



ENTRY KIT

Early entry deadline: **24 March 2017**

Final entry deadline: **7 April 2017**

www.prawardsasia.com

For enquiries, please contact the awards team at entries@haymarket.asia

Introduction

I'm delighted to invite you to participate in this year's PR Awards celebrating the most inspired and successful campaigns, companies and individuals in Asia-Pacific's communications industry.

These awards are unique in their efforts to shine the spotlight on the work, communicators and agencies in Asia-Pacific — those that are defining cutting-edge thinking and driving the public relations industry forward.

In our commitment to delivering an awards programme that showcases the industry's best and brightest, we are inviting entries from across the region that illustrate best strategies and achievements that have been transforming businesses and brands.

The judging, as always, will be led by leading professionals from the in-house ranks, as well as senior agency executives. The judges will ensure that entries are reviewed according to the demanding set of criteria.

If you believe your work has achieved real resonance and created a compelling relationship with consumers, this is your chance for appraisal by the industry's leading PR luminaries.

We look forward to another truly competitive year and uncovering work that's innovative and inspirational.

Good luck!



Atifa Hargrave-Silk
Brand Director
Haymarket Media

General entry rules & information

PR Awards Asia is the industry's foremost recognition of excellence, attracting entries from all over the region and recognising the campaigns, agencies and individuals that define the cutting edge of work in the public relations arena. The gala awards presentation dinner has grown to be the premier event in the PR calendar.

WHO CAN ENTER?

The awards are open to PR consultancies, solo practitioners and in-house departments from all countries in the Asia-Pacific region (including Australia and New Zealand).

ELIGIBILITY PERIOD

Entries must be for work conducted between **January 1, 2016 and January 31, 2017** in order to be eligible to enter into the PR Awards Asia 2017. Your work must have made an impact during this time period and the results you provide must be within this time frame. Elements of your work may have been introduced earlier and continued through this period, but your case must be based on data and results relative to the qualifying time period.

The work must be carried out and conceptualised within Asia-Pacific for the Asia-Pacific market(s), including Australia and New Zealand.

DATES AND DEADLINES

Entry deadline: Friday, 24 March 2017

Late entry deadline: Friday, 7 April 2017

Entries and support material must be submitted online via www.prawardsasia.com.

Awards Presentation: Tuesday 6 June 2017

Award winners will receive a trophy which will be presented at the PR Awards Asia 2017 gala dinner in Hong Kong on 6 June 2017.

Ticket sales will commence from 18 April 2017 via our website, and sold on a first-come-first-served basis. For more information about the awards dinner, please contact the organisers at entries@haymarket.asia.

ENTRY FEES

Standard entry fee (by 24 March)

USD

263

Late entry fee (after 24 March)

320

Entries may be withdrawn at any point up to April 18, 2017 upon written request. Please note, however, that entry fees are non-refundable. No refunds will be given for wrong, disqualified, duplicate or withdrawn entries. In addition to the above, should entry fee remain unpaid by 17 April, 2017, the entry will be disqualified and Haymarket Media Ltd will retain the right to claim for unpaid entry fees.

THE JUDGING

The awards will be independently judged by a panel of at least 30 leading senior PR practitioners from agency and in-house environments. The judging panel will be selected by Campaign Asia-Pacific's editorial team and great care is taken in selecting a jury comprising the right balance of specialist knowledge, experience and objectivity. Strict guidelines are designed to eliminate vested interest or breaches of rules of entry.

Confidentiality is key to the judging process, with judges discussing the entries but scoring independently and confidentially. All judges will be required to sign a confidentiality agreement that bans them from disclosing information from entry submissions. Any judge who has a potential conflict of interest, including, but not restricted to, working for an agency that submitted that campaign and/or being involved with any aspect of the project, will not be allowed to judge that entry.

Judges may move entries between categories if deemed to be unsuitable for the category entered, but appropriate for another. Category changes will be made solely at the discretion of the judges and their decisions will be final. Judges will vote in a secret ballot for the prestigious Campaign of the Year Award, and for the Gold Awards.

