the judging process. Get as many eyes on your paper before you submit as possible, and listen to feedback. Delete unnecessary jargon. This applies to supporting material as well. Do you have 15 great campaign images? Great! Put them into one clear PDF so that judges don't have to open all 15. Keep things simple.

CATEGORIES

The bulk of the awards (1-21) solely recognise campaigns linked to good causes. Any party can make the submission; eg: in-house PR team, PR agency, ad agency and charity organisations. The award would be for the campaign, but any party credited in the entry can call itself an award winner.

The final campaign award, Campaign of the Year (21) will be chosen by the judges from the winners of the above. You cannot enter this category.

A further five awards (22-26) reflect the organisations behind the campaigns and incorporate multiple campaign activity.

BRAND-LED

For campaigns driven by private sector brands or corporations. They may or may not be in association with another party; for example, a charity or a public sector body. However, the brand will take the lead in the concept and execution. An agency or agencies may or may not be involved in the campaigns.

1 BEST PUBLIC AWARENESS CAMPAIGN

For campaigns that raise awareness of an issue that is beneficial to public health, safety and/or wellbeing and promote it in an effective way. Topics could include: drink driving, speeding, obesity/diet, drugs, mental health, domestic abuse, animal care, piracy. Judges will be looking for original, creative ideas. Ideally the campaign will raise awareness, or positive sentiment, towards both the cause/issue and the brand. Judges will also look favourably on campaigns that are shown to have helped raise money for the cause, where appropriate, or have other demonstrable benefits (for example, changing a law). The winning campaign will be expected to provide data to support its claims, where appropriate.

2 BEST PROGRESSIVE CAUSE CAMPAIGN

For campaigns that raise awareness of an issue that is linked to a progressive political cause and promote it in an effective way. For example, it could focus on gender, race, or sexuality. Judges will be looking for original creative ideas, and for campaigns that are not afraid of taking a clear stance on a sometimes-controversial topic. Ideally the campaign will raise awareness, or positive sentiment, towards both the cause/issue and the brand. Judges will also look favourably on campaigns that are shown to have helped raise money for the cause, where appropriate, or have other demonstrable benefits (for example, changing a law). The winning campaign will be expected to provide data to support its claims, where appropriate.

3 BEST ENVIRONMENTAL CAUSE CAMPAIGN

For campaigns that raise awareness of an environmental cause or issue and promote it in an effective way. Judges will be looking for original creative ideas. Ideally the campaign will raise awareness, or positive sentiment, towards both the cause/issue and the brand. Judges will also look favourably on campaigns that are shown to have helped raise money for the cause, where appropriate, or have other demonstrable benefits (for example, changing a law). The winning campaign will be expected to provide data to support its claims, where appropriate.

4 BEST FUNDRAISING & ADVOCACY CAMPAIGN, GLOBAL

For campaigns focused on raising money for a particular global causes. For example: natural disasters, war & conflict, terrorism. Judges will be looking for original creative ideas. Ideally the winning campaign will raise awareness, or positive sentiment, towards both the cause/issue and the brand. There will be a particular focus on campaigns that are shown to have helped raise money for the cause, and/or have other demonstrable benefits (for example, changing a law). The winning campaign will be expected to provide data to support its claims, where appropriate.

5 BEST FUNDRAISING & ADVOCACY CAMPAIGN, LOCAL

For campaigns focused on raising money for a particular cause on a national or regional level. For example, in the aftermath of a natural, or other type of disaster (i.e. Grenfell Tower, the terrorist attacks of 2017). Judges will be looking for original creative ideas. Ideally the winning campaign will raise awareness, or positive sentiment, towards both the cause/issue and the brand. There will be a particular focus on campaigns that are shown to have helped raise money for the cause, and/or have other demonstrable benefits (for example, changing a law). The winning campaign will be expected to provide data to support its claims, where appropriate.

PUBLIC SECTOR

For campaigns by public sector bodies, or partially-autonomous organisations that report into public sector bodies. The campaigns may or may not have involved an agency or agencies. An agency or agencies may or may not be involved in the campaigns.

6 BEST PUBLIC AWARENESS CAMPAIGN

For campaigns that raise awareness of an issue that is beneficial to public health, safety and/or wellbeing and promote it in an effective way. Topics could include: drink driving, speeding, obesity/diet, drugs, mental health, domestic abuse, animal care, piracy. Judges will be looking for original, creative ideas. Ideally the campaign will raise awareness, or positive sentiment, towards the cause/issue. Judges will also look favourably on campaigns that are shown to have helped raise money for the cause, where appropriate, or have other demonstrable benefits. The winning campaign will be expected to provide data to support its claims, where appropriate.

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9 BEST FUNDRAISING & ADVOCACY CAMPAIGN, GLOBAL

For campaigns focused on raising money for a particular fundraising cause on a global level. For example: natural disasters, war & conflict, terrorism. Judges will be looking for original creative ideas. Ideally the winning campaign will raise awareness, or positive sentiment, towards both the cause/issue and the brand. There will be a particular focus on campaigns that are shown to have helped raise money for the cause, and/or have other demonstrable benefits. The winning campaign will be expected to provide data to support its claims, where appropriate.

