

The background features a dark, swirling design with red and white curved lines. The text is centered and reads:

PR
Awards
Asia-Pacific 2026

ENTRY KIT

www.prawardsasia.com

INTRODUCTION

Campaign Asia-Pacific is pleased to launch the **PR Awards Asia-Pacific 2026**.

Now in their 25th year, the PR Awards Asia-Pacific are a firmly established fixture on the industry calendar, recognising the work, people and organisations shaping communications across the region. Each year, the programme reflects how the discipline is evolving, and 2026 is no exception.

This year, we introduce a new segment dedicated to Artificial Intelligence. These categories are designed to recognise PR work that uses AI thoughtfully, creatively and responsibly, delivering real impact rather than novelty. The new AI categories are:

- Best AI Product/Service
- Best AI in Crisis Management
- Best AI PR Stunt
- Best AI-Driven Campaign
- Best AI-Powered Content Creation
- Best Generative AI Innovation

We have also refined several existing categories to better reflect today's communications landscape. In the Campaign category, Sport and Esport/Gaming are now recognised separately. Finance Communications has been updated to Financial Services and Banking, and Lifestyle/Travel has been added to reflect the growing influence of this sector across Asia-Pacific.

Within the Effectiveness category, Best Brand Collaboration has been introduced. Best Sponsorship and Partnership has been streamlined to Best Sponsorship, while Best Use of VR/AR/MR has evolved into Best Use of Immersive Technology.

As always, entries will be judged by a senior jury of agency and in-house leaders from across the region. Their role is to recognise work that demonstrates clarity of thinking, strength of execution and meaningful results.

If your work has helped shape conversations, shift perceptions or deliver lasting impact, we encourage you to submit. We look forward to celebrating the very best of PR across Asia-Pacific in 2026.



Nikita Mishra
Editor, *Campaign Asia-Pacific*



KEY DATES, ELIGIBILITY & FEES

PR Awards Asia-Pacific is the industry's foremost recognition of excellence, attracting entries from all over the region and recognising the campaigns, agencies, and individuals that define cutting-edge work in the public relations arena.

DATES AND DEADLINES

Early Bird Entry Deadline:
Thursday, 5 March 2026

Standard Entry Deadline:
Monday, 23 March 2026

Final Entry Deadline:
Tuesday, 14 April 2026

* All cut-off times for respective deadlines are at 6 PM Hong Kong time (UTC/GMT +8:00).

Shortlists Announcement:
Thursday, 21 May 2026

Winners Announcement:
Thursday, 11 June 2026

**Dates listed above are subject to change.*

WHO SHOULD ENTER?

The awards are open to PR consultants, brands, solo practitioners, and in-house departments from all markets in the Asia-Pacific region.

ELIGIBILITY PERIOD

All entries should relate to achievements **ONLY** during the period **1 January 2025 to 14 April 2026**. Your work must have made an impact, and the results 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 during the eligibility period.

The work must be carried out and conceptualised within the Asia-Pacific markets.

Campaign reserves the right to reject any work it feels does not comply with the spirit.

ENTRY FEES

Early Bird Entry Fee	HKD3,850
Standard Entry Fee	HKD4,400
Final Entry Fee	HKD4,850

Entry fees are payable in Hong Kong Dollars (HKD).

- A separate fee is required for each entry submission.
- Entry fees are due at the time of submission and are non-refundable.

Entry submissions that are not paid for will **NOT proceed** to the judging stage, and Haymarket Media Limited will retain the right to claim unpaid entry fees.

WHAT'S NEW?

We are excited to introduce new categories this year, alongside enhancements to some of our existing categories. For more details, please refer to the category's description.

NEW CATEGORIES IN 2026!

We're thrilled to unveil two new categories under the **Campaign Awards** and three fresh additions to the **Effectiveness Awards**! With a focus on the transformative role of artificial intelligence across industries, we are also introducing six new AI categories.

