

## **2018 PRISM Awards**



**2018**

### **CALL FOR ENTRIES**

**Recognising Excellence in Public Relations  
and Communication Management**

**Deadline – 16 February 2018 17:00**

**All entries and proof of payment must be  
sent in a pdf format to [info@prisa.co.za](mailto:info@prisa.co.za)**

**Prepping for PRISM Workshops**

**Durban: 16<sup>th</sup> January 2018**

**Johannesburg: 17<sup>th</sup> January 2018**

**Cape Town: 18<sup>th</sup> January 2018**

The PRISM Awards, celebrating its 21<sup>st</sup> year, are presented to public relations and communication professionals who have successfully incorporated strategy, creativity and professionalism in their strategies and campaigns that showcase a successful public relations campaign over the 2017 period.

## ELIGIBILITY

Public relations consultancies, corporate practitioners, associations, private institutions, NGOs, government bodies and students are eligible to submit entries to the PRISM Awards.

Public relations consultancies may enter on behalf of clients and share the honours with them.

Participants may submit multiple entries in different categories. Please be aware of the point system and adjust your entry according to the category. You may submit campaigns entered in other awards and competitions.

Entrants do not have to be members of PRISA to participate – it is open to all.

## SCOPE

Campaigns may be local, regional, national or international in scope.

Please ensure that you enter your campaign in the correct category.

The same entry may be submitted in more than one category. ***However, each submission must be adapted for every different category entered, to indicate its suitability for that particular category. Judges may refuse to assess entries not relating to the applicable category, or identical to an entry in another category.***

## RECOGNITION

The PRISM Awards will be presented to the winners at a celebratory event in April. The date will be confirmed.

## JUDGING AND AWARDS

A panel of senior practitioners, communication specialists and the media will judge entries submitted into the PRISM Awards. In considering entries, the judges may grant one or more or no awards in each category. The Judges' decision is final.

## CRITERIA

Public relations campaigns entered in the PRISM Awards must exhibit a high standard of excellence in a variety of campaign aspects. Specifically, each entry will be judged on the basis of its competence in five areas. Please ensure that your entry is prepared according to these guidelines.

## GUIDELINES

### Statement of opportunity / problem (100 words)

Start your entry by explaining the context of your entry.

- Explain the nature of the company or institution for which the campaign was conducted and the geographical area to be covered by the campaign.
- Indicate the specific problem or opportunity addressed by the campaign.

### Research conducted (200 words)

Indicate research that was used to determine the extent of the problem or opportunity. It can be an organisation specific or public domain research campaign. This is a key area of the campaign and sufficient attention should be focused on this aspect in your entry.

### Planning the campaign (350 words)

In this section you should explain the planning that went into the campaign.

- Indicate and motivate the overall goal and **measurable output and outcome objectives** set for the campaign. Output objectives relate to the tactics you plan to use and outcomes, the knowledge, attitudes or emotions and behaviours you want to create or change. Remember to state your objective in SMART terms.
- Explain the target groups to be reached and their characteristics taken into account for this specific campaign.
- Indicate the key and supporting **messages** to be communicated to the **target audience/s** in order to achieve the objectives.
- Motivate the **communication channels** and platforms e.g. media

type, digital, (internal and/or external) used in this campaign.

- Explain the **tactics used** in the campaign to communicate the messages to the audience e.g. activities to be undertaken.
- It is important to indicate to the judges what was unique about the approach and/or the tactics used. The WOW factor! PRISMs are not awarded to good projects, they are awarded to extraordinary projects!
- Explain your role in the project, how you convinced management and secured support for the campaign. Indicate what was outsourced.
- Provide a high level budget to enable the judges to determine if the ROI of the campaign was realistic and the resources were well managed.

### Execution (300 words)

- In this section you must explain how the project plan was put to action. Describe the **implementation plan**.
- Indicate and motivate **adjustments** that were made to the plan during its implementation.
- Describe any **difficulties / challenges** that were encountered and how they were addressed.

### Evaluation / Measurement (150 words)

This section covers the **extent to which you can indicate to the judges that you achieved the goals and objectives you set for the project upfront**. The judges will look for valid and reliable results which demonstrate that the campaign achieved the goal and objectives, as described in the planning section.

Please note that Advertising Value Equivalent (AVE) evaluation is not considered a measurement of success.

Should you submit AVE values as part of the evaluation, please note that only a 1:1 value will be considered and that you should also submit other measurements of success.