10 BEST FUNDRAISING & ADVOCACY CAMPAIGN, LOCAL

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CHARITY OR NGO

For campaigns driven by charities or NGOs. They may or may not be in association with another party; for example, a public sector body. However, the charity or NGO will take the lead in the concept and execution. An agency or agencies may or may not be involved in the campaigns.

11 BEST PUBLIC AWARENESS CAMPAIGN

For campaigns that raise awareness of an issue that is beneficial to public health, safety and/or wellbeing and promote it in an effective way. Topics could include: drink driving, speeding, obesity/diet, drugs, mental health, domestic abuse, animal care, piracy. Judges will be looking for original, creative ideas. Ideally the campaign will raise awareness, or positive sentiment, towards the cause/issue. Judges will also look favourably on campaigns that are shown to have helped raise money for the cause, where appropriate, or have other demonstrable benefits. The winning campaign will be expected to provide data to support its claims, where appropriate.

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14 BEST FUNDRAISING & ADVOCACY CAMPAIGN, GLOBAL

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15 BEST FUNDRAISING & ADVOCACY CAMPAIGN, LOCAL

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MULTI-ORGANISATION

For campaigns that involve collaboration between a number of different organisations; for example, brands, public sector bodies, charities, corporations. For each category, judges will be looking for evidence of the organisations working effectively together for the cause. An agency or agencies may or may not be involved in the campaigns.

16 BEST PUBLIC AWARENESS CAMPAIGN

For campaigns that raise awareness of an issue that is beneficial to public health, safety and/or wellbeing and promote it in an effective way. Topics could include: drink driving, speeding, obesity/diet, drugs, mental health, domestic abuse, animal care, piracy. Judges will be looking for original, creative ideas. Ideally the campaign will raise awareness, or positive sentiment, towards the cause/issue and/or the organisations involved. Judges will also look favourably on campaigns that are shown to have helped raise money for the cause, where appropriate, or have other demonstrable benefits (eg: a change in the law). The winning campaign will be expected to provide data to support its claims, where appropriate.

17 BEST PROGRESSIVE CAUSE CAMPAIGN

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For campaigns focused on raising money for a particular fundraising cause on a global level. For example: natural disasters, war & conflict, terrorism. Judges will be looking for original creative ideas. Ideally the winning campaign will raise awareness, or positive sentiment, towards both the cause/issue and/or the organisations involved. There will be a particular focus on campaigns that are shown to have helped raise money for the cause, and/or have other demonstrable benefits (eg: a change in the law). The winning campaign will be expected to provide data to support its claims, where appropriate.

20 BEST FUNDRAISING & ADVOCACY CAMPAIGN, LOCAL

For campaigns focused on raising money for a particular fundraising cause on a national or regional level. For example, in the aftermath of a natural, or other type of disaster (i.e. Grenfell Tower, the terrorist attacks of 2017). Judges will be looking for original creative ideas. Ideally the winning campaign will raise awareness, or positive sentiment, towards both the cause/issue and the brand. There will be a particular focus on campaigns that are shown to have helped raise money for the cause, and/or have other demonstrable benefits. The winning campaign will be expected to provide data to support its claims, where appropriate.

21 CAMPAIGN OF THE YEAR

There is no entry process for the final campaign award. It will be chosen by the judges from all the winning entries.

ORGANISATION CATEGORIES (MULTIPLE CAMPAIGNS)

22 AGENCY OF THE YEAR

For an agency of any discipline that has demonstrated its ability to product effective campaigns for good causes across multiple clients. Judges will be looking 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. The winning entrant will be expected to provide data to support its claims, where appropriate.

23 BRAND OF THE YEAR

For a private sector brand or corporation that has demonstrated its commitment to a good cause or good causes through more than just a single campaign in the year. The winning brand will be able to show 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.

24 COMPANY OF THE YEAR

For a brand or multiple brand-owning company that has shown its commitment to good cause campaigns across multiple brands over the year. The winning company will be able to show that a positive purpose and cause is crucial to everything it does, and that its actions have had a demonstrable positive impact. The winning entrant will be expected to provide data to support its claims, where appropriate.

25 PUBLIC SECTOR ORGANISATION OF THE YEAR

For public sector body, or partially-autonomous organisations that report into public sector bodies, that have campaigned the most effectively for a good cause or good causes over the year. Judges will look for evidence of multiple, successful campaigns. The winning entrant will be expected to provide data to support its claims, where appropriate.

26 CHARITY OR NGO OF THE YEAR

For charity or NGOs that have campaigned the most effectively for a good cause or good causes over the year. Judges will look for evidence of multiple, successful campaigns. The winning entrant will be expected to provide data to support its claims, where appropriate.

KEY DATES

Early bird deadline for entries: **10 May 2018**

Standard deadline for entries: **24 May 2018**

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