These innovations reflect our commitment to celebrating excellence in marketing, measurable impact, and the groundbreaking applications of AI technology.

Campaign Awards:

- Esports/Gaming
- Lifestyle/Travel

Effectiveness Awards:

- Best Brand Collaboration
- Best Sponsorship
- Best Use of Immersive Technology

Artificial Intelligence Awards:

- Best AI Product/Service
- Best AI in Crisis Management
- Best AI PR Stunt
- Best AI-Driven Campaign
- Best AI-Powered Content Creation
- Best Generative AI Innovation

WHAT ARE THE CHANGES?

To better reflect the evolving landscape of each field, here are some notable updates on the Campaign and Effectiveness Awards:

Campaign Awards:

- **Sport/Esport category:** This category has been divided into two distinct sections – **Sport** and **Esport/Gaming** – to more accurately represent the unique characteristics of each area.
- **Finance Communications:** This category has been renamed to **Financial Services/Banking** to provide a broader scope and better encompass the diverse sectors within the financial industry.

Effectiveness Awards:

- **Immersive Technology:** In response to advancements in technology, we have updated the Best Use of VR/AR/MR category to encompass all forms of immersive technology, now titled Best Use of Immersive Technology.

MANDATORY IMAGES

In addition to the two required images, you are required to submit the brand logo for the campaign categories and the company logo for the other categories under People/Company.

PAYMENT METHODS

PAYMENT OPTIONS

As for the payment method, you can choose between online and offline methods.

Credit Card/Union Pay

For this option, you will be redirected to STRIPE our secure payment gateway, and we accept the following credit card types: VISA/MASTER and AMEX. To pay via Union Pay, please select this and you will be redirected to the payment page.

If you want to do this offline, we can provide you with a direct payment link. Please contact the Organiser.

There is a 3.5% bank surcharge for this payment option.

If you have any problems with the online credit card system or via Union Pay, please do not attempt to pay again, and contact the Organiser immediately at: PRAsia@haymarket.asia.

Bank Transfer

To choose this option, you must complete your entry submission by confirming the “Payment Order” page and selecting the payment method as “Bank Transfer”.

Direct online banking: you can transfer through your online banking system or arrange the transaction at the bank.

Transaction confirmation: after the transfer has been made, please provide the confirmed transaction proof, clearly stating the entry and order ID numbers and invoice number for such payment is to be emailed to Finance_Events@haymarket.asia, cc: the Awards Team at: PRAsia@haymarket.asia.

The payment deadline for bank transfer will be **by noon time (12 PM Hong Kong Time) the day following your entry submission.**

If you choose the bank transfer option, you will be responsible for any bank fees related to this transaction. Please indicate this to the bank clearly when making the transfer.

INVOICE & RECEIPT

The system will generate an official invoice for you to download as per the billing information submitted during your profile registration.

You can download the official invoice via the dashboard upon completing the submission and confirm the payment order on our online system.

If you require an invoice ahead of submission, you must first create a draft and provide us with the **Entry ID** along with the billing information to be sent to Finance_Events@haymarket.asia and copy to PRAsia@haymarket.asia.

Any commercial invoice or form related to local tax that requests assistance to be filled in by the Organiser should be communicated ahead of the deadlines. Any additional or tax-related costs are to be borne by entrants.

GENERAL GUIDELINES

CONFIDENTIALITY

- Entrants may mark on their entry submission paper and/or supporting documents various sensitive parts by highlighting the **information in yellow**. The highlighted information will be treated as confidential. Please be specific about the information that cannot be disclosed – do not simply mark the entire entry.
- The Organiser reserves the right to publish details of the entries that are not marked as confidential. **DO NOT** include sensitive information in any video submission. Alternatively, you may send your request to the Organiser explaining what confidential information cannot be disclosed instead of the whole video.