The measurement section of your submission will be evaluated along the lines of the **Barcelona Declaration Principles**:

- Objectives should be as quantitative as possible.
- Media measurement must be qualitative and quantitative.
- Add value equivalence is not a valid measurement of public relations.
- Social media can and should be measured.
- Measuring outcomes is preferable to measuring media results.
- Business and organisational results should be measured where possible, including metrics such as sales and revenue. Transparency and replicability are paramount.

## RULES

In addition to the basic criteria by which the campaigns are judged, a number of rules are to be followed in submitting an entry for evaluation:

### 1. Entry Document

- The entry should not be more than twelve hundred (1 200) words. Failure to adhere to this rule will result in the entry being penalised or possibly disqualified.
- The 1 200 word limit includes the 100 word **opening statement**. This statement will be reproduced on the PRISA-PRISM website and used for social media without editing. It should provide a concise overview of the campaign and its success. (**DO NOT use the words, 'It deserves to win because...'**)
- Great care must be taken in the preparation of the entry. Grammar and spelling, typography and layout will be taken into consideration when judging your entry.
- The minimum size of type that may be used is 12-point. It must be entirely in English.
- Provide photographs of collateral, videos of the event and whatever is needed to convince the judges of the excellence of your campaign and its impact. Imbed these in the **pdf you will submit**.
- You are limited to 5 supporting elements. Videos should not be more than 4 minutes.

Under separate headlines, the entry should then address each of the five elements explained under **Guidelines**: i.e.:

- Statement of Problem/Opportunity
- Research
- Planning
- Execution
- Evaluation

### 2 Submitting your entry

- The closing date for entries is 2 February 2018 at 17:00. No late entries will be accepted. Take into account that servers can crash – technical problems

will not be accepted as an excuse for late entry.

- If a consultancy is submitting an entry on behalf of a client, **a signed letter of permission to enter the project, on the letterhead of the client** must be submitted.
- The permission must be emailed to [info@prisa.co.za](mailto:info@prisa.co.za) in **pdf format**. If you have more than one entry, please include a list of your entries.
- Entries must also be submitted in a **pdf format** to [info@prisa.co.za](mailto:info@prisa.co.za).
- A PowerPoint slide, for **each** entry must be submitted with each entry. The slide should contain:
  - Name of the campaign
  - Name of entrant and consultancy
  - The category into which the campaign has been entered
  - Name of the client
  - Company logos and a photograph reflecting the campaign

**This slide will be used for the audio-visual display at the PRISM Awards event. The wording will be used on certificates and trophies.**

### 3. Entry Fees

Please note: The entry fee has been reduced and is **exclusive of attending the function**. There is a discount on multiple entries.

#### Campaigns

- **Prices exclude attending the PRISM Awards event but include VAT**
- **Per project entered**
  - Members of the PRCC: R1 254
  - Members of PRISA: R1 539
  - Non-members: R2 280
  - Enrolled students: Free
- **Multiple entries**
  - 1 – 5 – Full price
  - 6 – 10 – Less 5%
  - 11 + – Less 10%

#### Public Relations Professional/Individual submissions

- Members of PRCC / PRISA: R 627
- Non-members: R1 140

#### Banking details:

PRISM Awards  
Standard Bank  
Rosebank: 004305  
Account no: 200623931  
Ref: Name and company

You will receive an invoice once your entry has been received and processed.

Multiple entries from the same organisation may be paid in a single transaction.

Please send a summarised list of your entries to [info@prisa.co.za](mailto:info@prisa.co.za) once you have submitted your entries.

#### 5. Awards and the event

**There will be a cost to attend the awards event.**

- The winners of all the categories will only be revealed at the Awards event.
- PRISM trophies will be presented to Gold, Silver and Bronze award winners at the Awards event.
- Professional / individuals – there will only be one award per category.

#### PRogressions:

Earn CPD points for entering:  
15 points for author, 5 points for co-author

#### For further information:

Louise Struwig  
Tel: 011 326 1262  
Fax: 011 326 1259  
E-mail: [info@prisa.co.za](mailto:info@prisa.co.za)

#### 6. Your final checklist

##### Your entry must meet the following requirements

- **Not exceeding** 1 200 words - including the 100 word summary that will be posted on the PRISA website
- **Submit your entry** in pdf format
- **Supported by a** client letter of permission to enter
- **Includes the** PowerPoint slide
- Only paid entries will be judged.
- Proof of payment must be sent to [info@prisa.co.za](mailto:info@prisa.co.za)
- A pdf of up to 5 supporting elements, not exceeding 15 GB and videos not longer than 4 minutes should be attached
- Provide a list of entries to [info@prisa.co.za](mailto:info@prisa.co.za) if you submit more than one entry.

