

## **PRNEWS' Platinum PR Awards Submission Form Questions**

### **Campaign Categories**

1. Objectives
2. Strategy
3. Tactics
4. Execution
5. Evaluation of Success/Results/ROI

### **Firm of the Year**

1. Overview: Provide a brief overview of the firm, including practice areas in which the firm operates.
2. Accounts: List major accounts and top campaigns
3. Achievements
4. Marketable Distinction (What makes you stand out from other firms of the same size.)
5. Client Testimonials (\*Can also be attached as PDF or word doc in the supporting materials section) (Please add testimonials written by a client. Testimonials may also be attached in the Supporting Materials section. Please note: Any testimonials attached will be taken into consideration.)
6. Partnership & Pro Bono: Note any industry partnerships, pro bono work and other community relations initiatives.

### **People of the Year**

1. Justification: Please provide a synopsis on how this nominee has raised the bar on creativity, strategy and execution for the organization in the past year. Include one

successful campaign or initiative led by the nominee and the campaign's goal and measures of success.

### **Team of the Year**

1. Justification: Please provide a synopsis on how this team has raised the bar on creativity, strategy and execution for the organization in the past year. Include one successful campaign or initiative led by the team and the campaign's goal and measures of success.
2. Team Achievements: Provide examples of notable achievements made by the Team