General entry rules & information

PAYMENT METHODS

Entry fees are payable in USD. Payment can be completed online, after the completion and submission of your entries on the submission system. There are three payment methods to select from:

• Credit Card Online

You will be redirected to our secure payment gateway, AsiaPay, where you key in all your credit card details. For this payment option, a 2.65% bank surcharge is applicable for the use of Visa/Master credit cards; while a 3.91% bank surcharge is applicable for the use of AMEX credit cards.

If you are having trouble with the credit card online system, please download and complete the offline credit card form and contact the organisers at entries@haymarket.asia.

• Credit card offline

Complete the offline credit card form, print it out and scan/email to hanielyin.wong@haymarket.asia (cc: entries@haymarket.asia). For this payment option, a 2.65% bank surcharge is applicable for the use of Visa/Master credit cards; while a 3.91% bank surcharge is applicable for the use of AMEX credit cards.

• Bank transfer

For this option, you will have to bear ALL bank charges related to this transaction. Please do indicate that to the bank clearly when making the transfer.

Beneficiary Name: Haymarket Media Ltd.
Beneficiary address: 10/F, Zung Fu Industrial Building, 1067 King's Road, Quarry Bay, Hong Kong
Bank Name: CitiBank N.A., Hong Kong
Bank Address: Citibank Tower, Citibank Plaza, 3 Garden Road, Central, Hong Kong
Bank code: 006 (For local transfer only)
Branch code : 391
USD Account No.: 61553174
Swift Code: CITIHKHX

Upon successful bank transfer payment, please email hanielyin.wong@haymarket.asia (cc: entries@haymarket.asia) a scanned copy of the bank transfer slip, clearly stating the entry or invoice numbers that the payment is for.

ENDORSEMENT

All Campaign awards entries must be endorsed by your client representative authorizing the entry and data. The entry will only be accepted with your client endorsement. You will need to provide your client contact details on the online submission system and the endorsement email can be generated and emailed directly to your client for endorsement.

All Gold awards entries must be endorsed by a senior management member from your agency/company, and cannot be endorsed by the same person who submitted the entry.

IMPORTANT NOTES

- Each entry submitted into an additional category is considered as an individual entry, where a separate set of written submission paper, endorsement, any supporting materials, 3 hi-res images and payment has to be submitted online.

Note: Each written submission paper is highly recommended to be customised for each new entry to best describe how the case has performed well in the context of the particular category – judges frequently note that they can tell when a standard entry has been reused for multiple categories, and can penalize your entry.

- Where more than one agency have worked on the case, it has to be agreed in advanced between the involved parties which company will be making the entry. In the event that the same entry is submitted by two different entrant companies, or if both PR consultancy and client enter the same work, the submission may be treated as a joint entry for the purposes of judging at the organiser's discretion. Any duplicated entry fee will be forfeited.
- All written submission must be completed and submitted in English. If you have any supporting materials that are not in English, you are required to provide translation, either via subtitling, or a translated script.
- For all Campaign awards entries, please do not include any agency names, logos or reference anywhere in your submission, which includes the written submission paper, or supporting materials. The organiser reserves the right to disqualify any entries that do not meet this requirement.
- The organiser reserves the right to publish details of the entries in any related publications and materials. However, if there are certain information that must be kept confidential, please indicate it clearly as "Not for Publication" by **highlighting the information in yellow**, and tick the 'Confidentiality request' check box on the online entry form. Please be specific about what information cannot be disclosed – do not simply mark the entire entry.

Categories

Eligibility period: Entries must be for work conducted between January 1, 2016 and January 31, 2017 in order to be eligible to enter into the PR Awards Asia 2017. Your work must have made an impact during this time period and the results you provide must be within this time frame. Elements of your work may have been introduced earlier and continued through this period, but your case must be based on data and results relative to the qualifying time period.

The work must be carried out and conceptualised within Asia-Pacific for the Asia-Pacific market(s), including Australia and New Zealand.

CAMPAIGN AWARDS

Written entry for Campaign Awards categories

Your written submission paper is of utmost importance as the judges will base their initial decisions on the strength of the arguments made. Your written submission paper must be no more than two single-sided pages of A4 paper typed in Times New Roman, no less than 11 point type size, single spaced.

