

2023 PRISA PRISM AWARDS



2023

CALL FOR ENTRIES

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

Entry deadline – 01 June 2023 23:59

Entry must be completed online and a list of entries sent together with proof of payment to annah@prisa.co.za

The entry portal will open on the 23rd of March 2023 and may be found via www.prisa.co.za

1. ABOUT THE PRISM AWARDS

The PRISM Awards are Africa's most sought after public relations and communication awards and are judged by over 60 experienced judges alongside 10 dynamic young judges, as part of the PRISMs Young Voices initiative.

The PRISMs are awarded to individuals, students, consultancies, companies, government organisations and NGOs that have successfully fused strategy with creativity and professionalism to achieve the best communications and business objectives in their public relations campaigns. This year, the PRISM Awards will be celebrating its 26th year.

Entries that showcase successful public relations campaigns delivered in 2022, are now open.

1.1 WHO CAN ENTER?

PRISA/PRCC members; public relations consultancies, corporate practitioners, associations, private institutions, NPO/NPC's, local, provincial and national government bodies, parastatals, and students can submit entries to the PRISM Awards.

Public relations consultancies may enter on behalf of clients, and in-house PR practitioners may enter on behalf of their organisation.

1.2 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. When entering, please indicate why your entry is suitable for that particular category. Judges may refuse to assess entries not relating to the relevant category or identical to an entry in another category.

1.3 JUDGING AND AWARDS

A panel of senior practitioners, category experts, communication specialists and representatives from 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.

2. ENTRY GUIDELINES

2.1 YOUR ENTRY

Entries must be no longer than 1500 words and the words must be allocated as per the requirements for the category you are entering:

- 100 words opening statement
- 1400 words per guidelines below (*excluding the opening statement*)
- 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.

The example below is the format for the majority of categories – but you should check if the category you are entering has a specific format:

2.2 Opening Statement (100 Words)

- Overall description or summary of the campaign

2.3 Statement of opportunity / problem (200 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 covered by the campaign.
- Indicate the specific problem or opportunity addressed by the campaign.

2.4 Research conducted (350 words)

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

2.5 Planning the campaign (350 words)

This section 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 used and outcomes, relate to the knowledge, attitudes, emotions, and behaviours you want to create or change. Remember to state your objectives in Specific, Measurable, Achievable, Realistic and Timebound (SMART) terms.
- Explain the target groups that were identified and what insights about them were taken into account for your campaign.
- Indicate the **key and supporting messages** communicated to the **target audience/s** to achieve the objectives.
- Motivate your choice of **communication channels** and platforms, e.g. media
- type, digital (internal and/or external) for this campaign.
- Explain the **tactics used** in the campaign to communicate the messages to the audience, e.g. activities.
- It is essential to indicate to the judges what was unique about the approach or the tactics used. The WOW factor! PRISMs are not awarded to good campaigns. They are awarded to extraordinary campaigns!
- Explain your role in the project, how you convinced management and secured support for the campaign. Indicate what was outsourced, if any.
- Indicate also any mentoring/ training/ skills transfer component within your campaign for students/ interns/ learnerships/ experiential learning.
- Provide a high-level budget to enable the judges to determine if the Return on Investment (ROI) of the campaign was realistic and the resources were well managed.

2.6 Executing the campaign (350 words)

This section must explain how the project plan was put into action.

- Describe the **implementation plan**.
- Indicate and motivate **adjustments** that were made to the plan during its implementation, if any.
- Describe any **difficulties / challenges** that were encountered and how they were addressed.
- Outline what were the findings and recommendations made to the client, based on the campaign.

2.7 Evaluation / Measurement (150 words)

This section covers the extent to which 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 purpose and objectives, as described in the planning section.

Please note: Advertising Value Equivalent (AVE) evaluation is **NOT** considered a measurement 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 quantitative and qualitative.
- Advertising value equivalence is **not** a valid measurement of public relations.
- Social media can and should be measured.

- Measuring outcomes
- Business and organisational results should be measured where applicable, including metrics, e.g sales and revenue. Transparency and replicability are paramount.
- Ensure that you outline the status before and after the campaign.

