

2021 PRISM AWARDS



2021

CALL FOR ENTRIES

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

Entry deadline – 5 March 2021 17:00

**Entry must be done online and then a list of entries sent
together with proof of payment to louise@prisa.co.za**

The PRISM Awards, celebrating its 24th 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 2020 period.

GUIDELINES

WHO CAN ENTER?

PRISA/PRCC members; 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.

IDENTIFYING A CATEGORY

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

Please ensure that you enter your campaign in the **correct** category. Although the same entry may be submitted in more than one category, **each submission must be adapted for the specific different category entered. Clearly 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.**

JUDGING AND AWARDS

A panel of senior practitioners, category experts, 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.

YOUR ENTRY

- 100 word opening statement
- 1200 words per guidelines below (excluding the opening statement above)
- Entries will be penalised or could be disqualified should they exceed the specified word count
- Note the points allocated to each section of the entry. These points are on the list of categories.

Opening Statement (100 Words)

- Overall description or summary of the campaign

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 (250 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.
- 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.

Execution (350 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.

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 excluding the opening statement.. Failure to adhere to this rule will result in the entry being penalised or possibly disqualified.
- The 1 200-word limit excludes the 100 word **opening statement**. This opening statement will be reproduced on the 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 be less 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 5 March 2021 at 17:00. No late entries will be accepted.

- Permission to enter - a **signed letter of permission to enter the project, on the company letterhead**, must be submitted.
- Entries must be submitted online and a list of entries sent together with proof of payment to louise@prisa.co.za. This ensures that all entries are captured. The list of entries should contain the following information: Category, name of campaign, author name, email and mobile number, client company name. Should your agency win a trophy, information will be used as submitted for trophy plaque, certificate and listing on the website.

3. Entry Fees

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

Campaigns

- Prices **exclude** tickets to the PRISM Awards event
- Per project entered
 - Members of the PRCC: R1 320
 - Members of PRISA: R1 620
 - Non-members: R2 300
 - Enrolled students: Free
 - New emerging SMME's (1 -3 staff and black owned, less than 3 years trading) R800.00

(Including VAT)

- **Multiple entries**
 - 1-5 Full price
 - 6-10 Less 5%
 - 11+ Less 10%

Public Relations Professional/ Individual submissions

Members of PRCC / PRISA: R 660
Non-members: R1 200

(Including VAT)

Banking details:

PRISA
Nedbank
Branch: 198765
Account No. 1965 206 298

Ref: PRISM and company name

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 note that the entries will only be judged if full payment has been received by end of February at the latest.

4. Awards 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.
- Professional / individuals – there will only be one award per category.

For further information:

Louise Struwig
Tel number - 011 326 1262:
louise@prisa.co.za

5. Your final checklist

Your entry must meet the following requirements

- **Not exceeding** 1 200 words - plus the 100-word opening statement .
- **Submit your entry** online in pdf format
- **Supported** by the permission granting letter
- **Proof of Payment for entries**
- Proof of payment must be sent to louise@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
- **For Public Relations Professionals / Individual categories**
 - Entry in pdf format
 - Photograph of individual
 - Supporting endorsement letters e.g
 - ◆Media
 - ◆Client
 - ◆Superior
- Proof of payment.

All entries must be submitted online by the entrant and a list sent with proof of payment to PRISA by 5 February 2021 by 17:00. An entry will not be judged without proof of payment. Please email to louise@prisa.co.za

CATEGORIES (35 categories to choose from)

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 coveted 'South African Campaign of the Year' awards.

Entries may not exceed 1 200 words (excluding the opening statement of 100 words) – please indicate the number of words excluding captions, at the end of your entry.

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

The measurement / judging criteria for each category may differ as key skills differ, please build your entry to reflect the entry criteria.

Please note categories marked with * have different measurement criteria.

Arts and entertainment

For a PR campaign in arts or entertainment.

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.

Business-to-business

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

***Communication Research (specific scoring criteria)**

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)

COVID – 19 fee free

This award has been introduced to recognise outstanding work that was created during this challenging period and looks at campaigns that were created to solve a specific COVID-19 problem for clients. Kindly note, agencies are allowed only one entry for this category.

Community Relations

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

Consumer PR for an existing product or service

For imaginative public relations activities around a consumer product.

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.

Corporate responsibility

For excellence and leadership in CSR.

Crisis Communication Online

For excellence in the use of digital media during a crisis.

***Crisis management (specific scoring criteria)**

Example of excellent communication management during a crisis.

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

Digital media relations

For a public relations campaign showing creativity in its use of digital media.

Environmental

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

Financial services

Use of public relations for a financial product or service.