JOINT COLLABORATION

- Where multiple agencies/suppliers have worked on the same programme/initiative/event, it must be agreed in advance between all parties involved as to who will make the entry.
- All main parties who have contributed to the same programme/initiative/event should be listed in the joint collaboration section on the Online Form. If the same entry is submitted by two different entrant companies, or multiple agencies and brand companies have entered the same work, the submission may be treated as a joint entry at the Organiser's discretion.
- Any duplicated entry, the entry fee will be forfeited.

QUERIES

- The judges reserve the right to raise queries regarding the information provided and will penalise any entry if there is evidence of inaccurate and misleading claims or in cases of substantiated misconduct or reputational damage, which may result in the entry being disqualified. Any mention of data must be accompanied by a source of reference. If your agency is the source, please reference "Agency Research".

CREDITS

- For all credits, please enter details exactly as they should appear on all awards materials. Please use **Title Case** for campaign, company, and people/team names unless brand guidelines specify otherwise.
- For Campaign, Effectiveness and Artificial Intelligence categories, please enter the **campaign title exactly** as it appears in execution. Do not include supplementary information, such as the entrant company name, unless it is part of the official campaign title.
- Entrants are responsible for ensuring all credits are accurate at the time of submission. The Organiser is not liable to make such changes.
- The Organiser reserves the right, at its sole discretion, to amend any submitted details without prior notice where such details are inaccurate, incomplete, or misleading.
- For campaigns that are collaborative and executed by multiple agencies, please state this clearly on the written paper and the online form. It is the responsibility of the entrant to clearly state all parties involved.
- All credits submitted will be used for publication across all channels, related materials, trophies, and shortlists on *Campaign Asia's* editorial pages and website for the prize announcements and at the Awards Presentation event.

MANDATORY ENDORSEMENT

ENDORSEMENT

All entries must be endorsed as per guidelines. The Endorser's information is required to be submitted on the online submission form.

Failure to follow entry guidelines and endorse the entry by the deadlines may result in disqualification.

CAMPAIGN / EFFECTIVENESS / AI CATEGORIES

All campaign entries submitted by or on behalf of the brand or its companies must be endorsed by the brand representative, who is authorised to approve the entry and endorse the data as true and accurate.

PEOPLE /TEAM/COMPANY/CONSULTANCY CATEGORIES

Consultancy/ Company/ Team categories: the endorser must be a member of the senior management, which will be the CEO, MD, or Head of the office.

People categories: The nominee cannot endorse his or her submission. In cases where the nominee is the most senior member of the management/brand representative, the second most senior representative must endorse the entry.

IMPORTANT NOTE

If any changes are made to the written submission at the request of the Organiser, the original endorsement will become invalid. The endorser must endorse again when submitting the revised submission.

PROCESS

Before you start writing your entry, you should communicate ahead and have the consent if required, or approval from your client and/or any third parties/partners/joint agencies on the campaign before submitting it.

Once you have clicked “**CONFIRM SUBMISSION**” via the online entry form, the system will generate a real-time automatic email to your endorser. This email contains a hyperlink to your written submission and requires a simple click to confirm the endorsement.

This endorsement process is only between the endorser and the Organiser. All entrants are responsible for ensuring that their endorser is available at the time of your submission, and the endorsement must be completed no later than the day after the entry is submitted.

The judges reserve the right to raise queries regarding the information provided and penalise any entry if there is evidence of inaccurate and misleading claims, leading to entry disqualification. The entry fee is non-refundable.

Should your endorser have NOT received the email at the time of submission, you may ask the endorser to check their SPAM/JUNK email, or you can re-trigger the endorser's email via the dashboard.

If the endorser declines to endorse the entry, an automated email will be sent to the entrant. It is the responsibility of the entrant to contact the endorser and clarify the status with the Organiser. The entry fee is non-refundable if entry requires you to withdraw. Should you require assistance, please contact the Organiser at PRAsia@haymarket.asia.

