



## ENTRY KIT

The power of the PR industry is a key factor in the growth of global business. PR is the one discipline that operates across stakeholder groups and communities, and helps companies tell their stories to new markets and audiences using every available channel.

The PRWeek Global Awards honour the transformative work that demonstrates the highest possible standards building brands and trust, enabling the growth of international enterprise. The winners will be those who demonstrate excellence across the most rigorous criteria.

## GENERAL ENTRY RULES AND INFORMATION

### WHO CAN ENTER?

The Awards are open to in-house marketing and PR departments, agencies, consultancies, and the individuals who work within them.

Companies or individuals may submit entries on behalf of themselves or others and may enter any number of categories.

Campaign categories are open to local work in addition to work that crosses national or regional borders.

Work submitted into the campaign categories should be the highest possible standard of excellence in communications. Further detail of the criteria can be found in the category descriptions.

**Please carefully check the detailed criteria when composing your entries before you submit them**

**Entry Deadline:** Thursday 17<sup>th</sup> January 2019

**Fee:** £375\*

**Late Deadline:** Thursday 31st Jan 2019

**Fee:** £510\*

*Price per entry. Prices excludes VAT.*

**Shortlist Announcement:** Early March 2019

**PRWeek Global Awards 2019:** Tuesday 21st May 2019

PRWeek is the leading global brand covering corporate and marketing communications, with editorial coverage in the US, UK and Asia. It is the voice of the industry and the leading source of news, insight, and opinion. Winning a PRWeek Global Award will signify success at the highest levels of the profession.

Finalists and winners will be announced on our global website and in each of our print editions, putting your accomplishment in front of our global readership. Winners receive a trophy and all finalists receive a certificate to be displayed in their offices.

# CATEGORIES

## CAMPAIGNS

### **OPEN TO THE GREATEST WORK ACROSS THE GLOBE**

Categories within this section are open to work that is local to one country or region in addition to work that has crossed international borders.

Entries submitted into any campaign category should be the very best work of your organisation, agency, company or brand. What sets these campaigns apart from other work is their level of ambition, measurable achievement, and in particular the level of creativity demonstrated. They may already have been award winners in regional competitions.

Judges will evaluate the strength of the campaign against these criteria:

- **Level of aspiration/ambition (15%)**
- **Audience insight/research (10%)**
- **Strategic excellence (15%)**
- **Creativity (30%)**
- **Effectiveness/results (30%)**

### **CAMPAIGN OF THE YEAR**

*(not open for entry)*

The best campaign from among all of the winners.

### **HEALTHCARE**

Honours pharmaceutical or healthcare initiatives.

### **EMPLOYEE COMMUNICATIONS**

Awarding a great internal communications campaign.

### **PUBLIC SECTOR**

Honouring cross-national work in the public sector, standalone or in partnership with corporations, government agencies, or NGOs.

### **CORPORATE SOCIAL RESPONSIBILITY**

Recognises a CSR programme that demonstrates the organisation's tangible commitment to delivering on ethical, environmental, or social justice commitments.

### **ISSUES AND CRISIS**

The winning entry will demonstrate effective management of a significant issue or crisis, internal or external.

### **CONSUMER LAUNCH**

Honouring the launch of a consumer product or service.

### **PRODUCT BRAND DEVELOPMENT**

Recognising outstanding success in development, reinvigoration or re-launch of an established consumer brand.

### **NON-PROFIT**

Most effective work on an international non-profit programme, designed to raise money, or to influence public or political opinion.

### **CORPORATE BRANDING**

Honours new company launches or corporate rebranding initiatives.

### **BEST INFLUENCER MARKETING CAMPAIGN**

This category will award the most effective, innovative and creative campaign that uses one or more social media influencers to achieve its aims. The idea must be PR-led, although we will not exclude entries that involve payment or other incentives to influencers; however, please detail these in your entry.

For this award, we define a social media influencer as an individual or group that has become influential of the back of their own social media platforms. It excludes anyone with pre-existing fame (e.g. actors, sportspeople, reality TV stars).

### **BEST CAMPAIGN IN ASIA-PACIFIC**

Open to transformative work carried out in one or more Asia-Pacific countries. The work submitted should demonstrate effectiveness, creativity, strategic excellence, and innovation, plus an inherent understanding of the particular qualities and specialist knowledge required to succeed in the specific regional market(s).

# CATEGORIES

## CAMPAIGNS

### **BEST CAMPAIGN IN MIDDLE EAST**

Open to transformative work carried out in one or more Middle East countries. The work submitted should demonstrate effectiveness, creativity, strategic excellence, and innovation, plus an inherent understanding of the particular qualities and specialist knowledge required to succeed in the specific regional market(s).

