

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 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 name. The jury will see this, it will be used to reference your entry, and it will show in the online Archives for winning work.
- » **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"
- » **Description:** Descriptions (150 words or less) will be viewed by the jury.
- » **Translation:** All non-English entries should provide an English translation. This will be viewed by the jury.

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 one of the following:

- » **DIGITAL IMAGES:** Content images of the work as it was originally placed, installation images showing the placement, digital project boards, or a combination of these are acceptable. **NOTE:** These will also be used as Reference Images for your entry.
- » **CASE STUDY VIDEO:** A video that provides an explanation of the project. It should focus on the idea of the project and its creative execution. These videos may also include cultural background, explanation and results. **NOTE:** The One Show reserves the right to stop viewing the video after 2 minutes.
- » **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.

REFERENCE IMAGES

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

ENTRY FEES

Entries in the Public Relations discipline have the following entry fees:

- » **Single:** \$550
- » **Campaign:** \$550
- » **Single or Campaign:** \$550
- » **Integrated Campaign:** \$800

NOTE: A late fee of \$75 per entry will be applied to all entries created after January 31, 2019

NOTES FOR SUBMISSION MEDIA

- » Case Study videos should be no longer than 2 minutes.

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
MEDIA RELATIONS			
S01 Media Relations <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>	Single (1)	1–10 Digital Images OR 1 Case Study Video less than 2 minutes OR 1 PDF 3 pages or less	1–10 N/A if submitting Digital Images for judging
EVENTS & EXPERIENTIAL			
S02 Events & Experiential <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>	Single (1)	1–10 Digital Images OR 1 Case Study Video less than 2 minutes OR 1 PDF 3 pages or less	1–10 N/A if submitting Digital Images for judging
COMMUNITY BUILDING			
S03 Community Building <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>	Single (1)	1–10 Digital Images OR 1 Case Study Video less than 2 minutes OR 1 PDF 3 pages or less	1–10 N/A if submitting Digital Images for judging

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
INTERNAL COMMUNICATIONS			
S04 Internal Communications <i>A public relations campaign created to maintain and improve brand sentiment or engagement with invested constituents such as shareholders, employees, members, etc.</i>	Single (1)	1–10 Digital Images OR 1 Case Study Video less than 2 minutes OR 1 PDF 3 pages or less	1–10 N/A if submitting Digital Images for judging
BRAND VOICE			
S05 Brand Voice <i>The combination of verbal, visual, emotional, and other tools to tell a brand's narrative and to maintain and increase engagement.</i>	Single (1)	1–10 Digital Images OR 1 Case Study Video less than 2 minutes OR 1 PDF 3 pages or less	1–10 N/A if submitting Digital Images for judging
REPUTATION MANAGEMENT			
S06 Reputation Management <i>A public relations campaign designed to enhance, promote or improve the long-term reputation of a brand or organization.</i>	Single (1)	1–10 Digital Images OR 1 Case Study Video less than 2 minutes OR 1 PDF 3 pages or less	1–10 N/A if submitting Digital Images for judging
S07 Crisis Communication <i>A public relations campaign designed to preserve the reputation of a brand or organization, in response to an event or issue that requires immediate and careful attention.</i>	Single (1)	1–10 Digital Images OR 1 Case Study Video less than 2 minutes OR 1 PDF 3 pages or less	1–10 N/A if submitting Digital Images for judging
CURRENT EVENT RESPONSE			
S08 Current Event Response <i>The use of real-time information to create brand-centric messaging or to react to current events.</i>	Single (1)	1–10 Digital Images OR 1 Case Study Video less than 2 minutes OR 1 PDF 3 pages or less	1–10 N/A if submitting Digital Images for judging

CATEGORY	ELEMENTS	JUDGING MEDIA	REFERENCE IMAGES
INTEGRATED PR CAMPAIGN			
<p>S09 Integrated Branding</p> <p><i>An integrated public relations campaign across at least 3 channels. Channels can include, but are not limited to media relations, events, community building, etc.</i></p>	<p>Campaign (3–10) across at least 3 different channels</p>	<p>3–10 Digital Images OR 1 Case Study Video less than 2 minutes OR 1 PDF 3 pages or less</p>	<p>3–10 N/A if submitting Digital Images for judging</p>
<p>NOTE: Case study videos should include at least 3 different media channels in the campaign.</p>			
INNOVATION			
<p>S10 Innovation in Public Relations</p> <p><i>A public relations campaign that explores new ideas, devices, or methods in its execution and pushes the boundaries of the discipline.</i></p>	<p>Single (1) OR Campaign (3–10)</p>	<p>1–10 Digital Images OR 1 Case Study Video less than 2 minutes OR 1 PDF 3 pages or less</p>	<p>1–10</p>