CATEGORIES

CAMPAIGN AWARDS

- C01. Arts, Entertainment & Media
- C02. Automotive & Transport
- C03. Brand Development (Product)
- C04. Brand Development (Service)
- C05. Business-to-Business
- C06. Cause-Related - Diversity & Inclusion
- C07. Cause-Related - Public Awareness
- C08. Consumer Launch
- C09. Corporate Branding
- C10. Corporate Publications
- C11. Corporate Social Responsibility
- C12. Customer Loyalty
- C13. E-commerce
- C14. Esports/Gaming **(NEW)**
- C15. Environmental
- C16. Experiential PR
- C17. Fashion & Beauty
- C18. Financial Services/Banking
- C19. FMCG
- C20. Health & Wellness

CAMPAIGN AWARDS

- C21. Healthcare: Ethical
- C22. Influencer Marketing
- C23. Integrated Marketing
- C24. Internal Communications
- C25. Lifestyle/Travel **(NEW)**
- C26. Media Relations
- C27. Non-Profit
- C28. PR Event
- C29. Promotional Activity
- C30. Public Affairs
- C31. Public Education
- C32. Public Sector
- C33. Reputation and Issues Management
- C34. Sports
- C35. Technology

CATEGORIES

EFFECTIVENESS AWARDS

- E01. Best Brand Collaboration **(NEW)**
- E02. Best Brand Strategy
- E03. Best Creative Idea
- E04. Best Event Activation
- E05. Best Sponsorship
- E06. Best Use of Advocates/Influencers/Celebrities
- E07. Best Use of Analytics
- E08. Best Use of Broadcast/Video
- E09. Best Use of Content
- E10. Best Use of Digital
- E11. Best Use of Social Media
- E12. Best Use of Virtual Platforms
- E13. Best Use of Immersive Technology
- E14. Best Video Story-telling

ARTIFICIAL INTELLIGENCE AWARDS **(NEW)**

- AI01. Best AI Product/Service
- AI02. Best AI in Crisis Management
- AI03. Best AI PR Stunt
- AI04. Best AI-Driven Campaign
- AI05. Best AI-Powered Content Creation
- AI06. Best Generative AI Innovation

PR CONSULTANCY

- CN01. Boutique Agency of the Year
- CN02. ESG Consultancy of the Year
- CN03. Specialist Consultancy of the Year

PEOPLE & COMPANY

- PT01. Best Culture of the Year
- PT02. Diversity and Inclusion Company of the Year
- PT03. PR Agency Head of the Year
- PT04. PR Communications Team
- PT05. PR Professional of the Year
- PT06. Young PR Professional of the Year

GRAND PRIX

**** Not for Entry**

Agency of Excellence
Campaign of the Year

CATEGORIES DESCRIPTION

CAMPAIGN AWARDS

C01. Arts, Entertainment & Media

This award honours achievements in the arts, music, and entertainment, including films, music, concerts, magazines, TV shows, books, newspapers, and websites. Entries for excellence in promoting individual celebrities are also welcome.

C02. Automotive & Transport

This award recognises the work of PR in the automotive and transport sectors, including car manufacturers, trade bodies, or work that includes campaigns aimed at customers relating to transport and automotive services, initiatives, and products.

C03. Brand Development (Product)

This award recognises outstanding success in the ongoing development, repositioning, reinvigoration, or relaunch of an established consumer brand (product) using PR.

C04. Brand Development (Service)

This award recognises outstanding achievement in the further development, repositioning, reinvigoration, or relaunch of an established consumer brand (service) with PR.

C05. Business-to-Business

This category recognises businesses whose target audience may be a niche business sector or the business community in general. Entries that involve switching to the consumer market should be submitted in either the Consumer Launch or the Product Brand Development categories.

C06. Cause-Related - Diversity & Inclusion

This category recognises campaigns with original creative ideas that raise awareness or positive sentiment towards the cause/issue, and/or help change behaviours around equality and inclusion and effectively promote them.