##### Checklist for Public Relations Professionals / Individual categories

- Entry in pdf format
- Photograph of individual
- Supporting endorsement letters
  - ◆Media
  - ◆Client
  - ◆Superior
- PowerPoint slide
- Proof of payment.

**Note:** There will only be one award presented in each of the individual categories.

All entries must reach PRISA by 2 February 2018 by 17:00. An entry will not be judged without proof of payment. Please email to [info@prisa.co.za](mailto:info@prisa.co.za)

## **CATEGORIES**

The 2018 PRISM categories have again been divided into sectors and practices. The measurement / judging criteria for each sector or practice may differ as key skills differ, please build your entry to reflect the entry criteria.

As the pre-eminent Awards in the public relations industry in South Africa, the PRISM Awards committee has included individual awards, consultancy awards, and the Pan-African and the coveted 'Campaign of the Year' awards.

**Entries may not exceed 1 200 words – please indicate the number of words excluding captions, at the end of your entry.**

## **SECTORS (18 categories in this section)**

*Measurement criteria and weighting*

<i>Statement of the Problem</i>	10
<i>Research</i>	15
<i>Planning</i>	25
<i>Execution</i>	25
<i>Evaluation</i>	25

### **Business-to-business**

For an excellent business-to-business public relations campaign.

### **Consumer PR for an existing product, service or category**

For imaginative public relations activities around a consumer product.

### **Launch of a new service, product or category**

For well-planned public relations activities around the launch of a service, product or category.

### **Financial services**

Use of public relations for a financial product or service.

### **Investor relations**

Use of public relations and communication in the investor relations space.

### **Healthcare**

For an outstanding public relations campaign in the pharmaceuticals or healthcare industry.

### **Technology**

For the effective use of public relations in the technology sector, including business-to-business and consumer campaigns.

### **Travel and tourism**

For the successful use of public relations in the transport, travel, hotel or tourism industries.

### **Sports Marketing**

For the successful use of public relations in the sports or sports-related industries.

### **Resources**

For the successful use of public relations in the resources industries.

**Environmental**

A public relations campaign on an environmental issue with substantial results on society.

**Public Affairs**

A well-planned and orchestrated public affairs (lobbying) campaign that clearly influenced or changed public policy.

**Public sector**

For an effective public sector (local authorities, councils, government departments or government authorities) campaign that used public relations tactics to raise knowledge or awareness of an issue or change behaviour.

**Community Relations**

For community relations campaigns where the campaign is conducted by or on behalf of a corporate or government institution.

**NGO campaign**

For an effective public relations campaign by a charity or non-governmental organisation targeting a specific issue. **Reduced entry fee for registered charities entering in-house – the Non-Profit Organisation Number must appear on the entry form - not entered by the consultancy - for details please contact [info@prisa.co.za](mailto:info@prisa.co.za).**

**Corporate responsibility**

For excellence and leadership in CSR.

**Sponsorship**

For an innovative public relations campaign that promoted or created awareness of sponsorship of an event or activity.

**Public Relations on a shoestring**

For an imaginative public relations campaign done on a small budget (not exceeding R100 000.)



## **PRACTICES (9 categories in this section)**

*Measurement criteria and weighting (except where stated – practice marked with an \*)*

<i>Statement of the Problem/ Opportunity</i>	<i>10</i>
<i>Research</i>	<i>15</i>
<i>Planning</i>	<i>25</i>
<i>Execution</i>	<i>25</i>
<i>Evaluation</i>	<i>25</i>

Please note sectors marked with \* have different measurement criteria.

### **Best use of an event to build / change reputation (Event management)**

For the planning and delivery of a successful event with a public relations dimension.

#### **\*Communication Research**

For research conducted for the development of business / communication strategies.

*Statement of the Problem / Opportunity (20), Research planning (20), Research Methodology (20), Research Execution (10), Campaign Execution (10), Evaluation (20)*

#### **Corporate communication**

For excellence in enhancing a company's overall reputation through corporate communication.

The campaign must take place over a period of time (at least 6 months) and not rely solely on a launch date.