***Your agency name and logo must not appear anywhere in the written submission or any of the supporting materials submitted.**

***All Campaign awards entries must be endorsed by your client representative authorizing the entry and data. The entry will only be accepted with your client endorsement. You will need to provide your client contact details on the online submission system and the endorsement email can be generated and emailed directly to your client.**

The two-page entry for all Campaign Awards categories should include the following sub-headings:

- Situation analysis
- Objectives
- Target/audience analysis
- Budgets (Please state currency)
- Strategy
- Creativity and originality
- Execution and tactics
- Evaluation of success/measurement

GENERAL CONSUMER AWARDS

AA. Arts, Entertainment & Media Campaign of the Year

This award honours success in the arts and entertainment, including films, magazines, TV shows, books, newspapers, or websites. Entries for outstanding work in promoting individual celebrities are also welcome.

AB. Brand Development Campaign of the Year (Product)

This award recognises outstanding success in the ongoing development, repositioning, reinvigoration, or re-launch of an established consumer brand (product) through the use of PR.

AC. Brand Development Campaign of the Year (Service)

This award recognises outstanding success in the ongoing development, repositioning, reinvigoration, or re-launch of an established consumer brand (service) through the use of PR.

AD. Consumer Launch Campaign of the Year

This award is for the launch of a new product or service through the use of PR. The ability to create buzz and brand recognition, as well as evidence of sales/usage, are all essential factors in determining the winner.

INDUSTRY MARKET AWARDS

BA. Healthcare: Ethical Campaign of the Year

This category covers ongoing work or one-off projects undertaken by or on behalf of a pharmaceutical company relating to ethical (prescription only) drugs. Campaigns can be at any stage in a product lifecycle and include communications with target audiences such as prescribers, primary care teams, patient groups and specialist media as well as disease awareness and direct-to-consumer work. A campaign on behalf of a health-related cause (for example, set by a government agency), however, should enter the Public Sector Campaign of the Year.

BB. Technology Campaign of the Year

Both business-to-business and consumer campaigns are eligible, provided they are focused in the area of technology. These may include, but are not limited to, product launches or innovations, uses and applications of technology, or technological issues and advancements.

BC. Business-to-Business Campaign of the Year

The target audience might be a niche business sector or the business community at large. However, entries that involve switching to the consumer market should be entered in either the Consumer Launch Campaign of the Year or the Product Brand Development Campaign of the Year categories.

BD. Sports Campaign of the Year

This award recognises successful campaign that demonstrates the best use of PR to promote a sports related activity or event.

TARGETED AUDIENCE AWARDS

CA. Employee Communications Campaign of the Year

An award recognising skill in communicating a merger or acquisition, change management, rebranding, restructuring, layoffs, or other issue/problem of an internal communications nature.

CB. Asia-Pacific PR Campaign of the Year

Awarded to the PR campaign that is most effectively executed across at least 5 countries in Asia-Pacific. This category is open to PR campaigns with a purely Asian focus, or a global campaign that includes at least 5 countries in the Asia-Pacific region. Entries in this category are not precluded from entering any of the other campaign categories.

CC. Australia/New Zealand PR Campaign of the Year

Awarded to the PR campaign that is most effectively executed in Australia and/or New Zealand. Entries in this category are not precluded from entering any of the other campaign categories.

CD. Greater China PR Campaign of the Year

Awarded to the PR campaign that is most effectively executed in the Greater China region. Entries in this category are not precluded from entering any of the other campaign categories. Markets can include China, Hong Kong, Macau and Taiwan.

CE. Japan/Korea PR Campaign of the Year

Awarded to the PR campaign that is most effectively executed in Japan and/or South Korea. Entries in this category are not precluded from entering any of the other campaign categories.

CF. South Asia PR Campaign of the Year

Awarded to the PR campaign that is most effectively executed in South Asia. Entries in this category are not precluded from entering any of the other campaign categories. Markets can include Bangladesh, Bhutan, India, Nepal, Pakistan and Sri Lanka.

Categories

CG. Southeast Asia PR Campaign of the Year

Awarded to the PR campaign that is most effectively executed in Southeast Asia. Entries in this category are not precluded from entering any of the other campaign categories. Markets can include Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam.