C07. Cause-Related - Public Awareness

This category recognises campaigns with original creative ideas that raise awareness or positive sentiment, towards the cause/topic, and/or contribute to behaviour change that is relevant to the public - but do not fall into the "Equality & Inclusion" category.

C08. Consumer Launch

This category is awarded for the launch of a new product or service, focusing on creating awareness and brand recognition through PR.

C09. Corporate Branding

This award honours the most outstanding use of PR related to corporate branding, including the launch of a new company, rebranding, and repositioning initiatives, to build corporate reputation, enhance corporate positioning, communicate with investors or other stakeholders, or achieve other corporate objectives.

C10. Corporate Publications

This category is awarded for corporate publications that include both print and digitally published material produced on behalf of an organisation and targeted at either external audiences or internal stakeholders to achieve specific PR objectives. As part of the supporting material, three different sample copies should be included.

C11. Corporate Social Responsibility

This award recognises a campaign or ongoing project that uses or integrates social responsibility to promote or enhance a company's image or specific products or services.

CATEGORIES DESCRIPTION

CAMPAIGN AWARDS

C12. Customer Loyalty

This category recognises a campaign aimed at improving customer loyalty through omnichannel communications to drive engagement and loyalty among customers, whose innovation and creativity have set them apart.

C13. E-Commerce

This category recognises the campaign/ project that uses PR strategies to improve e-commerce reaches to drive business growth and increase brand, product, and/or service awareness.

C14. Esports/Gaming (NEW)

This award recognises outstanding PR campaigns in the gaming or eSports sector that successfully engaged passionate communities, amplified brand presence, and captured gaming culture through creative storytelling and activations.

C15. Environmental

This award recognises a campaign or ongoing project that utilises or integrates environmental responsibility to promote or enhance the company's image or specific products/services.

C16. Experiential PR

This category is awarded to the campaign with successful PR/communication strategies that engage audiences and bring the brand story to life. Judges will look for the use of a brand activity, whether a virtual or live event, to build brand value and reputation as part of a broader strategic PR campaign.

C17. Fashion & Beauty

This category celebrates the best campaign for a product/service across fashion and beauty products. The campaign can be part of a product launch or stand-alone branding exercise.

C18. Financial Services/Banking

This award honours exceptional campaigns in the financial sector. Entries should demonstrate how the campaign navigated complex industry challenges, built trust and credibility, strengthened reputation through strategic communications.

C19. FMCG

This award recognises campaigns for fast-moving consumer goods products that focus on raising awareness, increasing brand recognition, and meeting brand KPIs. This can be a stand-alone campaign or a component of a larger launch.

C20. Health & Wellness

This award recognises an event that promotes health, work-life balance, and overall wellness, that increases brand awareness and increases customer engagement which inspires and educates in cultivating better health and well-being.

C21. Healthcare: Ethical

This award recognises ongoing work or one-off projects undertaken by or on behalf of a pharmaceutical company about ethical (prescription only) medicine. Campaigns can be at any stage of the 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.

C22. Influencer Marketing

This category recognises the most effective, creative, and innovative PR campaign that engages influencers and uses them as part of the PR strategy to increase brand awareness and achieve business objectives.

C23. Integrated Marketing

This award recognises the most holistic, integrated campaign that uses at least three channels to achieve results. The campaign must be PR-led, and demonstrate creativity, innovation, impact, and effectiveness.



CATEGORIES DESCRIPTION

CAMPAIGN AWARDS

C24. Internal Communications

This award recognises strategic communication or a significant project that has engaged internal stakeholders, such as communication of a merger or acquisition, management change, rebranding, restructuring, resizing, or other issues/problems related to internal communication or employee engagement.

C25. Lifestyle/Travel (NEW)

This award celebrates campaigns that brought lifestyle or travel experiences to life. Entries should show how the campaign inspired audiences, showcased destinations or brands, and delivered compelling narratives that resonated emotionally and culturally.

