

CATEGORIES & FEES

PUBLIC RELATIONS - GENERAL INFO

Public Relations recognizes campaigns, programs and tactics that actively engage consumers/ audiences and demonstrate the highest levels of strategic planning, creativity and business results. It focuses on building and preserving the trust and understanding between brands or organizations and their public/audiences.

ALL ENTRIES

All entries must include project information and media for judging. Please see individual Category information for specifics.

INFORMATION:

Each entry requires the following project information:

- ✦ **Entry Title:** Give your entry a descriptive and helpful title.
- ✦ **Client:** Who commissioned this project?
***Note:** Self-Promotion entries must have the same Client and Company.
- ✦ **Campaign Titles:** For Campaign or Series entries, each element requires a unique title.
i.e. "Blue Poster," "Red Poster," and "Yellow Poster"
- ✦ **Descriptions:** Long Descriptions (150 words or less) will be viewed by the jury. Short Descriptions (105 characters or less) may be used by The One Show to promote entries in social media.
- ✦ **Translation:** All non-English entries should provide an English translation. This will be viewed by the jury.
- ✦ **Contact Details:** Who should we contact for this entry? It is best to provide the information for someone who will be familiar with this project through at least May, 2017.

ELEMENTS:

This refers to how many pieces were part of your campaign. *i.e. 4 posters count as 4 elements, 3 commercials count as 3 elements.* ***Note:** Case Study Videos do not count as 1 element — the video should contain an overview of the various elements of your campaign.

SUBMISSION MEDIA:

Includes material and content that the jury will be judging. Public Relations categories require digital file uploads of the following:

- ✦ **Digital Images:** A composite of multiple images and information that provides a summary of the project. These composites should focus on the *idea* of the campaign and its strategy and results. It may also include cultural background, explanation and any other context needed to explain the work. ***Note:** These will also be used as Reference Images for your entry.
- ✦ **PDF:** A document using text and images that provides a summary of the project. It should focus on the *idea* of the campaign and its strategy and results. It may also include cultural background, explanation and any other context needed to explain the work. ***Note:** PDF files must be a maximum of 3 pages and must not contain active links to websites.
- ✦ **Case Study Video:** A video that provides an explanation of the project. It should focus on the *idea* of the campaign and its strategy and results. It may also include cultural background, explanation and any other context needed to explain the work. ***Note:** The One Show reserves the right to stop viewing the video after 2 minutes.

REFERENCE IMAGES:

All entries require high res digital images. These images will be used for reference but will not be judged.

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KEY	CATEGORY – SUBCATEGORY	ELEMENTS	SUBMISSION MEDIA		REF. IMGS.	NOTES	FEE (USD)
			TYPE	FILES			
L01	Media Relations		PDF OR Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
	<i>A public relations campaign created to raise awareness and influence public perception of a brand, product, or service via traditional media outlets such as print, broadcast, and online.</i>	1					
L02	Events & Experiential		PDF OR Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
	<i>A public relations campaign created to raise awareness and influence public perception of a brand, product, or service via a "stunt," conference, or other event.</i>	1					
L03	Community Building		PDF OR Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
	<i>A public relations campaign engaging target audiences via social networks and community forums in order to improve brand sentiment and increase consumer interaction with the brand, product, or service.</i>	1					
L04	Investor Relations		PDF OR Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
	<i>A public relations campaign created to maintain and improve brand sentiment or engagement with invested constituents such as shareholders, user base, etc.</i>	1					
L05	Internal Communications		PDF OR Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
	<i>A public relations campaign created to maintain and improve brand sentiment or engagement with invested constituents such as shareholders, user base, etc.</i>	1					
L06	Brand Voice		PDF OR Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
	<i>The combination of verbal, visual, emotional, and other tools to tell a brand's narrative and to maintain and increase engagement.</i>	1					
L07	Reputation Management		PDF OR Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
	<i>A public relations campaign designed to enhance, promote or improve the long-term reputation of a brand or organization.</i>	1					
L08	Crisis Communications		PDF OR Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
	<i>A public relations campaign designed to respond to an event or issue that requires immediate and careful attention in order to preserve the reputation of a brand or organization.</i>	1					
L09	Proactive Communications		PDF OR Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
	<i>The use of real-time information to create brand-centric messaging or to react to current events.</i>	1					

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L10	Integrated Campaign <i>An integrated public relations campaign across at least 3 channels. Channels can include, but are not limited to media relations, events, community building, user generated content, etc.</i>	3-10	PDF OR Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550
L11	Innovation in Public Relations <i>The creative use of public relations that expands the possibilities of the field, introducing new techniques or ideas.</i>	1	PDF OR Digital Images OR Case Study Video 2 minutes or less	1	1-10		\$550