Food and beverage

For a PR campaign to promote a new or existing food or beverage.

Gaming and virtual reality

For a PR campaign that launched a development in the gaming or VR industry.

Healthcare

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

Influencer management

For a PR campaign that made use of identified influencers beyond traditional media.

Integration of traditional and new media

For the creative integration of traditional and social media in a PR campaign.

Internal or employee communication

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

International campaign

For a co-ordinated public relations campaign in more than one country.

Investor relations

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

Launch of a new service or product

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

Media relations

For effective traditional media relations in a public relations campaign.

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 louise@prisa.co.za

PR on a shoestring

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

Public Affairs

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

***Publications (Specific scoring criteria)**

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)

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.

Reputation and brand management

For the creative positioning a company image or brand.

Resources

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

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.

Sponsorship

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

Sport

For the successful use of public relations to promote a sport for itself or to a community.

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.

Note:

*Denotes specific scoring critical for the particular category

INDIVIDUAL AWARDS

BEST UP-AND-COMING PUBLIC RELATIONS PROFESSIONAL

Total length of Word document 4 pages, supporting material 4 pages

After internship, you should have been practising public relations for a maximum of 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 personal contribution and 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

Judging criteria includes career progress, initiative taken, future career plans including continuous professional development etc, measurable career achievements and life philosophy.

Supporting documentation: 10 points

Quality of reference: 10 points

BEST PUBLIC RELATIONS PROFESSIONAL

Total length of Word document 5 pages, supporting material 5 pages

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 emphasise the role that you played. Please provide supporting material.

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

Judging criteria

Motivation: As per requirement 80 points

Judging criteria includes career progress, strategic focus of projects, measurable impact of projects, future career plans, recognition received for work done and contribution to the profession and life philosophy.

Supporting material 20 points

2021 LIFETIME ACHIEVEMENT AWARD

1200-word submission

This will not automatically be presented. It will be based on the nominations received.

Criteria for nominations

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.

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 should 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

Consultancy Awards

BEST UP-AND-COMING AGENCY (1 -3 people) 1200 words in total (two sections of 600 each)

The PRISM judging committee will evaluate the up-and-coming consultancy of the year awards against the following criteria;

1. Vision, mission, values and business strategy. Revenue, revenue growth, people growth plan, client growth plan and your BEE credentials. Future plans for the sustainability of the business. Innovation would be a valuable advantage.

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

2. In addition, tell us about your significant work done in the calendar year 2020, work that embodies where the public relations industry is heading; This should include at least two projects – the client, the strategic focus, the goal and objectives and measured impact.

Research driven planning, creative execution and measurement and impact (avoid AVEs).

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

**BEST SMALL PUBLIC RELATIONS CONSULTANCY (fewer than 9 people)
1200 words in total (two sections of 600 each)**

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

1. Vision, mission, values and business strategy. Revenue, revenue growth, people numbers, top 5 clients and the length of the relationship with these clients, staff turnover, staff development and your BEE credentials. Future plans for the business. Innovation would be a valuable advantage.

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

2. In addition, tell us about your significant work done in the calendar year 2020, work that embodies where the public relations industry is heading; This should include up to three projects – the client, the strategic focus, the goal and objectives and measured impact.

Research driven planning, creative execution and measurement and impact (avoid 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 (10 – 39 people)
1200 words in total (two sections of 600 each)**

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

1. Vision, mission, values and business strategy. Revenue, revenue growth, people numbers, top 8 clients and the length of the relationship with these clients, staff turnover, staff development. and your BEE credentials. Include your innovative difference. Future plans for the business.

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

2. In addition, tell us about your significant work done in the calendar year 2020, work that embodies where the public relations industry is heading; This should include up to four projects – the client, the strategic focus, the goal and objectives and measured impact.

Research driven planning, creative execution, impact 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 (two sections of 600 each)**

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

1. Vision, mission, values and business strategy. Revenue, revenue growth, people numbers, top 10 clients and the length of the relationship with these clients, staff turnover, staff development, the credentials of the senior team and your BEE credentials. Talk to innovation too. . Future plans for the business.

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

- 2 In addition tell us about your significant work done in the calendar year 2020, work that embodies where the public relations industry is heading; This should include up to five projects – the client, the strategic focus, the goal and objectives, and measured impact.

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 (two sections of 800 each)

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 partnership, (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 2020, 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).

CAMPAIGN OF THE YEAR

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. Date and time to be confirmed with each finalist.

One campaign will win the coveted overall PRISM 2021 **Campaign of the Year**.

Good Luck!

We look forward to your submissions.