



## PROJECT CATEGORIES

A project is typically oriented to a single tactic, activity or event. The project should be a part of an overall public relations program or specific campaign. 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.

### 25. Best Sponsorship Activation

Sponsorships represent the alignment of shared values and goals, and can be profitable marketing opportunities for building harmonious partnerships. Activation requires a deep understanding of brand synergy to support how affiliations are formed and promoted to vetted demographics. Show how the activation leveraged investment.

### 26. Most Effective Influencer Promotion

Influencer marketing focuses on an individual the audience sees as a trusted source of information and which can be differentiated far better than through advertising or content marketing. How did you ensure maximization of your ROI with these highly targeted consumers?

### 27. Best SEO

Were you able to improve your brands SEO with paid results on major search platforms? If your team or agency had a successful paid search campaign across one or more search-based advertising platforms which demonstrated improvement and a positive return on investment share your metrics and results.

### 28. Media Relations

#### 28A. Associations/Government/Nonprofit Organizations

#### 28B. Business-to-Business

#### 28C. Consumer Products – Food & Beverage

#### 28D. Consumer Products – Health Care

#### 28E. Consumer Products – Non-Packaged Goods

#### 28F. Consumer Products – Packaged Goods

#### 28G. Consumer Products – Technology

#### 28H. Consumer Services

Tactics, programs and events driven entirely by media relations. Submit press releases, media advisories, pitch letters, requests for coverage, etc., along with the one-page summary that includes measurable objectives and results, such as evidence of the resulting media coverage. Upload or provide YouTube/Vimeo links to any television or radio coverage. The Packaged Goods subcategory refers to traditional consumer products sold in packages, such as food products, pet products, household goods, toiletries, cosmetics, etc. The Non-Packaged Goods subcategory refers to consumer products, such as clothing, appliances, furniture, etc.

### **29. Feature Stories**

Feature articles that have been written by a practitioner, and submitted and published through his/her efforts. Submit text of feature article, as well as documentation of publication and placement. The one-page summary should include target audience, measurable objectives and any documented results. \*Feature Stories must be written in their entirety or substantively by the entrant, and not merely "pitched."

### **30. Blogger Campaigns**

A proactive outreach to the blogger community on behalf of a product, service or organization. The one-page summary should include rationale for blogger outreach strategy, statistics or other means of quantifiable measurement to support stated objectives, as well as a copy of (a) the outgoing messages and (b) the resulting blog entries either as uploads and/or the actual site URLs.

### **31. Executive Communications**

Positioning of an executive at any level across earned, owned, and share platforms. The one-page summary should include information about the executive and stated objectives, quantification of results as well as copies of significant placements, social media, posts or memos.

### **32. Best Use of Social Stories**

Did you take social storytelling to another level? How did you use YouTube, Facebook, Instagram or Snapchat to tell your brand's story? Share screenshots or links to your story and provide the results.

### **33. Twitter Engagement**

How did you interact with your audience in real time? Show your most interactive Twitter accounts with measurements like Retweets, likes, impressions and clicks. What impression did they leave on your audience?

### **34. Facebook Engagement**

How did you use Facebook to share your message and engage your audience? How did it enhance your overall marketing plan? Did it lead to increased activity and viral reach?

### **35. YouTube Engagement**

Did you make a popular YouTube video that persuaded your audience not only to watch but also comment and share the video? Share the videos that you created that combine storytelling and great production. In addition to the video please provide measurable objectives, such as the number of comments, shares and social reach of your video.

### **36. Instagram Communications**

How did you use this visual platform to connect and engage with your audience? Was it used to sell products or share insights? Provide details of the results you have seen.

### **37. LinkedIn Communications**

Show how you used this social media gateway to optimize the company's business stature through announcements, engaging articles or other creative ways.

### **38. New Digital Platform**

Did you launch a new website, newsroom, App or other digital platform? How was it launched and how much risk was involved in your marketing plan? What platforms were used? What value did the end user receive and how did it match goals? This entry can be completed by a vendor or the customer.

### **39. Mobile App**

Use of mobile applications as part of a public relations program. Include copy and any images of key pages to support your one-page summary. Additionally, include brief instructions on how to download the application.

### **40. Best Use of Data/Analytics**

How did it uncover hidden patterns, correlations or other insights to help make quicker and more efficient business decisions to gain a competitive edge?

### **41. Websites**

Use of a website as part of a communications or content marketing program. Include screen grabs or copies of key pages to support your one-page summary. Additionally, include the website URL for external sites.

### **42. Word of Mouth (Viral, Buzz, Talk Triggers)**

Tactics that get key audiences talking or provide an avenue for conversation using different techniques, such as viral marketing, sampling programs, loyalty programs, etc.

### **43. Creative Tactics**

Innovative, unconventional, creative tactics or approaches used as part of a public relations program. Documentation of how the tactic specifically contributed to the measurable results of the campaign should be included in the one-page summary. (Photographic and/or video representation of any physical objects should be uploaded.)

### **44. Annual Reports**

Publications that report on an organization's annual performance. Upload a sample of one copy of the publication, along with a one-page summary.

### **45. Blogs**

Web-based journals, or blogs, that communicated to a target audience. The one-page summary should include rationale for blogging strategy, target audiences and statistics, or other means of quantifiable measurement to support stated objectives. Screen downloads of the blog being entered, as well as the actual site URL, must be submitted as part of the story.

### **46. Digital Newsletters**

Publications designed, written and published periodically to provide brief and timely information to target audiences while supporting an organization's overall objectives. Upload samples of three consecutive issues, along with a one-page summary.

### **47. Digital Publications (Single Issue Newsletters/Booklets/Calendars)**

Single-issue publications designed for a special purpose. Books and other publications not eligible for consideration in other categories should be entered here. Upload a sample of one copy of the publication along with the one-page summary.

### **48. Online Videos**

Pre-produced videos distributed online to inform target audiences of an event, product, service, issue or organization. Entries may consist of an edited video and one of any sound bites. The one-page summary should include usage statistics or other means of quantified measurement to support stated objectives.

#### **49. Research/Evaluation**

Research that provides a meaningful contribution or input to a public relations program, or an evaluation documenting the value or benefit of a public relations program or tactic. Sample of the methodology and findings of any research should be uploaded, along with a one-page summary. One-page summaries for evaluations should detail how and why this method is unique and valuable.

#### **50. Best Use of Branded Content**

Use of content generation to promote a particular brand which funds the content's production.

#### **51. Webcasts**

Media files distributed over the Internet using streaming media technology. May be live or recorded. Submit the one-page summary and upload or provide YouTube/Vimeo links of the webcast, as well as the actual site URL.

#### **52. Podcasts**

How did you tell your story – was the purpose to teach or share? Was it intended for internal or external audiences and was there engagement on multiple platforms? Provide listener feedback.

#### **53. Magazines**

Publications designed to provide in-depth information about an organization or topic on a regular basis. Magazines typically differentiate from newsletters by the number of pages and length of articles. Upload samples of three consecutive issues along with the one-page summary.

#### **54. Brochures**

##### **54A. Digital**

##### **54B. Print**

Pamphlets, booklets or other small publications designed to inform a target audience about an organization, product, service or issue. Submit brochure with the one-page summary.