

PR News' Platinum PR Awards Submission Form Questions

Each Category type (i.e. Campaign Categories, Team of the Year) has a different form. The form is the same for each Category type's subcategory (i.e. Campaign Categories→Measurement).

All entrants will first be asked:

1. Name of Campaign
2. Entrant First Name
3. Entrant Last Name
4. Entrant Job Title
5. Entrant Company
6. Entrant Email
7. Address
8. Work Phone
9. Organization Type

Campaign Categories

1. Upload an image to represent the campaign
2. Objectives (300-word max)
3. Strategy (300-word max)
4. Tactics (300-word max)
5. Execution (300-word max)
6. Evaluation of Success/Results/ROI (300-word max)
7. Add Team Members (First Name, Last Name, Job Title, Company, Email)

PR Firm of the Year

1. Overview: Provide a brief overview of the firm, including practice areas in which the firm operates. (300-word max)
2. Accounts: List major accounts and top campaigns executed in 2017 (300-word max)
3. Achievements (300-word max)
4. Marketable Distinction (300-word max)
5. Client Testimonials (300-word max) * Can also be attached as PDF or word doc in the supporting materials section
6. Partnership & Pro Bono: Note any industry partnerships, pro bono work and other community relations initiatives. (300-word max)
7. Upload a photo to represent the firm

People of the Year

1. Justification: Provide a synopsis on how this person has raised the bar on creativity, strategy, and execution for his or her organization in the

past year. Include one successful campaign or initiative led by the nominee and the campaign's goal, the nominee's role and measure of success. (500-word max)

2. Upload a headshot of the nominee

Teams of the Year

1. Team Name
2. Team Members (First Name, Last Name, Job Title, Company, Email)
3. Team Achievements: Provide five examples of notable achievements made between January 2017 and May 2018 (500-word max)
4. Upload a team photo.