CORPORATE AWARDS

DA. Corporate Branding Campaign of the Year

Honours the most outstanding use of PR in the launch of a new company, or in a corporate rebranding initiative. The winner will demonstrate effective recognition beyond mere brand-name recognition to show an appreciation and understanding of key message points among the target audience.

DB. Public Affairs Campaign of the Year

Entries should relate to the most effective use of public affairs to change/enlist political and/or public opinion. Although advertising materials will be considered, the judges also will be looking for evidence of work in research, media relations, grassroots community activity, and also lobbying.

DC. Corporate Publications

This category includes both printed material and electronically published material produced on behalf of an organisation. This includes internal publications such as staff newsletters and magazines, as well as consumer publications, brochures and annual reports and shareholder information. Three different sample copies should be included as your support material (online) together with details of how and where the publication was circulated and a circulation figure. The budget should be broken down into editorial, production and distribution costs.

DD. Financial Communications Campaign of the Year

This award will be given to the most effective on-going campaign or one-off project in the financial sector during the year. Judges will be concentrating on work that is primarily targeted at investors or other financial industry audiences and not personal finance campaigns.

DE. Crisis or Issues Management Campaign of the Year

This award will be given to the most effective crisis- or issues-management work by an agency or corporate PR team, or a combination of both. The objectives, strategy and method deployed should be clearly set out. Because of the sensitive nature of crisis- or issues-management work, entrants may mark parts of their

submission as strictly confidential and not for publication.

DF. Media Relations Campaign of the Year

Honours the most effective campaign designed to promote a product or service through any form of media (eg: newspapers, magazines, radio, television, digital). Judges will be looking for evidence on the change in attitudes among target media audience.

SOCIAL EDUCATION & PHILANTHROPY AWARDS

EA. Public Sector Agencies or Companies Campaign of the Year

Open to government departments and public-sector agencies (e.g. federal, state, military, municipal, local or public health authorities). Judges will look for the most effective campaign or communication programme on a single topic (e.g. health, crime, defence, etc.).

EB. Corporate Social Responsibility Campaign of the Year

This award recognises a campaign or ongoing project that utilises or integrates a social responsibility to promote or enhance corporate image or specific products/services. This award recognises a campaign or an ongoing project that creates sustainable benefits to society while enhancing corporate reputation, employee retention and customer loyalty.

EC. Environmental Campaign of the Year

This award recognises a campaign or ongoing project that utilises or integrates environmental responsibility to promote or enhance corporate image or specific products/services. This award recognises a campaign or an ongoing project that creates sustainable benefits to the environment while enhancing corporate reputation, employee retention and customer loyalty.

ED. Nonprofit Campaign of the Year

This category will recognise the most effective work by a nonprofit organization for fundraising, or in changing or enlisting political, public, or corporate opinion. As well as results, the judges will consider the cost-effectiveness of the campaign and, in the case of fundraising activities, the amount of money raised.

EE. Public Education Campaign of the Year

Entries should relate to the most effective work done to implement a successful public education to raise public awareness and/or change opinion or behaviour.

TECHNIQUE AWARDS

FA. Best Use of Analytics

This award will go to the campaign, project, or program that

demonstrates the most effective use of research and evaluation in both setting goals and measuring success. As well as effective media evaluation, the judges will expect to see evidence of how research among target audiences was used to help set the objectives and strategy, and how it was used to measure the effectiveness of the campaign against those objectives.

FB. Best Use of Broadcast/Video

A combination of creativity, cost-effectiveness, and overall impact will be considered. A copy of the video, film program, VNR, ANR, SMT, b-roll, or online footage must be included with the entry, as well as background information on the strategy behind the broadcast/video and evidence to support its success. Cost breakdown and use of outside vendors/contractors must also be included.

FC. Best Use of Digital

This category covers projects which utilise creative ideas to execute/support PR campaigns through digital platforms. This may be through websites, micro sites, blogging, online polling or additional functions being utilised as key PR tools to increase online presence. Judges are looking at how target market and audience are engaged, how key messages are promoted using ambassador/influencer (including celebrities)/blogger. This category awards successful ideas in creation of omni-channel digital content across different digital platforms and devices that enhance meaningful consumer engagement.