### **BEST CAMPAIGN IN LATAM**

Open to transformative work carried out in one or more LATAM countries. The work submitted should demonstrate effectiveness, creativity, strategic excellence, and innovation, plus an inherent understanding of the particular qualities and specialist knowledge required to succeed in the specific regional market(s).

### **NEW! BEST CAMPAIGN IN CONTINENTAL EUROPE**

Open to transformative work carried out in Europe. The work submitted should demonstrate effectiveness, creativity, strategic excellence, and innovation, plus an inherent understanding of the particular qualities and specialist knowledge required to succeed in the specific regional market(s).

# CATEGORIES

## GLOBAL PR CATEGORIES

Categories within this section are open to transformative work that has impacted globally by crossing the borders of two or more countries or continents.

### GLOBAL PR BREAKTHROUGH

Transformative work that crosses national borders, across all types of media and information channels.

This award is open to any type of campaign, across verticals that brought a company or organisation to a new level of engagement or understanding among key stakeholders.

### GLOBAL EVENT ACTIVATION

Celebrates campaigns that successfully align and maximise sponsorship of global events such as international sporting, political, NGO or technology events. Events may include, but are not limited to, FIFA World Cup, Olympic Games, Cannes, CES, SXSW, World Economic Forum/Davos, and more.

### GLOBAL CREATIVE IDEA

Celebrates a game-changing creative idea that takes a brand, company or organisation in a new, exciting direction and delivers results that exceed expectations. The creative idea may have significant regional variations, but will be based on a fundamental creative idea that is clear and demonstrable. **The winning work must be deployed in two or more regions to qualify.**

### GLOBAL INTEGRATION

PR strategy leads the way for the winning campaign that takes this award, which honours work that crosses marketing channels and disciplines.

**Submitted work must be deployed in two or more regions to qualify.**

### GLOBAL CONTENT

Recognises the best use of strategic and creative content that drives business and brand objectives across multiple markets. **The winning work must be deployed in two or more regions to qualify.**

### GLOBAL CITIZENSHIP

Honours a local or regional campaign that jumps across borders to create awareness, engagement, and results beyond the scope of the original target market. Winning campaigns must demonstrate multi-regional metrics that were not driven by paid-for media outside the core region.

# CATEGORIES

## PEOPLE AND AGENCIES

### GLOBAL AGENCY

*(three or more continents)*

The agency that wins this award will demonstrate great business results as well as talent development, community leadership, innovation and outstanding customer relationships across at least three different continents.

**Note:** *We highly encourage you to submit a video for this category*

### INTERNATIONAL AGENCY

*(two or more countries)*

Celebrating agencies that demonstrate great business results as well as talent development, community leadership, innovation and outstanding customer relationships across at least two different countries. **Revenue limit of \$100m per annum**

**Note:** *We highly encourage you to submit a video for this category*

### NEW! BEST AGENCY IN ASIA PACIFIC

Celebrates the agency that best demonstrates its effectiveness on behalf of clients in relation to real business results, revenue growth and new business achievements, understanding of the Asia-Pac market, talent development, leadership in the region, innovation, and eye-catching customer relationships

**Note:** *We highly encourage you to submit a video for this category*

### NEW! BEST AGENCY IN MIDDLE EAST

Celebrates the agency that best demonstrates its effectiveness on behalf of clients in relation to real business results, revenue growth and new business achievements, understanding of the Middle East market(s), talent development, leadership in the region, innovation, and eye-catching customer relationships

**Note:** *We highly encourage you to submit a video for this category*

### NEW! BEST AGENCY IN LATAM

Celebrates the agency that best demonstrates its effectiveness on behalf of clients in relation to real business results, revenue growth and new business achievements, understanding of Latin American markets, talent development, leadership in the region, innovation, and eye-catching customer relationships

**Note:** *We highly encourage you to submit a video for this category*

### NEW! BEST AGENCY IN CONTINENTAL EUROPE

Celebrates the agency that best demonstrates its effectiveness on behalf of clients in relation to real business results, revenue growth and new business achievements, understanding of European markets, talent development, leadership in the region, innovation, and eye-catching customer relationships

**Note:** *We highly encourage you to submit a video for this category*

### GLOBAL BRAND

*(three or more continents)*

Honouring a brand that crosses international borders, which has grown significantly using the power of PR to reach stakeholders and build trusted relationships with its customers and publics in at least three different continents.

**Note:** *We encourage agency professionals to suggest/nominate global brands for this award*

### GLOBAL MARKETER

Open to SVPs 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 communications into global brand and marketing strategy.

**Note:** *We encourage agency professionals to suggest/nominate leaders from the in-house side for this award.*

# CATEGORIES

## PEOPLE AND AGENCIES

### **GLOBAL PROFESSIONAL - IN-HOUSE** **GLOBAL PROFESSIONAL - AGENCY**

Celebrating the work of a PR professional whose innovation and leadership is advancing the public relations profession. Judges will be looking for professional qualities including, effective team leadership internally, including development of staff.

