



## **Program Categories**

**A program is characterized by a broad range of separate yet consistent and related elements implemented over a period of time.**

### **1. Community Relations**

**1A. Community Relations - Associations / Government / Nonprofit Organizations**

**1B. Community Relations - Business Products**

**1C. Community Relations - Business Services**

Did you take a community service initiative from idea to reality? Did you create a campaign to bring awareness to a community in need? Did your program aim to improve relations with – or seek to win the support or cooperation of – people or organizations in which the sponsoring organizations has an interest, need or opportunity? We want to see everything you produced: social media content, newspaper and magazine ads, white papers, op-eds, radio and TV advertising, direct mailings—all of it. “Community” in this category refers to a specific geographic location or locations. Don't forget results.

### **2. Content Marketing**

**2A. Content Marketing - Associations / Government / Nonprofit Organizations**

**2B. Content Marketing - Business Products**

**2C. Content Marketing - Business Services**

Did you tell stories on behalf of your brand or client? We want to see what you wrote, edited, shot or published. Share work that effectively demonstrated a strategic program that skillfully wove your organization's narrative to attract, acquire and engage target audiences. We love stories that subtly proved your subject matter experts were the industry leaders. What were the goals of your campaign or project? What were the results and metrics? Don't forget to include a link and screenshots of your work.

### **3. Crisis Communications**

How did you confront and power through an unplanned event that required an immediate response this past year (other than Covid-19)? Tell us your strategy for getting your message to the right audiences in a timely and tactful manner.

#### **4. Events or Observances - More than Seven Days**

**4A. Events or Observances - More than Seven Days - Business - Products**

**4B. Events or Observances - More than Seven Days - Business - Services**

**4C. Events or Observances - More than Seven Days - Associations / Government / Nonprofit Organizations**

Did you get the word out and build excitement for your programs or events, such as commemorations, observances, openings, yearlong anniversaries, celebrations or other special activities? How was your plan creative and effective? What tools did you use to execute: social media, influencers or traditional communications? Be sure to share examples of your work and send pictures of your exciting event. 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. Events or Observances - Seven or Fewer Days - Business to Business**

**5B. Events or Observances - Seven or Fewer Days - Consumer Products**

**5C. Events or Observances - Seven or Fewer Days - Consumer Services**

**5D. Events or Observances - Seven or Fewer Days - Associations / Government / Nonprofit Organizations**

Did you get the word out and build excitement for your programs or events, such as commemorations, observances, openings, yearlong anniversaries, celebrations or other special activities? How was your plan creative and effective? What tools did you use to execute: social media, influencers or traditional communications? Be sure to share examples of your work and send pictures of your exciting event. 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**

How did you engage and educate your shareholders, investors and the investment community? What was the goal of your campaign? What results did it yield? Share all the details with us.

#### **7. Global Communications**

Did your message reach audiences across the globe? We want to hear about any type of program, from reputation/brand management, to marketing or events that demonstrated effective global communications that were implemented in more than one country. Share with us how you created the momentum to take the brand international; how the message crossed geographical boundaries; and how the message was effective both where you live and in other countries? What was your story, and where did it travel?

#### **8. Influencer Marketing to Expand Awareness**

When you partner with the right paid spokespeople and key leaders to increase awareness and drive your brand's message to the largest market, it can make a big difference. Did you find the best fit for your brand? We want to hear about how the influencer of choice met your goals and what made your campaign a success.

## **9. Integrated Communications**

**9A. Integrated Communications - Associations / Government / Nonprofit Organizations**

**9B. Integrated Communications - Business to Business**

**9C. Integrated Communications - Consumer Products**

**9D. Integrated Communications - Food and Beverage**

**9E. Integrated Communications - Non-Packaged Goods**

**9F. Integrated Communications - Packaged Goods**

**9G. Integrated Communications - Retail Stores and Restaurants**

**9H. Integrated Communications - Consumer Services**

We want to hear about any program that demonstrated 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. Did you put together a strategy that used content marketing and storytelling in your media relations program? How did your program demonstrate a well-coordinated mix of PR and other disciplines? What were the results?

## **10. Internal Communications**

**10A. Internal Communications - Associations / Government / Nonprofit Organizations**

**10B. Internal Communications - Business - Fewer than 1,000 Employees**

**10C. Internal Communications - Business - 1,000 to 10,000 Employees**

**10D. Internal Communications - Business - More than 10,000 Employees**

Was your internal communications next level last year? We're looking for the best and most successful program that demonstrated mastery of communicating with targeted audiences directly affiliated with an organization, such as employees, members, dealers, and franchisees.

## **11. Issues Management**

The most successful program to identify, deal with, and address 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 - Healthcare**

**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 Products - Financial Services**

**12J. Marketing - Consumer Products - Healthcare Services**

**12K. Marketing - Consumer Services - Technology**

**12L. Marketing - Consumer Services - Travel and Tourism / Hospitality**

An outstanding marketing program that is designed and has demonstrated successful methods to introduce new products/services, or promote existing products/services to a particular audience.

**13. Most Effective Agency Campaign**

An agency that planned, implemented, executed, and evaluated a successful and effective campaign for 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**

A successful and effective campaign created by an independent counselor. An 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**

A successful and effective campaign that was delivered within a budget of \$5,000 to \$10,000, where the funds are used exclusively for the campaign. Staff time and overhead are not included in this budget.

**17. Most Effective Campaign on a Shoestring Budget**

A successful and effective campaign based on a budget of \$5000 or less. Staff time and overhead are not included in this budget.

**18. Most Effective Corporate Social Responsibility Campaign**

A program that enhances a corporate reputation and demonstrates a business approach to initiatives that positively impact society. This includes campaigns highlighting the positive impact delivering economic, social and environmental benefits to stakeholders.

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

An internal communications strategic campaign designed to promote inclusivity and/or educate about and reduce discrimination based on racial, ethnic, religious or sexual orientation and gender differences.

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

An extraordinary external communications campaign designed to promote inclusivity and/or educate about and reduce discrimination based on racial, ethnic, religious or sexual orientation and gender differences

## **21. Multicultural Public Relations**

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

## **22. Public Affairs**

22A. Public Affairs - Associations / Government / Nonprofit Organizations

22B. Public Affairs - Business

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. Public Service - Associations / Government / Nonprofit Organizations

23B. Public Service - Business

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

Public service 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 any or all of its stakeholders, either proactively or in response to an issue, event or market occurrence.