FD. Best Use of Social Media

This category recognizes all social media efforts to implement and enhance PR strategy/campaign in the work required to build a successful brand. Using innovative content and strategy in synergy with achieving campaign objectives. Judges are looking for how the use of social media in response to real-time to crises or related breaking news and events that impacts a brand and/or its community and providing post-crisis service or analysis. These may include use of blogs, Twitter, Facebook, mobile applications, or other emerging channels that are products of social technology.

FE. Promotional Activity of the Year

For the most effective, attention-grabbing promotional event of the year. Please include information on the aim, cost breakdown, use of outside vendors/contractors, size of the event/activity and whether it stood alone or was part of a larger campaign.

Categories

CAMPAIGN OF THE YEAR

This award cannot be entered directly. The chairperson of the judges, along with the judging panel will decide on the entry considered the best of the individual campaign winners in the General Consumer Awards, Industry Market Awards, Targeted Audience Awards, Corporate Awards, Social Education & Philanthropy Awards and Technique Awards categories.

GOLD AWARDS

The Gold Awards are the most prized of all, recognising the overall achievements in the industry, from the talented professionals, agencies and communicators within the region.

A two-page entry is required in each of the Gold Awards categories. Your written entry is of utmost importance as the judges will base their initial decisions on the strength of the arguments made. Your written entry must be no more than two single-sided pages of A4 paper typed in Times New Roman, no less than 11 point type size, single spaced.

Please refer to the individual category descriptions for the headings/details to include in your written submission.

PEOPLE & TEAM AWARDS

Written entry for Gold Awards - People categories

The two-page entry should be divided into the following sub-headings:

- Bio of the nominee/brief resume/education background
- Accomplishments achieved during the eligibility period
- Activities outside work, including charity, industry associations, etc.

***All Gold awards entries must be endorsed by a senior manager from your agency/company, and cannot be endorsed by the same person who submitted the entry.**

Support materials

Entrants may include client or employer testimonials, as well as media coverage and samples of work achievements as support materials.

GA. Young PR Professional of the Year – In-House

Open to PR professionals within in-house departments who turn 30 years old or under 30 as of December 31, 2016. Nominations are accepted from employers, who should include details of the nominee's career history, their exact age, and professional qualifications. Judges will look for evidence of outstanding achievements in handling PR campaigns, showing strategic skills and creativity, relevance to brief and results. They will also look for evidence of the nominee's ability and willingness to extend their range of PR skills. Please include client testimonial(s) as support material.

GB. Young PR Professional of the Year – Agency

Open to PR professionals within PR consultancies who turn 30 years old or under 30 as of December 31, 2016. Nominations are accepted from employers, who should include details of the nominee's career history, their exact age, and professional qualifications. Judges will look for evidence of outstanding achievements in handling PR campaigns, showing strategic skills and creativity, relevance to brief and results. They will also look for evidence of the nominee's ability and willingness to extend their range of PR skills. Please include client testimonial(s) as support material.

GC. PR Professional of the Year – In-House

Celebrating the work of an in-house PR professional, whose leadership is advancing the public relations profession. The judges will look for evidence of outstanding achievement within the client side of the PR industry, scope, innovation, leadership and industry contribution within the eligibility period.

GD. PR Professional of the Year – Agency

Honoring an individual who has demonstrated innovation and leadership in their agency and to the profession. Judges will look for evidence of outstanding achievement within the agency side of the PR industry, innovation, leadership, new business development initiatives, scope and industry contribution during the eligibility period.

GE. PR Agency Head of the Year

This award will be given in recognition of outstanding professional performance by an individual who has full operational responsibility for either a specific consultancy, or a network of consultancies.

Written entry for Gold Awards - Team categories

The two-page entry should be divided into the following sub-headings:

- Number of staff in team (please split executive and support staff)
- PR budget during the eligibility period (broken down into areas of marketing activity directly under the team's control)
- Outline of overall organisation's goals and the role of the communication team in achieving them
- Outline of PR-related issues and objectives during the entry period
- Notable campaigns – internal and/or external – during the entry period
- Use of internal/external resources, including agencies, other companies, and – where applicable – other departments within the organisation

***All Gold awards entries must be endorsed by a senior manager from your agency/company, and cannot be endorsed by the same person who submitted the entry.**

Support materials

Entrants may include client or employer testimonials, as well as media coverage and samples of work achievements of the team as support materials.

