# **PR News Platinum PR Awards FAQs**

#### How are the entries judged?

Entries are judged by a blue-chip panel of corporate, agency, nonprofit and academic executives, as well as by the PR News staff. We evaluate your entry based on creativity, innovation, sound planning implementation

> and results. Our most important criterion is proven success in aligning your strategic objectives with your end goals.

## Who is eligible to win an award?

Any communications team or individual — corporate, agency, association, governmental agency or nonprofit — of any size is eligible to enter the Platinum PR Awards program.

# Where and when will the reception be held?

The winners and honorable mentions will receive their Platinum PR Awards in September 2015 during an awards luncheon in New York City.

#### Enter Online: www.prnewsonline.com/platinum-pr2015

## How do I increase my chances of winning an award?

Emphasize the goals of your campaign, as well as your campaign's achievements in your introduction. Provide as many concrete and specific examples of success as possible, and explain clearly and succinctly your research, planning, implementation and measurement of the campaign.

# When will I be notified about the status of my entry?

You will be contacted by PR News staff regarding the status of your entry only if you are named a finalist in the awards program. Finalists are notified 30-60 days in advance of the Platinum PR Awards ceremony. The winners will be announced at an awards luncheon in New York City.

#### Must we include our campaign budget?

It's not a requirement, but it helps the judges to better compare your campaign against other entries. Include at least a reasonable budget range. The judges always take into account the campaign budget relative to the goals and outcome. Budget information is confidential and will not be published.



PR News 4 Choke Cherry Road 2nd Floor Rockville, MD 20850 www.prnewsonline.com News

#### Entry Deadline: May 1 | Final Deadline: May 8

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Entry Deadline: May 1, 2015 Final Deadline: May 8, 2015

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News

Platinum Issue

www.prnewsonline.com/platinum-pr2015 See entry form inside.

Presented by: **PRNews and prnewsonline.com** 

# Prove your Weight

PRNews

25288

# in Platinum

# CALL FOR ENTRIES Entry Deadline: May 1, 2015 Final Deadline: May 8, 2015

Presented by

**PRNevvs** www.prnewsonline.com Platinum Awards 2015

Enter Online at www.prnewsonline.com/platinum-pr2015

# Platinum PR Awards

To request a receipt, please contact tsalau@accessintel.com.			Entry tees a	Entry fees are not refundable. Access Intelligence#: 52-2270063			
Payment in full must accompany the entr	try fee must be applied to each individual entry postmarked after May 1, 2015. full must accompany the entry. anization is entering another campaign, please submit separate entry form.		Signature				
		Total \$	Print name of card	Jolder			
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Contact Name/Job title			qiZ\əfatZ				
Title of Entry (as you'd like it to appear on your award)			City				
<ul> <li>Crisis Management</li> <li>Employee Relations</li> <li>Event Marketing</li> </ul>	□ Small PR Firm of the Ye □ Global PR □ Green PR		om/Media Center	🗖 Re-Branding/Re-Positioning 🗖 Research & Measurement 🗖 Satellite Media Tour			
⊐ Branding ⊐ Cause-Related Marketing ⊐ Community Relations	Firm of the Year: Large PR Firm of the Ye Midsize PR Firm of the Ye			<ul> <li>Product Launch</li> <li>PSA</li> <li>Public Affairs</li> </ul>	□ Trade Show/Event PR □ Twitter Campaign □ Video Program		
Displayed			ບບານການແກນ		Sonooodo E		

or PR initiative using the following sub-headings:

specifications when compiling your entry.

Organization submitting entry

Team members (on campaign)

Key contact for entry

information must be listed:

Compiling Your Entry

**How to Enter** 

**Eligibility Period** 

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**Eligibility** 

during the eligibility period.

Category entered

If you are mailing your entry, there are no binder

not be published w/o expressed permission.)

Title of entry (as it would appear on your award)

At the beginning of your two-page synopsis, the following

(You can enter by mail or online at www.prnewsonline.com)

during this time, but it's not necessary for it to be completed

place (either in part or in full) between between January 1, 2014

To be eligible, the campaign or PR initiative must have taken

practitioners. Vendors are also eligible to compete on behalf of

corporations, PR firms, public affairs and IR agencies, publicity

The Platinum PR Awards are open to all individuals and teams

worldwide at for-profit and nonprofit organizations including:

firms, associations, government, and NGO teams, and sole

and May 1, 2015. Some of the work must have occurred

Tactics

Strategy

Objectives

YOUT ENTRY

detach the form and return it with your entry.

Full payment must accompany all entries/entry packets. If you are paying by check, make a note as to how many entries you are paying for. Please ensure you complete all sections below and provide all Platinum PR Awards Entry Form • Entry Deadline: May 1, 2015 • Final Deadline: May 8, 2015

Within your two-page synopsis, please describe your campaign

Budget (All budget information is strictly confidential and will

\*Type your information below in this PDF,

Results/ROI

Execution

Evaluation of Success/

301-354-1851.

Entry Questions

you will be entering.

