



## **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.**

### **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, a form of social media marketing, focuses on an individual or organization who the audience sees as a trusted source of information and who connects with consumers far better than through advertising or content marketing. Show how you ensured maximization of your ROI with these highly targeted consumers.

### **27. Best SEO**

Share through metrics and results how you were able to improve your brand's SEO with paid results on major search platforms. Your team or agency's successful paid search campaign should show demonstrated improvement and a positive return on investment.

### **28. Media Relations**

**28A. Media Relations - Associations / Government / Nonprofit Organizations**

**28B. Media Relations - Business to Business**

**28C. Media Relations - Consumer Products - Food & Beverage**

**28D. Media Relations - Consumer Products - Healthcare**

**28E. Media Relations - Consumer Products - Non-Packaged Goods**

**28F. Media Relations - Consumer Products - Packaged Goods**

**28G. Media Relations - Consumer Products - technology**

**28H. Media Relations - Consumer Services**

In these categories, tactics, programs and events must be driven entirely by media relations. Submit press releases, media advisories, pitch letters, requests for coverage, etc., along with a one-page summary that includes measurable objectives and results, such as evidence of resulting media coverage. Upload or provide YouTube/Vimeo links to any television or radio coverage. NOTE: 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 must be written by a practitioner and submitted and published through their efforts. Submit the text of the feature article as well as documentation of publication and placement. The one-page summary should include target audience, measurable objectives and any documented results. NOTE: Feature stories must be written in their entirety or substantively by the entrant; pitches are not feature stories.

### **30. Blogger Campaigns**

A blogger campaign is 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**

Executive communication includes positioning of an executive at any level across earned, owned, and shared platforms. The one-page summary should include information about the executive and stated objectives, quantification of results and copies of significant placements, social media, posts or memos.

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

#### **32A. Best Use of Social Media, Organic / Earned**

#### **32B. Best Use of Social Media, Paid**

How did you use social media to tell a story or connect with an audience? Did you take social storytelling or executive communications to another level? Share how you used social media, including Facebook, Twitter, LinkedIn, Pinterest, Instagram, TikTok, etc. as part of a public relations program. Include screenshots or links to your content and provide the measurement and results, such as impressions, likes, follows, shares, views, clicks, etc. Include budget for paid social media submissions.

### **33. Social Media Campaign, Multichannel**

How did you bring all the pieces together for your best social media campaign from this past year? More than just an improved Facebook page or an Instagram or Twitter account, we want to see how you executed a cohesive campaign across several online channels. We'll be looking for deliberate strategy, great content and results. Include screenshots, or links to your campaign and provide measurement and results, such as impressions, likes, follows, shares, views, clicks, etc.

### **34. 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.

### **35. 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.

### **36. 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?

### **37. Websites**

How did a website support a communications or content marketing program? Please include screen grabs and/or copies of key pages to support your one-page summary. Additionally, include the website URL for external sites.

### **38. 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.

### **39. Creative Tactics**

Innovative, unconventional, creative tactics or approaches used as part of a public relations program. Document how the tactic specifically contributed to the measurable results of the campaign in the one-page summary. (Photos or videos should be uploaded.)

### **40. 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.

### **41. Blogs**

Web-based journals, or blogs, that communicated to a target audience. The one-page summary should include blogging strategy, target audiences and statistics, or other means of quantifiable measurement to support objectives. Screenshots or downloads of the blog, as well as the URL, must be submitted.

### **42. 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.

#### **43. 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.

#### **44. 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.

#### **45. Research / Evaluation**

Research should provide a meaningful contribution or input to a public relations program; an evaluation should document the value or benefit of a public relations program or tactic. Upload a sample of the methodology and findings of any research, along with a one-page summary. A one-page summary for evaluations should detail how and why this method is unique and valuable.

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

Show how the use of branded content generation promotes a particular brand that funds the content's production.

#### **47. 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.

#### **48. Podcasts**

How did you tell your story through this audio medium – 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.

#### **49. 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 at least one issue along with the one-page summary.

#### **50. Brochures**

##### **50A. Brochures - Digital**

##### **50B. Brochures - 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.