3. RULES

In addition to the primary criteria by which the campaigns are judged, some rules must be followed in submitting an entry for evaluation:

3.1 Entry Document

- a. The entry should not be more than fourteen hundred (1 400) words, excluding the opening statement. Failure to adhere to this rule will penalise the entry or possibly disqualify.
- b. The 1 400 word limit excludes the 100 words **opening statement**. This opening statement may 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...')
- c. Great care must be taken in the preparation of the entry. Grammar, spelling, typography and layout will be considered when judging your entry.
- d. The minimum size of type that may be used is 12-point. It must be entirely in English.
- e. 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. Embed these in the **PDF you will submit**.
- f. You are limited to 5 supporting elements. Videos should be less than 4 minutes and uploaded with entry.
- g. Each entry should address each of the five elements explained under **Guidelines**: i.e.:
 - Opening Statement
 - Statement of Problem/Opportunity
 - Research conducted
 - Planning the campaign
 - Executing the campaign
 - Evaluation / Measurement
- h. Campaign timelines. Your campaign should have been completed in 2022 / or the finish date should be the 31 May 2023.

3.2 Submitting your entry

- a. The closing date for entries is **01 June 2023 at 23:59**. No late entries will be accepted.
- b. Permission to enter: **a signed letter on the client company letterhead permitting to enter the project must be submitted**.
- c. Entries must be submitted online and a list of entries sent together with proof of payment to annah@prisa.co.za. It ensures that all entries are captured.

3.3 Check list

The list of entries should contain the following information¹:

- a. Category
- b. Name of campaign
- c. Author name
- d. Email and mobile number
- e. Client company name.

4. ENTRY FEES

Please note: The entry fee **is exclusive of attending the awards/ trophy handover function**. *Should you not be able to attend the event, you must arrange a courier at your own expense to collect the trophy from the PRISA office.*

4.1 Campaign Fees

- Per campaign entered
 - Members of the PRCC: R1 320
 - Members of PRISA: R1 620
 - Non-members: R2 300
 - New emerging SMME's (1-3 staff, less than three years trading) – PRCC / PRISA Members: R750.00
 - New emerging SMME's (1-3 staff, less than three years trading) – Non- members: R800.00

4.2 Individual Fees

Specific fees for Public Relations Professionals / Individual categories submission

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

4.3 Enrolled students

Free

4.4 Multiple entries discounts

1-5	Full price
6-10	Less 5%
11+	Less 10%

The above fees include VAT

4.5 Banking details:

PRISA
Nedbank
Branch: 198765
Account No. 1965 206 298
Ref: PRISM and company/individual name

¹Should your agency win a trophy, the above information will be used as submitted for trophy plaque, certificate and listing on the website.

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 01 June 2023 at the latest. If payment is done on the 1st of June 2023, please send the proof of payment to annah@prisa.co.za

5. Awards Event

The Award handover ceremony will be held at a date and venue to be announced.

- a. The winners will only be revealed at the PRISM Awards Event announcement.
- b. PRISM trophies will be presented to Gold, Silver and Bronze award winners for each category.

6. YOUR FINAL CHECKLIST

6.1 Your entry must meet the following requirements

- a. **Not exceeding 1 500 words**
- b. Submitted online (pdf)
- c. Supported by a permission granting letter (from clients where applicable)
- d. Proof of payment must be sent to annah@prisa.co.za together with a list of categories and campaigns entered.
- e. You are limited to 5 supporting elements. Videos should be less than 4 minutes and uploaded with entry.

6.2 Please see specific criteria for Public Relations Professionals / Individual categories:

- a. Entry (pdf format)
- b. Photograph of individual
- c. Supporting endorsement letters from:
 - ◆ Media
 - ◆ Client
 - ◆ Superior
- d. Proof of payment.

6.3 All entries must be submitted online, and a list of Entry ID must be emailed with proof of payment to Annah Jordan, annah@prisa.co.za by 01 June 2023. NB: An entry will not be judged without proof of payment.

For any enquiry, please contact annah@prisa.co.za.

7. CATEGORIES (51 categories to choose from)

As the pre-eminent Awards in the public relations industry in South Africa, the PRISA PRISM Awards has this year introduced new categories in the visual area as well as for young PR graduates.

Entries may not exceed 1 400 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 (except where otherwise indicated)

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

Each category's measurement / judging criteria may differ as critical skills vary. Please build your entry to reflect the entry criteria.