**Note:** *We encourage agency professionals to suggest/nominate professionals from the in-house side for this award.*

### **NEW!** **BEST PR PROFESSIONAL** **IN ASIA PACIFIC**

Celebrates the work of an in-house or agency PR professional in the Asia-Pac market who demonstrates excellence, innovation, and leadership in advancing the PR sector in the region.

### **NEW!** **BEST PR PROFESSIONAL IN** **MIDDLE EAST**

Celebrates the work of an in-house or agency PR professional in the Middle East market(s) who demonstrates excellence, innovation, and leadership in advancing the PR sector in the region.

### **NEW!** **BEST PR PROFESSIONAL IN LATAM**

Celebrates the work of an in-house or agency PR professional in the Latin American market who demonstrates excellence, innovation, and leadership in advancing the PR sector in the region.

### **NEW!** **BEST PROFESSIONAL IN** **CONTINENTAL EUROPE**

Celebrates the work of an in-house or agency PR professional in the Europe market who demonstrates excellence, innovation, and leadership in advancing the PR sector in the region.

# ENTRY INFORMATION

## ELIGIBILITY PERIOD & CONFIDENTIALITY

Entries must be for work conducted between **December 31 2017 – December 31, 2018\***.

*\*Please note a portion 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.*

The organisers reserve the right to retain entries for subsequent publication. Descriptions of submissions from winners and runners-up will be published in connection with the Awards. Entrants may mark certain sensitive parts of their entry 'Confidential' (such as exact budget figures), provided such restrictions are not used unreasonably.

## ONLINE ENTRY SUBMISSION

Entries and support material must be submitted online via **[www.prweekglobalawards.com](http://www.prweekglobalawards.com)**

## ENTRY FORM

Entries must be uploaded and submitted online. This includes all supporting materials. Please refer to each category for specific information required.

Your written entry is the basis on which you will be judged and shortlisted. Please ensure your entry does not exceed two pages (two sheets of A4, single sided) and is no smaller than size 10 point. 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 listed:

- Category entered
- Title of entry
- Agency (or In-house department)
- Client company/trade body name
- Budget\*
- Vendors involved (where applicable)

*\*Budget is an essential consideration of the judging process. Failure to include a strong and honest indication of this could affect the judge's scores.*

Within the entry system, your total files per entry have an allowable 50MB size. Within this allowance you can submit additional images, audio files (MP3) or up to three relevant web or social media links.

## SUPPORT MATERIAL

### IMAGES *(mandatory)*

Please note that failure to submit the two key images or to respect the indications below will result in your entry not being submitted to the judging panel for evaluation.

#### Your images will be:

1. Colour JPEG (must be of 300dpi) or PDF files
2. No scanned images – your two high-quality key images must illustrate your entry and can include related, relevant images of your client's product, area of business, or the field in which they operate.
3. No press cuttings
4. No logos
5. For the People & Agencies categories, pictures must be of people and teams. We recommend a professional photographer for best results
6. The resolution must be a minimum of 300 dpi.
7. Should you reach the shortlist stage, these images may be used for publication and will be used on-screen during the awards night presentation.

### VIDEO *(optional but highly encouraged)*

If you want your entry to shine you could produce a video to help present your case, especially in the agency categories. Submitting your standard creds video is not going to cut it – you must tailor the video to the category and task at hand to make the case for your firm with the jury of top PR professionals.

Videos must be hosted via a platform eg: YouTube. Each of these sites has password protection if you do not wish your video to be in the public domain. We recommend the video is no longer than 2 minutes.

# ENTRY INFORMATION

Please include a URL to the video within the body of your submission or upload in a separate document titled 'supporting video' along with any log-in details (if required).

If shortlisted, we may require the original source file to be provided separately. Any videos shown on the Awards night will be edited to 30 seconds and be shown without audio.

## DEADLINE FOR ENTRIES

**Entry Deadline:** Thursday 17<sup>th</sup> January 2019

**Late Deadline:** Thursday 31st Jan 2019

## HOW WILL ENTRIES BE JUDGED?

An elite panel of judges chosen by PRWeek's editors from across the Middle-East and Americas as well as the US, UK, and Asia will be responsible for reviewing and scoring each entry submitted.

These judges include senior PR professionals from agency, corporate, non-profit and government teams, as well as PR education professionals. Judges will be chosen because of their professional and wide-ranging level of expertise.

If you would like to be considered for part of the 2019 judging panel, please submit your nomination on our website [www.prweekglobalawards.com](http://www.prweekglobalawards.com)