GF. In-House PR Team of the Year

Open to any in-house corporate, government, or non profit communications team, this award recognises success in addressing issues related to management, corporate communications, and campaign execution, including crisis situations. Judges will look for bottom-line impact; ability to establish/reinforce communications' role in the organisation and the C-suite; impact on the organisations' broader reputation; creativity and originality of programmes; and the strategy and execution of those programmes.

Categories

CONSULTANCIES & NETWORK AWARDS

GG. Australia/New Zealand PR Consultancy of the Year

Open to any PR consultancy in Australia or New Zealand. Entries may be a single office or national entry at the discretion of the entrant. This category does not recognise a network (see Asia Pacific Network of the Year).

Include: date of incorporation, numbers employed (split executive and support staff); key clients; two years' fees and profits data. Judges will look for evidence of financial growth, client list growth, client retention, talent retention / development, PR innovation and thought leadership. Emphasis should be placed on the consultancy's achievements within the period covered by this year's awards.

GH. Greater China PR Consultancy of the Year

Open to any PR consultancy in Greater China (applicable markets: China / Hong Kong / Macau / Taiwan). Entries may be a single office or national entry at the discretion of the entrant. This category does not recognise a network (see Asia Pacific Network of the Year).

Include: date of incorporation, numbers employed (split executive and support staff); key clients; two years' fees and profits data. Judges will look for evidence of financial growth, client list growth, client retention, talent retention / development, PR innovation and thought leadership. Emphasis should be placed on the consultancy's achievements within the period covered by this year's awards.

GI. Japan/Korea PR Consultancy of the Year

Open to any PR consultancy in Japan or South Korea. Entries may be a single office or national entry at the discretion of the entrant. This category does not recognise a network (see Asia Pacific Network of the Year).

Include: date of incorporation, numbers employed (split executive and support staff); key clients; two years' fees and profits data. Judges will look for evidence of financial growth, client list growth, client retention, talent retention / development, PR innovation and thought leadership. Emphasis should be placed on the consultancy's achievements within the period covered by this year's awards.

GJ. South Asia PR Consultancy of the Year

Open to any PR consultancy in South Asia (applicable markets: Bangladesh / Bhutan / India / Nepal / Pakistan / Sri Lanka). Entries may be a single office or national entry at the discretion of the entrant. This category does not recognise a network (see Asia Pacific Network of the Year).

Include: date of incorporation, numbers employed (split executive and support staff); key clients; two years' fees and profits data. Judges will look for evidence of financial growth, client list growth, client retention, talent retention / development, PR innovation and thought leadership. Emphasis should be placed on the consultancy's achievements within the period covered by this year's awards.

GK. Southeast Asia PR Consultancy of the Year

Open to any PR consultancy in Southeast Asia (applicable markets: Cambodia / Indonesia / Laos / Malaysia / Myanmar (Burma) / Philippines / Singapore / Thailand / Vietnam). Entries may be a single office or national entry at the discretion of the entrant. This category does not recognise a network (see Asia Pacific Network of the Year).

Include: date of incorporation, numbers employed (split executive and support staff); key clients; two years' fees and profits data. Judges will look for evidence of financial growth, client list growth, client retention, talent retention / development, PR innovation and thought leadership. Emphasis should be placed on the consultancy's achievements within the period covered by this year's awards.

GL. Boutique PR Consultancy of the Year

Open to any boutique PR consultancy in Asia-Pacific. Independent consultancies and consultancies that are not majority owned by a holding company or network are eligible to enter the 'Boutique PR Consultancy of the Year' category. Entries may be a single office or national entry at the discretion of the entrant. Entrants must be majority-independent owned, or at minimum 51 per cent privately-held. Consultancies that are not eligible are those who are either majority or fully-backed by a holding company. This category does not recognise a network (see Asia-Pacific Network of the Year).

Include: date of incorporation, numbers employed (split executive and support staff); key clients; two years' fees and profits data. Judges will look for evidence of financial growth, client list growth, client retention, talent retention / development, PR innovation and thought leadership. Emphasis should be placed on the consultancy's achievements within the period covered by this year's awards.