Note:

*Denotes specific scoring critical for the particular category

1. Arts and entertainment

For a PR campaign in the arts or entertainment arena.

2. 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.

3. Business-to-business

For an excellent PR campaign displaying leadership positioning in the business-to-business arena.

4. *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)

5. Community Relations

For community relations campaigns conducted by or on behalf of a corporate or government institution.

6. Consumer PR for an existing product or service

For imaginative public relations activities around a consumer product.

7. Corporate communication (business-to-business)

For excellence in enhancing a company's overall reputation through corporate communication. The campaign must take place over a period of time (at least six months) and not rely solely on a launch date.

8. Corporate communication (business-to-consumer)

For excellence in enhancing a company's overall reputation through corporate communication. The campaign must take place over a period of time (at least six months) and not rely solely on a launch date.

9. Corporate citizenship

For excellence and leadership in social investment.

10. Covid-19 campaigns

For campaigns that directly create awareness on measures to continue preventing the spread of Covid-19, promoting vaccination, how to cope with the long-term effects and/impact of the pandemic.

11. Crisis Communication Online

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

12. *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)

13. Digital media relations

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

14. Environmental

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

15. Financial services

Use of public relations for a financial product or service.

16. Food and beverage

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

17. Gaming and virtual reality

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

18. Healthcare and related industries

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

19. Influencer management

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

20. Integration of traditional and new media

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

21. Internal stakeholder engagement and communication

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

22. International campaign

For a coordinated public relations campaign in more than one country.

23. Investor relations

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

24. Launch of a new service or product

For well-planned public relations activities around launching a new service or product.

25. Media relations

For effective traditional media relations in a public relations campaign or ongoing engagement for the year.

26. NGO/ NPC campaign

For an effective public relations or engagement campaign by a charity or non-profit organisation, targeting a specific issue.

There is no entry fee, if directly submitted by an in-house PR employed by a registered charity – the Non-Profit Organisation Number must appear on the entry form, and this should not be entered by the consultancy

27. PR on a shoestring

For an imaginative public relations campaign done on a small budget.

28. Public Affairs

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

29. *Publications (Specific scoring criteria)

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

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

30. Public sector

For an effective public sector campaign by or on behalf of a Government structure, council, department, municipality or Government authority. The communication should have used public relations tactics to raise knowledge or awareness of an issue, change behaviour, or inform external or internal stakeholders on behalf of the government. Entries are segmented and will be judged according to whether the Government entry is local, provincial or national. Please indicate this clearly.

31. Reputation and brand management

For the creative positioning of a company image or brand.

32. Resources

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

33. Social Media as the primary method of communication

For excellence in the use of social media as a public relations tool. All platforms are eligible for entry, including LinkedIn and podcasts.

34. Sponsorship

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

35. Sport

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

36. Technology

Effective public relations in the technology sector include business-to-business and consumer campaigns.

37. Travel and tourism

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

38. Best use of visual communications within a PR campaign

For the successful inclusion of visual communications to drive a PR campaign, digital and/or print.

39. Best use of video communications within a PR campaign

For the successful inclusion of motion video graphics to drive a PR campaign, digital and, or broadcast

INDIVIDUAL AWARDS

40. BEST PUBLIC RELATIONS STUDENT OF THE YEAR

The total length of the Word document is four pages, supporting material four pages

The student should be registered as a third year student or at postgraduate level.

The student may be involved in PR campaigns within their Institution/ Community/ NGO/ Consultancy/ Government etc. Students may not enter this award more than once.

- Name of entrant
- Institution name
- Position
- Contact details

(Please include a photograph)

Motivation: 250-500 words to motivate the student's contribution and achievements. Include in the motivation – measurable achievements and the impact of the achievement/s.

Please provide supporting documentation where applicable

Reference from an institution/ supervisor/ head of department and client/ Head of the project/ journalist/ Listeners/ readers etc. (Any one or more)

Judging criteria

Motivation: Based on requirement: 80 points

Judging criteria include career progress, initiative, future career plans, continuous professional development, measurable career achievements, and life philosophy.