#### **\*Crisis management**

Example of excellent communication management during a crisis.

*Statement of the Problem / Opportunity (20), Methodology including planning (20), Execution (40), Evaluation (20)*

#### **Internal or Employee communication**

For a creative internal communication campaign that engaged and informed personnel.

#### **\*Publications**

For public relations publications such as newsletters or magazines that showed excellence and imagination in communicating with stakeholders. This can be in a print or electronic format.

*Statement of the Problem/ Opportunity (30), Research (10), Execution (30), Evaluation (30)*

#### **Media relations**

For effective traditional media relations in a public relations campaign.

#### **Social Media as the primary method of Communication (best use of social to lead a campaign)**

For excellence in the use of social media as a public relations tool.

#### **Social Media as the primary method of Communication (best use of social to lead a campaign **with no social media spend**)**

For excellence in the use of social media as a public relations tool.

# INDIVIDUAL AWARDS

## **Best Up-and-coming Public Relations Professional (Only one award)**

After internship, you should not have been practicing public relations for more than two years. You may be in the employ of a consultancy, a corporate, an NGO, within government or any other organisation. You may not enter this award more than once.

Name of entrant

Company name

Position

Contact details

(Please include a photograph)

Motivation: 250-500 words to motivate your achievements. Include in your motivation – measurable achievements and the impact of your achievement.

Please provide supporting documentation where applicable

Reference from a superior / head / manager / client / journalist (Any one or more)

### **Judging criteria**

Motivation: Based on requirement: 80 points

Supporting documentation: 10 points

Quality of reference: 10 points

## **Best Public Relations Professional (Only one award)**

Name of entrant

Please include a photograph of the nominee

Name of company

Name of campaign

Name of client (if applicable)

Name of the lead practitioner on the project

How many people worked on the project?

Motivation: 250 - 500 words to support your entry. Include in your entry: details of strategy development, implementation, outcomes, and evaluation. Please provide supporting material. This must be your own work.

Please provide signature on the submission of client / company head.

### **Judging criteria**

Motivation: As per requirements 80 points

Supporting material 20 points

## **2018 Lifetime Achievement Award (Only one award)**

**1200 word submission**

**Years of Distinguished Service.** The award is for lifetime achievement rather than for a single contribution, no matter how monumental. Nominees should have a minimum of 25 years of distinguished service to the public relations and communication management profession and need not be a member of PRISA.

**Categories of Distinction.** The Lifetime Achievement Award is presented for achievement in leadership, volunteerism, practice/consulting, mentoring, teaching, research and service. Distinction in these categories will be judged as follows:

- a. **Impact** on the profession;
- b. **Leadership and volunteerism** (service beyond the requirements of the job at national/international level) including service to PRISA or other professional bodies in their field, such as: offices held, committee memberships.
- c. **Innovation** including special projects, research, publications;
- d. **Long term vision** for the future of the profession/industry

## Entry and Supporting Materials

**Entry** should include the name, address, and daytime telephone number of the nominee as well as the name, address, daytime telephone number of the nominator;

**Resume.** The nominee's resume should detail education; work experience; service at national and international level; publications; talks at conferences; and service to PRISA or other professional organisations.

**Letters of Recommendation.** Three letters of recommendation may be included. One for each of the categories a. – d. above should be addressed in at least one of the letters. The nominator may write one of the letters of recommendation. Letters of recommendation should focus on the quality rather than the quantity of the performance of the nominee, emphasising the distinction of the nominee's performance.

## Nomination Procedures

- Complete the entry form
- Upload supporting documents
- Submit
- You will receive an invoice for payment
- Once payment is made and accepted, your entry will be processed for judging.

## Judging Criteria

**Achievements:** Detail the achievements of the nominee and demonstrate how these have advanced the profession of public relations and communication management and its positive visibility.

**Contributions to the profession:** Document the nominee's contribution to the development of "best practices" in public relations and communication management.

**Application:** Show how the nominee has used public relations concepts and techniques to successfully solve problems or make the most of opportunities.

**Awards:** List awards and other forms of recognition the nominee has received for public relations and communication management accomplishments.

**Service to PRISA or other professional associations in this field:** Cite offices, committee assignments, and other examples of the nominee's service to professional associations.

**Service to professional/other organisations:** Explain how the nominee's involvement in professional and business organisations has advanced the profession of public relations and its visibility.