GM. New PR Consultancy of the Year

Open to any consultancy which has been operating for up to 24 months.

Include: date of incorporation, numbers employed (split executive and support staff); key clients; two years' fees and profits data. Judges will look for evidence of financial growth, client list growth, client retention, talent retention / development, PR innovation and thought leadership. Emphasis should be placed on the consultancy's achievements within the period covered by this year's awards.

GN. Asia-Pacific Network of the Year

This award is open to any owned group with at least three offices, each in separate markets, in the Asia-Pacific region.

Include: date of incorporation, numbers employed (split executive and support staff); key clients; two years' fees and profits data. Judges will look for evidence of financial growth, client list growth, client retention, talent retention / development and PR innovation. Crucially, judges will also be looking for demonstrated ability to work in a cooperative manner, servicing clients in more than one office. Emphasis should be placed on the network's achievements within the period covered by this year's awards.

How to enter

All entries are to be submitted online at www.prawardsasia.com.

ENTRY CHECKLIST

- Completed online entry form.
- Agency name, Campaign Title, Client, Country as per credits to be published for Campaign Awards categories. Credits will be used for all winners' announcements and on the trophy.
- Agency name, Nominee's name (if relevant to category), Country as per credits to be published for Gold Awards categories. Credits will be used for all winners' announcements and on the trophy.
- Written submission paper, no more than 2 single-sided pages of A4 paper typed in Times New Roman, no less than 11 point type size, single spaced. Your written submission paper should include and be divided into the respective category sub-headings found in the entry kit category description.
- 3 compulsory hi-res images used to showcase the entry if awarded. If you are submitting for Campaign Awards, the 3 photos should be images from the actual work/campaign (no logos or media clippings allowed). For Gold Awards, all 3 submitted photos must be of team photos for team/consultancy/network categories and nominee's photos for individual categories.
- Compulsory executive summary to be published, to showcase your entry if awarded. Summary must be at least 200-300 words.
- Up to 4 supporting materials to be uploaded online or hosted on a microsite/landing page to support your case. This is not compulsory, and is optional.
- Details of nominated senior client/brand representative (for Campaign Awards), or senior manager from your agency/company (for Gold Awards) who can endorse and authorize your entry and claims.
- Agency names and logos must NOT appear on your written submission or any of your supporting materials for all Campaign Awards categories.

- If you have submitted any video(s) as a support material on the entry system, send 3 copies of DVDs/USB sticks containing hi-res versions of ALL the same videos submitted online (in H264 compression, 1280x720px, aspect ratio 16:9, and in .mov, .mpeg2, .avi or .mp4 formats) to:

PR Awards Asia 2017

Haymarket Media Ltd.
Attention: Kaling Man
10/F, Zung Fu Industrial Building,
1067 King's Road, Quarry Bay, Hong Kong
Tel: (+852) 3175 1993

** Please label the DVDs and the files with the entry number assigned to you on the email confirmation that you received upon completion of your online submission. Haymarket reserves the rights to publish the video wholly or in part. If there is/are any content on the DVDs that are not meant for publication, please label "NOT FOR PUBLICATION" on the DVD itself. Delivery deadline: 17 April 2017.*

WRITTEN ENTRY

Your written entry is of utmost importance as the judges will base their initial decisions on the strength of the arguments made. Your written entry must be no more than two single-sided pages of A4 paper typed in Times News Roman, no less than 11 point type size, single spaced.

Please review each category in this entry kit for specific sub-headings that you must include in the two-page written submission paper.

For all Campaign Awards categories, agency names and logos must NOT appear on your written submission or any of your supporting materials.

Entrants may mark various sensitive parts of their submissions as "Not for publication" by **highlighting the information in yellow**, and tick the "Confidentiality request" box on the online entry form, provided these restrictions are not used excessively. Information marked as confidential will be treated as such.

SUPPORT MATERIAL

To accompany your written submission, entries may be supported with relevant back up material. The support material should show evidence of the success of your work. It may vary depending on the category but can range from branded media coverage, photographs, internet coverage, videos, attitudinal research, media evaluation, sales figures, detailed market share, etc. In the case of internal audiences, consider staff retention rates and productivity analysis. Please consider that it is better to be targeted than copious.