**Multiple Entries** 

Entry Fees

Rockville, MD 20850

**Sealines** 

Access Intelligence, LLC,

moo.lefnisseoos@sthswdoeb

For Sponsorship Opportunities

mary-Lou French at mfrench@accessintel.com;

SVP & Publisher Diane Schwartz at (212) 621-4964;

To sponsor the Platinum PR Awards Luncheon and the

PR News Platinum PR Event Program Guide, please contact

"How to Enter" instructions above for each additional category

can be entered into one or more categories. Please follow the

Multiple entries are accepted and encouraged. A single entry

category. Late entry surcharge of \$275 per entry. Payment in full

The price of each primary entry is \$450. If you submit the same

PR News will not return any entries or supporting materials.

c/o PR News, 4 Choke Cherry Road, 2nd Floor

Finalists will be notified in late July and honored in

and May 8, 2015, please add a \$275 late fee per entry.

Entries postmarked/submitted online between May 2, 2015

Aary-Lou French, Platinum PR Awards,

Where to Send Entry

Final Deadline: May 8, 2015 (postmarked)

Entry Deadline: May 1, 2015 (postmarked)

September 2015 in New York City.

Please indicate on the left-hand corner of the envelope the categories you are entering.

must accompany the entry. Entry fees are not refundable.

entry in multiple categories, the additional fee is \$275 per

Please contact assistant marketing manager

sevitsitinl O32\M32 Satellite Media Tour Research & Measurement Re-Branding/Re-Positioning

Public Affairs

Product Launch

Press Release

Redia Relations

Media Event

Green PR

Global PR

PR On a Shoestring Budget

Online Press Room/Media Center

Podcast and/or Videocast

Online Communications

Multicultural Campaign

Marketing Communications

Influencer Communications

Small PR Firm of the Year

Midsize PR Firm of the Year

Large PR Firm of the Year

Internal Publication (print or online)

ASq

Pro Bono

- Social Media

- Speeches
- A9 Trade Show/Event PR

- Twitter Campaign
- Video Program
- Web Site Marketing
- Word of Mouth/Viral
- box PR campaign or paradigm-shifting communications idea. WOW! Award: for the most innovative, out of the

I Pro Bono noitelaA noteavol/IsionsniA 🗖 DOLA L 🗖 Internal Publication (print or online) 🗖 Facebook Campaign sibəM Isioo2 🗖 DR On a Shoestring Budget ThoqaA IsunnA 🗖 🗖 External Publication (print or online) 🗖 Anniversary ❑ SEM/SE0 Initiatives 🗖 Press Release Influencer Communications Categories (check all categories being entered) required details with your entry. You can also enter online at www.prnewsonline.com/platinum-pr2015.

#### Firm of the Year Entry:

- Provide the following for all Firm of the Year entries in a
- synopsis of no more than 2500 words:
- Overview of the firm, including practice areas
- List of major accounts and top campaigns executed between
- Notable achievements made between January 1, 2014 and January 1, 2014 and May 1, 2015
- 3102 ,1 ysM
- Marketable distinction from other firms of similar size
- Account wins & losses between Janurary 1, 2014 & May 1, 2015
- relations initiatives. Industry partnerships, pro bono work and other community Two client testimonials

Documents, and Testimonials. Brand Media Coverage, Clippings, Stats, Photos, Research of your work. It can be any of the following: Sales Figures, Supporting materials should show evidence of the success

#### If You Are Sending Your Entry

send three (3) copies of the publication) and the entry fee. External, Internal and Annual Report publication categories also your synopsis, three (3) sets of supporting materials (for the Send three (3) copies of your entry form, three (3) copies of

> smarger and programs: primarily use the following criteria to judge your campaigns found at www.prnewsonline.com. Our panel of judges will Category definitions and a list of the 2014 winners can be

- Implementation
- Overall Excellence/Results Creativity/Originality
- National & International Recognition

of the select Platinum PR Awards recipients. team's success. Present your best PR efforts and become one The Platinum PR Awards serve as a testament to you and your

Platinum PR Award winners will gain:

- honorable mentions. Recognition at awards luncheon honoring the winners and
- A crystal award.

Resourcefulness

Strategy

Return on Investment

- Recognition in PR News. .
- Promotion via a profile in PR News' Platinum PR Issue.
- Coverage on prnewsonline.com and a link to the winner's
- prnewsonline.com. Web site — plus an exclusive page for winners on
- Exposure through press announcements.
- General Entry Rules

of public relations. chances, made tremendous strides and understand the power corporations, agencies and nonprofits large and small that took areas of PR. The winners of the Platinum PR Awards are from awards set the industry benchmark for excellence across all in the highly competitive and dynamic PR arena. The coveted PRNews' Platinum PR Awards salute the year's most outstanding communications initiatives and programs

communications excellence. look forward to honoring those who've raised the bar on wish you the best of luck as you prepare your entry and Will be profiled in PR News' Platinum PR Awards Issue. We in September 2015 in New York City. Additionally, the winners PR News will salute the winners of the Platinum PR Awards

- :esirogeteS
- Anniversary
- froqaa IsunnA
- Blog
- Branding
- Cause-Related Marketing
- Community Relations

Firm of the Year:

Facebook Campaign

- frisis Management
- Employee Relations
- Event Marketing
- External Publication (print or online)

Financial/Investor Relations