**Service to the community:** Explain any involvement with community activities and/or charities.

### **Judging Procedures:**

All entries are reviewed and scored by the PRISM judging committee according to the judging criteria a. – d. above and then approved by the panel of chief judges.

**NOTE: The nomination deadline is February 2, 2018**

### **Judging Procedures:**

Before judges receive the submissions, the PRISM Awards administrator removes all names and replaces them with numbers to ensure anonymity and thus avoid bias and to ensure fair judging.

All entries are reviewed and scored by the PRISM judging committee according to the judging criteria above and then approved by the panel of chief judges.

### **Consultancy Awards (Only one award per category)**

#### **Best Small Public Relations consultancy (fewer than 15 people) 1200 words in total**

The PRISM judging committee will evaluate the consultancy of the year awards against the following criteria;

1. Revenue, revenue growth, people numbers, top 5 clients and the length of the relationship with these clients, staff turnover and your BEE credentials. Innovation would be a valuable advantage.

The above should be told in story form and not exceed **600 words** (50 points of the score).

In addition tell us about your significant work done in the calendar year 2017, work that embodies where we the public relations industry is heading;

2. Research driven planning, creative execution and measurement, beyond AVEs.

This should be told in story form and should not exceed **600 words** (50 points of the score).

#### **Best Mid-sized Public Relations consultancy (15 – 39 people)**

The PRISM judging committee will evaluate the consultancy of the year awards against the following criteria;

1. Revenue, revenue growth, people numbers, top 8 clients and the length of the relationship with these clients, staff turnover and your BEE credentials. Include your innovative difference.

The above should be told in story form and not exceed **600 words** (50 points of the score).

In addition tell us about your significant work done in the calendar year 2017, work that embodies where we the public relations industry is heading;

2. Research driven planning, creative execution and measurement beyond AVEs. This should be told in story form and should not exceed **600 words** (50 points of the score).

#### **Best Large Public Relations consultancy (More than 40 people) 1200 words in total**

The PRISM judging committee will evaluate the consultancy of the year awards against the following criteria;

1. Revenue, revenue growth, people numbers, top 10 clients and the length of the relationship with these clients, staff turnover, the credentials of the senior team and your BEE credentials. Talk to innovation too.

The above should be told in story form and not exceed **600 words** (50 points of the score).

In addition tell us about your significant work done in the calendar year 2017, work that embodies where we the public relations industry is heading;

2. Research driven planning, creative execution and measurement beyond AVEs.

Again, this should be told in story form and should not exceed **600 words** (50 points of the score).

**African Network of the Year- 1600 words in total**

The PRISM judging committee will evaluate the Best African Network against the following criteria;

1. Evidence that the consultancies work together on common clients, evidence of training, evidence of a clear Africa vision and plan, stature and presence of each in market partner (staff numbers, top 5 clients, length of partnership, the credentials of the senior team).

The above should be told in story form and not **exceed 800 words** (50 points of the score).

2. In addition, tell us about your significant work done in the calendar year 2017, where you worked together to achieve extraordinary results for clients.

This should be told in story form and should not exceed **800 words** (50 points of the score).

## **CAMPAIGNS OF THE YEAR**

### **Pan African Campaign of the Year (1 award)**

The Pan-African Campaign of the Year is for a public relations campaign spanning five or more countries in Africa, in any industry.

The Campaign must clearly show local insight, tactic adaption for local conditions and results specific to the original objectives. The working structure between the client, consultancy and in-market partner must be documented.

The measurement of this category is as follows;

Statement of the Problem/ Opportunity	(10)
Research	(15)
Planning	(25)
Execution	(25)
Evaluation	(25)
<i>The intangible Magic / the X factor</i>	<i>10 additional points</i>

### **South African Campaign of the Year (1 award)**

The measurement of this category is as follows;

Statement of the Problem/ Opportunity	(10)
Research	(15)
Planning	(25)
Execution	(25)
Evaluation	(25)
<i>The intangible Magic / the X factor</i>	<i>10 additional points</i>

Your submission should clearly show the link between the categories, clearly display an integrated approach and should conclude with business-based measures.

The PRISM judges will select the top five entries and invite these consultancies with their client, to present their campaign to a panel of judges on 27<sup>th</sup> March 2018 at Alexander Forbes in Sandton.

One campaign will win the coveted overall PRISM 2018 **Campaign of the Year**.

**Good Luck!**

**We look forward to your submissions.**