



PROGRAM CATEGORIES

A program is characterized by a broad range of separate yet consistent and related elements implemented over a period of time. We have added a new “Is this entry COVID-19 related” question to all program and project categories. Should a category garner enough COVID-19-specific entries, we will recognize separate award winners as a COVID-19 sub-category apart from non-COVID entries.

1. Community Relations

1A. Associations/Government/Nonprofit Organizations

1B. Business - Products

1C. Business Services

Includes programs that aim to improve relations with, or seek to win the support or cooperation of, people or organizations in communities in which the sponsoring organization has an interest, need or opportunity. “Community” in this category refers to a specific geographic location or locations.

2. Content Marketing

2A. Associations/Government/Nonprofit Organizations

2B. Business - Products

2C. Business - Services

Programs that effectively demonstrate a strategic program that includes creating and distributing valuable content to attract, acquire, and engage target audience(s). Include examples and metrics.

3. Crisis Communications

Includes programs undertaken to deal with an unplanned event that required an immediate response.

4. Events or Observances (More Than Seven Days)

4A. Business – Products

4B. Business – Services

4C. Associations/Government/Nonprofit Organizations

Includes programs or events, such as commemorations, observances, openings, yearlong anniversaries, celebrations or other special activities. Events that took place for longer than a one-week period should be entered in “More Than Seven Days” and events occurring within a time span of one week should be entered in “Seven Or Fewer Days.”

5. Events or Observances (Seven or Fewer Days)

5A. Business to Business

5B. Business – Products

5C. Business – Services

5D. Associations/Government/Nonprofit Organizations

Includes programs or events, such as commemorations, observances, openings, yearlong anniversaries, celebrations or other special activities. Events that took place for longer than a one-week period should be entered in “More Than Seven Days” and events occurring within a time span of one week should be entered in “Seven Or Fewer Days.”

6. Financial Communications

Includes programs directed to shareowners, other investors and the investment community.

7. Global Communications

Includes any type of program, such as Reputation/Brand Management, Marketing or Events and Observances, that demonstrates effective global communications implemented in more than one country.

8. Influencer Marketing to Expand Awareness

Program that focuses on using paid spokespeople and key leaders to increase awareness and drive your brand's message to the larger market.

9. Integrated Communications

9A. Associations/Government/Nonprofit Organizations

9B. Business to Business

9C. Consumer Products

9D. Food & Beverage

9E. Non-Packaged Goods

9F. Packaged Goods

9G. Retail Stores and Restaurants

9H. Consumer Services

Includes any program that demonstrates leadership of public relations strategies and tactics in a creative and effective integrated campaign, along with other marketing or communications. The program must demonstrate the clear leadership of public relations, along with its integration with other disciplines.

10. Internal Communications

10A. Associations/Government/Nonprofit Organizations

10B. Business – Fewer Than 1,000 Employees

10C. Business – 1,000 to 10,000 Employees

10D. Business – More Than 10,000 Employees

Includes programs targeted specifically to special publics directly allied with an organization, such as employees, members, affiliated dealers and franchisees.

11. Issues Management

For programs undertaken to deal with issues that could extraordinarily affect ongoing business strategy.

12. Marketing

12A. Marketing – Business to Business – Products

12B. Marketing – Business to Business – Professional and/or Financial Services

12C. Marketing – Consumer Products – Food and Beverage

12D. Marketing – Consumer Products – Health Care

12E. Marketing – Consumer Products – Non-Packaged Goods

12F. Marketing – Consumer Products – Packaged Goods

12G. Marketing – Consumer Products – Retail Stores and Restaurants

12H. Marketing – Consumer Products – Technology

12I. Marketing – Consumer Services – Financial Services

12J. Marketing – Consumer Services – Health Care Services

12K. Marketing – Consumer Services – Technology

12L. Marketing – Consumer Services – Travel and Tourism / Hospitality

Includes programs designed to introduce new products/services, or promote existing products/services to a particular audience.

13. Most Effective Agency Campaign

Successful and effective campaign housed within an agency setting. This includes work done for all agency clients.

14. Most Effective In-House Campaign

Successful and effective campaign created by an in-house communications team. In-house work from all industry sectors is included.

15. Most Effective Independent Counselor Campaign

Successful and effective campaign created by an independent counselor. Independent counselor is defined by PRSA Georgia as solo practitioners, within small agencies (less than three employees), freelancers, or as part of a local, regional or national virtual team. Independent counselor work from all industry sectors is included.

16. Most Effective Campaign on a \$5,000 to \$10,000 Budget

Effective campaign delivered within parameters of a limited budget. This does not include staff time and overhead.

17. Most Effective Campaign on a Shoe String Budget (\$5,000 or Less)

Successful campaign despite constraints of a small budget. This does not include staff time and overhead.

18. Most Effective Corporate Social Responsibility Campaign

Program that enhances a corporate reputation and demonstrates a business approach to initiatives that positively impact society. Campaigns to highlight the positive impact that they have had delivering economic, social and environmental benefits to stakeholders.

19. Most Effective Diversity, Equity, and Inclusion Campaign for Internal Audiences

Efforts devoted to promoting inclusivity and/or dismantle discrimination for racial, ethnic, religious or sexual orientation and gender differences targeted toward internal audiences.

20. Most Effective Diversity, Equity, and Inclusion Campaign for External Audiences

Efforts devoted to promoting inclusivity and/or dismantle discrimination for racial, ethnic, religious or sexual orientation and gender differences targeted toward external audiences.

21. Multicultural Public Relations

For any type of program, such as institutional, marketing and community relations, specifically targeted to a cultural group.

22. Public Affairs

22A. Associations/Government/Nonprofit Organizations

22B. Business

Includes programs specifically designed to influence public policy and/or affect legislation, regulations, political activities or candidacies — at the local, state or federal government levels — so that the entity funding the program benefits.

23. Public Service

23A. Associations/Government/Nonprofit Organizations

23B. Business

23C. Public Service - Partnerships (Funded jointly by businesses and other organizations, including nonprofit and government)

Includes programs that advance public understanding of societal issues, problems or concerns.

24. Reputation/Brand Management

Programs designed to enhance, promote or improve the reputation of an organization with its

publics or key elements of its publics, either proactively or in response to an issue, event or market occurrence.