C26. Media Relations

This award recognises the most effective and successful use of media relations in a broader public relations context that meets client and/or campaign objectives.

C27. Non-Profit

This category is awarded for the most effective work done for or by a charity, voluntary or not-for-profit organisation in fundraising or in changing/enlisting political, public, or corporate opinion.

C28. PR Event

This award seeks an effective brand event strategy that builds brand/product value and reputation as part of a broader PR campaign. This is open to any type/scale of event such as a product launch, roadshow, concert, etc.

C29. Promotional Activity

This award recognises the most effective and innovative PR/communication strategies, and striking promotional events, whether it is a standalone event or integrated into a broader campaign.

C30. Public Affairs

This award recognises the most effective use of PR to change/enlist political and/or public opinion using public affairs tactics.

C31. Public Education

This category recognises the most effective work to implement successful public education to raise public awareness and/or change the opinion or behaviour of the targeted community.

C32. Public Sector

This category recognises the most effective and successful use of PR by a public sector organisation, government departments, and PR consultancies working in partnership with them. The campaign or communications programme may be on a single issue such as health, crime, defense, etc.

C33. Reputation and Issues Management

This award recognises effective communications related to an issue or reputational management work by an agency or corporate PR team or a combination of both. Due to the sensitive nature, entrants may mark parts of their submission as strictly confidential and not for publication.

C34. Sports

This award recognises PR campaigns that successfully promoted sporting events, activities, or brands. Entries should demonstrate how the campaign drove fan engagement, amplified excitement, and delivered storytelling that captured the spirit of sport.

C35. Technology

This category recognises the innovative use of technology and the most effective business-to-business or consumer campaigns. This may include but is not limited to, product launches or innovations, uses and applications of technology, or technological issues and advancements.

CATEGORIES DESCRIPTION

EFFECTIVENESS AWARDS

E01. Best Brand Collaboration (NEW)

This award recognises a brand partnership that delivered outstanding PR effectiveness. Entries should show how shared objectives and aligned values generated earned attention, strengthened reputation, and achieved measurable impact.

E02. Best Brand Strategy

This category recognises the most authentic and innovative campaign to build and strengthen brand recognition, raise awareness, and effectively communicate with the audience to reach the brand objective.

E03. Best Creative Idea

This category celebrates a game-changing creative idea that takes a brand, company, or organization in a new, exciting direction and delivers results that exceed expectations. Judges will be looking at exceptional, creative campaigns that embrace out-of-the-box thinking, are innovative, drive brand awareness, and meet campaign KPIs.

E04. Best Event Activation

This category recognises the most effective and creative event activation through the use of innovative platforms and interactive elements that capture audience engagement to achieve campaign goals.

E05. Best Sponsorship

This award honours a sponsorship transformed into a powerful PR platform. Entries must demonstrate how strategic storytelling and media engagement amplified the sponsorship to deliver earned impact and tangible results beyond paid exposure.

E06. Best Use of Advocates/Influencers/Celebrities

This category recognises the most creative, innovative, and well-executed campaign that leveraged an advocate/influencer or celebrity as part of the strategy and did its best to enhance and generate consumer engagement towards the targeted audience and raise brand awareness to deliver or exceed brand KPIs and objectives.

E07. Best Use of Analytics

This award goes to the campaign, project, or program that demonstrates the most effective use of data or insights, research, and evaluation in both setting goals and measuring success and effective media evaluation.

E08. Best Use of Broadcast/Video

This category recognises the most creative use of broadcast or video, balancing creativity, cost-effectiveness, and overall impact. A copy of the video, film program, VNR, ANR, SMT, b-roll, or online footage must be included with the entry.

E09. Best Use of Content

This category recognises the most effective and innovative use of content and how the content tells the brand's story, demonstrating an overarching strategy and method that is used and executed across multiple channels.

E10. Best Use of Digital

This category recognises the most successful campaign in creating omnichannel digital content across multiple digital platforms and devices that drive meaningful consumer engagement.