Supporting documentation: 10 points

Quality of reference: 10 points

41. BEST PUBLIC RELATIONS INTERN OF THE YEAR

The total length of the Word document is four pages, with supporting material of four pages

After completion of a qualification, the intern should have been working as an intern for a minimum period of six months and a maximum period of two years. The intern may be doing their internship at a consultancy, corporate, NPO or within government or any other organisation. The intern 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 contribution and achievements. Include in the motivation – measurable achievements and the impact of the 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 include career progress, initiative, future career plans, continuous professional development, measurable career achievements, and life philosophy.

Supporting documentation: 10 points

Quality of reference: 10 points

42. BEST UP-AND-COMING PUBLIC RELATIONS PROFESSIONAL

The total length of the Word document is four pages, with supporting material of four pages
After an internship, the public relations professional should have been practising public relations for a maximum of two years. The public relations professional may be employed by a consultancy, corporate, NPO or within government or any other organisation. The award may not be entered more than once.

Name of entrant

Company name

Position

Contact details

(Please include a photograph)

Motivation: 250-500 words to motivate contribution and achievements. Include in the motivation – measurable achievements and the impact of the 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 include career progress, initiative, future career plans, continuous professional development, measurable career achievements, and life philosophy.

Supporting documentation: 10 points

Quality of reference: 10 points

43. BEST PUBLIC RELATIONS PROFESSIONAL

The total length of the Word document is five pages, with supporting material of five pages

Name of entrant

Please include a photograph of the nominee

Name of company

Example of a 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 the entry. Include in the entry: details of strategy development, implementation, outcomes, and evaluation. Please emphasise the role that the entrant played.

Please provide supporting material.

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

Judging criteria

Motivation: As per requirement, 80 points

Judging criteria includes career progress, the 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

CONSULTANCY AWARDS

44. BEST UP-AND-COMING AGENCY (SMME; 1-3 people; less than three years trading) 1500 words in total (two sections of 750 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 **750 words** (50 points of the score).

2. In addition, tell us about your significant work done in the calendar year 2022, 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 **750 words** (50 points of the score).

45. BEST SMALL PUBLIC RELATIONS CONSULTANCY (fewer than nine people) 1500 words in total (two sections of 750 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 **750 words** (50 points of the score).

2. In addition, tell us about your significant work done in the calendar year 2022, which 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 **750 words** (50 points of the score).

46. BEST MID-SIZED PUBLIC RELATIONS CONSULTANCY (10 – 39 people) 1500 words in total (two sections of 750 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 and future plans for the business.

The above should be told in story form and not exceed **750 words** (50 points of the score).

- In addition, tell us about your significant work done in the calendar year 2022, which 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 **750 words** (50 points of the score).

47. BEST LARGE PUBLIC RELATIONS CONSULTANCY (More than 40 people) 1500 words in total (two sections of 750 each)

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

- 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 750 words** (50 points of the score).

In addition, tell us about your significant work done in the calendar year 2022, which embodies where the public relations industry is heading; This should include up to five projects – the Client, the strategic focus, the goal and objectives measured impact.

- Research-driven planning, creative execution and measurement beyond AVEs.
- Again, this should be told in story form and should not exceed **750 words** (50 points of the score).

48. 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;

- 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 collaboration, the credentials of the senior team). The above should be told in story form and not **exceed 800 words** (50 points of the score).
- In addition, tell us about your significant work done in the calendar year 2022, where you worked together to achieve extraordinary results for clients. This should be described in story form and should not exceed **800 words** (50 points of the score).

49. SOUTH AFRICAN 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 conclude with business-based measures.

The PRISM judges will select the top five entries across all categories 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. The winning results will be based on the average score from the first round of judging and the score from the panel of judges.

One campaign will win the coveted overall PRISM 2023 **South African Campaign of the Year**.

50. PRESIDENTIAL AWARDS

Recognition of outstanding public relations work within the Research, Public, Private and Academia by PRISA President's.

51. 2023 LIFETIME ACHIEVEMENT AWARD

1500-word submission

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

Criteria for nominations

Years of Distinguished Service. The award is for lifetime achievement rather than 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. The distinction in these categories will be judged as follows:

- a. **Impact** on the profession;
- b. **Leadership and volunteerism** (service beyond the job's requirements 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, national and international service, 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 nominee's performance, emphasising the distinction of the nominee's performance.



P R I S A

Public Relations &
Communication Management

ESTABLISHED 1957

Nomination Procedures

- Complete the entry form
- Upload supporting documents

We look forward to your submissions