THE PLATINUM PEOPLE OF THE YEAR CATEGORIES

- **Corporate Spokesperson of the Year** – An individual who has successfully fielded questions from the press, participating in interviews and press conferences on behalf of a company.

- **Crisis Manager of the Year**: Led overall communications efforts during an organizational crisis; proven ability to protect an organization’s reputation and stay on message during a crisis.

- **Measurement Expert of the Year**: A specialist who has established a measurement practice at an agency or corporation that refines PR efforts and ties them to bottom-line goals, or a leader who has advanced and demystified the practice of PR measurement through advocacy, blogging and public speaking.

- **Marketer of the Year**: Initiated and drove successful, innovative marketing strategies that resulted in measurable growth for an organization. This growth may be financial for a for-profit organization or may be measured in terms of membership and fundraising for a nonprofit organization.

- **Media Relations Professional of the Year**: Surpassed target goals of media impressions and awareness of a brand, product, service or organization. Demonstrated strong relationships with journalists and bloggers through all channels, including social networks, or succeeded at repositioning a brand through media outreach.

- **PR Intern of the Year**: Established herself or himself quickly as a self-starting member and idea generator for a communications team and exhibited strong writing skills, professional demeanor, smart use of digital tactics. Testimonials from supervisors are necessary for consideration.

- **PR Professional of the Year: Corporate**: Demonstrated success at repositioning an organization or brand; led programs that resulted in significant revenue increases; produced unique PR campaigns that led to increased budgets for PR activity within a company; successfully built external programs and partnerships.

- **PR Professional of the Year: Nonprofit**: Oversaw communications efforts that led to increased donations or membership, or secured major media coverage that led to increase in awareness of goals of nonprofit organization or association.
• **PR Professional of the Year: Agency**: Helped lead PR agency to growth in client base and/or revenue; expanded scope of agency's offerings; spearheaded winning campaign(s) on behalf of a client.
• **PR Student of the Year**: Outstanding student who has demonstrated leadership, talent and passion for the public relations and communications area of concentration.
• **PR Team Leader of the Year**: Led a PR team that demonstrated consistent success over the past year; established herself/himself as a mentor and expanded skill sets of teammates.
• **PR Trainer/Educator of the Year**: Specialist in an area of PR who has established himself/herself as a highly sought-after trainer or teacher. Comments/reviews by peers or students about the value of the training program is a plus.

**THE PLATINUM TEAM OF THE CATEGORIES**

• **Agency of the Year: Boutique (5 or fewer employees)** - Nominees will be judged on their innovations, client growth and retention, and culture.
• **Agency of the Year: Small (6 to 25 employees)** - As with other agency categories, nominees will be judged on their innovations, client growth and retention, and culture.
• **Agency of the Year: Medium (25 to 100 employees)** - Nominees will be judged on client growth and retention, innovation and agency/client culture. Open to any firm based in the U.S. or Canada.
• **Agency of the Year: Large (101 or more employees)** - Saluting outstanding PR agency that has demonstrated client growth, retention and financial success in the past year. Judges will also look at the creativity of the programs and campaigns and the employee and agency/client culture. Open to U.S.- and Canada-based firms.
• **Marketing Team of the Year** – The marketing team that used its resources most efficiently to drive business growth for an organization
• **PR Team of the Year** – The communications team that sparked the most creative campaigns and saw the biggest measurable results for internal and/or external stakeholders

**COMMUNICATIONS & CAMPAIGNS CATEGORIES**

• **24-Hour Campaign** - Campaigns that focus on one big story, one goal, one kind of impact, or one clear call to action.
• **Anniversary** - Includes programs or events that take place for a day, week or a year long anniversary (not including planning or preparation), or activities (commemorations, observances, celebrations, etc.).
• **Branding** - Recognizing a highly effective campaign in which a corporate brand is enthusiastically received by its target audiences, where the essence of the product or purpose of the company is effectively conveyed via the brand
campaign. This category also recognizes a company’s efforts to effectively re-invent a brand, applying the same principles of an outstanding in which the brand becomes highly recognized and well received.

- **Cause-Related Marketing** - This category comprises those campaigns whose primary focus is promoting a social cause, but which may also include promotion of your product and/or services and the advancement of your reputation as a corporate citizen.

- **Community Engagement** - Community engagement campaigns are a cornerstone of a strong public relations strategy. These campaigns should show creation of awareness and interest of community members by communication programs.

- **Community Relations** - Those campaigns that target the communities in which your organization works. A broad range of campaigns fit into this category: anything from persuading a community to accept a new recycling system to promoting a holiday drive that benefits those members of the community who are in need.

- **Crisis Management** - Communications surrounding any crisis, from product recalls to executive malfeasance to terrorist attacks are eligible in this category.

- **Employee Event** - In this category you should demonstrate an event that align, motivate, unify, celebrate your employees.

- **Employee Relations** - This category recognizes outstanding communications to your most important stakeholders. Any PR campaign actively targeting the workforce is eligible.