A maximum of four (4) support materials can be submitted online either in the form of a microsite or on our entry system so that these can be accessed by the judges at the time of judging. No file sharing site/FTP should be used.

1. You may submit no more than four (4) items of supporting materials, on top of the three (3) compulsory hi-res images. Be selective and provide only the most effective and successful items that make your case.
2. For all Campaign Awards categories, there should be no agency names or logos in your written entry or on any of your supporting materials. Materials with agency names or logos may be disqualified.
3. Any supporting data must be accompanied by an indication of the source of reference. If your agency is the source of research, please reference "Agency Research".
4. All materials in languages other than English must be submitted with a translation.
5. Supporting materials are non-returnable.
6. Any microsites must be live from date of submission – 30 June 2017. Please supply passwords, if needed, for access to the microsite URL. No FTP or file-sharing sites are allowed.

How to enter

7. If you have submitted any videos as a supporting material, three (3) copies of DVDs/USB sticks containing the hi-res versions of the same submitted videos to the organizer. If you have submitted any videos as supporting materials, please mail three (3) copies DVDs/USB sticks containing the hi-res versions of the same submitted videos to the organiser, labelled with the entry number assigned upon completion of your online submission, no later than 20 April 2017.
8. All supporting materials are to be submitted online and must adhere strictly to the stipulated formats as listed below:

- **Documents**

File size: Less than 5MB

File formats: .doc, .ppt, .pdf

- **Pictures/Photographs (At least 300dpi, RGB)**

File size: Less than 5MB

File formats: .jpg, .png, .gif

- **Audio**

File size: Less than 5MB

File formats: .mp3

- **Videos**

File size: Less than 25MB

File formats: .mov, .mpeg2, .wmv, .mpeg, .mp4, .mpg

TERMS AND CONDITIONS

Please ensure that each entry complies with the following rules. Failure to follow the rules may result in your entry being disqualified at an early stage in the judging process.

- The online entry form must be fully completed, including an endorsement email response from a senior manager from your client/brand company (Campaign Awards), or from your agency/company (Gold Awards), authorising the entry and claims. Incomplete entries and entries that have not been endorsed before entry deadline may be disqualified by the judging panel.
 - For all Campaign Awards categories, agency names and logos should not appear on your written submission or support materials.
 - Only the entries that follow the prescribed format stated in the written submission template will be accepted.
 - You may enter the same campaign in more than one category. However, for each entry you must provide separate documentation, support materials and entry fee. No campaign may be entered into more than three categories. Judges may reassign the campaigns to more relevant categories at their discretions.
 - Companies or individuals may submit entries on behalf of themselves or their clients, provided they submit documentary evidence of direct involvement in the campaign entered.
 - In the event that the same entry is submitted by two different entrant companies, or if both PR consultancy and client enter the same work, the submissions may be treated as a joint entry for the purposes of judging at the organiser's discretion. Any duplicated entry fee will be forfeited.
 - Entries not in English must be accompanied by a translation.
 - Entries are non-returnable.
 - The judges' decisions are final and neither the organisers nor the judging panel will enter into any correspondence about them.
 - The organisers reserve the right to publish all entries wholly or in part, as case studies or for publicity purposes.
- Entrants may mark various sensitive parts of their submission as "Not for publication" and tick the "Confidentiality request" box on the online entry form, provided these restrictions are not used excessively. Information that are not for publication should be **highlighted in yellow**. Information marked as confidential will be treated as such.
 - Once an entry is shown on the entry system as 'Completed', this denotes that the entry has been accepted by system and that the entry will be processed. At this point, all entry fees are due and payable to Haymarket Media Ltd. Furthermore, Haymarket Media Ltd cannot accept any cancellation of entries after the system has shown that the entry is 'finalised' for whatever reason. Any withdrawn, cancelled, disqualified or duplicate entries are still due and payable to Haymarket Media Ltd. In addition, should the entry fee remain unpaid by 17 April, 2017, the entry may be disqualified and Haymarket Media Ltd will retain the right to claim for unpaid entry fees.



www.prawardsasia.com
Tel: +852 3175 1993

PR Awards Asia 2017
Haymarket Media Ltd.
1067 King's Road, Quarry Bay, Hong Kong