- **Event PR/Marketing** – These entries should include PR conducted at an industry event (a marketing communications effort conducted at an industry trade show, for example) or through an event or series of events conceived and implemented by your organization (for instance, a multi-city tour promoting a product or awareness of an issue).

- **External Publication (print or online)** - Any publication produced for stakeholders outside your organization is eligible for entry in this category. Please include five copies of the publication, a synopsis and pertinent information from our standard campaign entry form.

- **Global PR Campaign** - These campaigns are those that are international in scope and require special efforts to manage the target audiences' broad geographic and cultural diversity.

- **Government and Regulator Relations** - These campaigns deal with types of public relations on organization interaction with the government, with governmental regulators, and the legislative and regulatory arms of government.

- **Integrated Communications, Marketing & PR** - These campaigns should consist of the joint action and well-planned series of efforts, tactics, actions, strategies and communication products.

- **Internal Publication (print or online)** - Entrants in this category should be publications targeted at your internal employee stakeholders. Hard copy and
electronic publications are eligible; please include hard copies of the publication with your entry. Also include pertinent information from our standard campaign entry form.

- **Investor Relations** - Specific campaigns that revolve around how a company communicates with investors, shareholders, government authorities and the financial community.

- **Marketing Communications** - Campaigns in this category combine public relations and communications with traditional marketing tactics for either b-to-b or b-to-c promotions.

- **Media Event** - Those events, from press conferences to media tours, which are built around in-person interaction between your company and the press. Entries should exhibit creativity in planning and implementing the event, drawing the media to it and engaging them at the event.

- **Media Relations: Agency** - This category recognizes an overall campaign whose primary objective was to sway the media. These campaigns may include individual components eligible in other categories (like Media Event), but are representative of a complete campaign using a variety of tactics to reach the press.

- **Media Relations: Corporation** - This category recognizes an overall campaign whose primary objective was to sway the media. These campaigns may include individual components eligible in other categories (like Media Event), but are representative of a complete campaign using a variety of tactics to reach the press.

- **Media Relations: Nonprofit** - This category recognizes an overall campaign whose primary objective was to sway the media. These campaigns may include individual components eligible in other categories (like Media Event), but are representative of a complete campaign using a variety of tactics to reach the press.

- **Multicultural Campaign** - This category includes campaigns designed to recognize and serve the distinct needs of multicultural audiences. Campaigns targeted at specific racial or ethnic groups, gay and lesbian audiences, or any group whose needs differentiate it from a mainstream consumer target, are eligible in this category.

- **On a Shoestring Campaign** - Recognizing outstanding examples of achieving success with limited funds/budget, whether it's for a single campaign or ongoing PR/public affairs. While "shoestring" is subjective, the winners in this category are those who have done more with less, and have been creative with the limited PR dollars they have.

- **Online Press Room/Media Center** - Demonstrates ease of use for members of the media and bloggers; frequent updates; integration of social media channels and organization’s own blogs; easily visible contact links for media to request interviews and more information.
- **Product Launch, B2B** - Entries in this category should focus on the PR efforts surrounding the launch of a new product or service in the business-to-business arena.
- **Product Launch, Consumer** - Entries in this category should focus on the PR efforts surrounding the launch of a new product or service to the consumer.
- **Public Affairs** - This category encompasses a wide range of campaigns influencing or educating the public about social, economic, governmental and other issues.
- **Re-Branding/Re-positioning** - This category recognizes a company’s efforts to effectively re-invent a brand, applying the same principles of an outstanding in which the brand becomes highly recognized and well received by its target audiences.
- **Use of Data and Measurement** - This category should focus on creating a successful campaign where your PR and marketing team used social media monitoring and measurement.
- **Virtual Event** – These entries should exhibit creativity in planning and implementing the event, drawing participants to it and engaging with them during the online event.
- **Visual Storytelling Campaign** - Best use of a video or image campaign to get your message across. We'll consider the customization and depth of an effort and ROI.
- **Platinum "Best-In-Show" Award** – This category honors the most innovative, out of the box PR campaign or paradigm-shifting communications idea.
- **Campaign of the Year > Ecommerce** – A PR campaign that successfully drove brand awareness and sales for an ecommerce business
- **Campaign of the Year > Education** – A PR campaign that successfully drove brand awareness and measurable results of an educational offering or an edtech service.
- **Campaign of the Year > Entertainment** – A PR campaign that successfully drove brand awareness and measurable results in the entertainment sector.
- **Campaign of the Year > Finance/Fintech** – A PR campaign that successfully drove brand awareness and measurable results in the finance and fintech sector.
- **Campaign of the Year > Healthcare** – A PR campaign that successfully drove brand awareness and measurable results for a healthcare company or offering.
- **Campaign of the Year > Sports** - – A PR campaign that successfully drove brand awareness and measurable results in the sports arena.
- **Campaign of the Year > Travel/Hospitality/Tourism** - – A PR campaign that successfully drove brand awareness and measurable results in the travel, hospitality and tourism sectors.
- **Campaign of the Year > Other** - A PR campaign that successfully drove brand awareness and measurable results outside of the categories mentioned above.