E11. Best Use of Social Media

This category recognises the use of social media to enhance a PR campaign and build successful brands. The strongest entries should showcase well-thought-out strategies that work in synergy with innovative content to achieve campaign objectives.

CATEGORIES DESCRIPTION

EFFECTIVENESS AWARDS

E12. Best Use of Virtual Platforms

This category, aimed at a B2B/B2C audience, recognises the most innovative and strategic use of virtual platforms that demonstrate effective communication, engagement, and the use of smart technological choices along with great content and creative experience design to achieve results that meet or exceed business objectives.

E13. Best Use of Immersive Technology

This award celebrates the most effective use of immersive tech—AR, VR, XR, or mixed reality—to achieve PR objectives. Entries should show how technology drove earned media, engagement, or storytelling, with clear evidence of impact.

E14. Best Video Story-telling

This category recognises storytelling for products, services, or organizations that made the best use of video, production values, business impact, multi-channel, and shares/likes. This is a great category for Brands/Agencies, Individual/Independent Producers, and Production Houses.

ARTIFICIAL INTELLIGENCE AWARDS (NEW)

AI01. Best AI Product/Service

This award recognises an AI powered product, platform, or service that has demonstrably enhanced public relations capability, performance, or effectiveness. The winning entry will show how AI has been purpose built or strategically applied to solve real PR challenges.

AI02. Best AI in Crisis Management

This award recognises outstanding use of AI to identify, manage, mitigate, or respond to a reputation or communications crisis. Judges will reward entries that demonstrate responsible use of AI under pressure, clarity in decision making, and tangible impact on crisis outcomes.

AI03. Best AI PR Stunt

This category celebrates bold, creative, and culturally resonant PR stunts where AI played a central role in generating attention, participation, or earned media. The winning entry will demonstrate how AI was creatively leveraged to surprise audiences, deepen engagement, or reframe brand storytelling in an innovative way.

AI04. Best AI-Driven Campaign

This award honours a fully integrated PR campaign in which AI played a central and strategic role—from insight and planning through execution, optimisation, or measurement. The winning entry will demonstrate how AI enhanced decision making, audience targeting, storytelling, or media outcomes across the campaign lifecycle.

AI05. Best AI-Powered Content Creation

This category rewards exceptional use of AI to create written, visual, audio, or multimedia content for PR and communications purposes. Entries may include AI assisted storytelling, visualisation, personalisation, translation, or adaptive content creation used to support earned media, thought leadership, or stakeholder engagement.

AI06. Best Generative AI Innovation

This award celebrates pioneering or experimental use of generative AI that redefines how brands, leaders, or organisations communicate. The category recognises work that pushes boundaries in storytelling, narrative building, or audience participation—using generative AI in genuinely new and meaningful ways.

CATEGORIES DESCRIPTION

PR CONSULTANCY AWARDS

**ALL CATEGORIES ARE FOR SINGLE MARKET ENTRY ONLY. **

CN01. Boutique Agency of the Year

This category is open to any consultancy with 2-29 employees, whether multi-discipline or niche.

The award for boutique agencies recognises those who excel in providing personalized service, leveraging niche expertise, and demonstrating innovative approaches who distinguish themselves in a competitive industry while delivering exceptional value to their clients.

CN02. ESG Consultancy of the Year

This category recognises a consultancy that can demonstrate client work that has had a positive societal impact based on the three central factors: environmental, social, and governance.

CN03. Specialist Consultancy of the Year

This category is open to all PR consultancy and/or specialist divisions within the business that focus on a specific sector, market segment, or PR discipline, such as healthcare, crisis communications, issues/ reputation management, integrated marketing communications, media training, and public affairs.

PEOPLE & COMPANY AWARDS

PT01. Best Culture of the Year

**THIS CATEGORY IS FOR SINGLE MARKET ENTRY. **

This award recognises the agency that demonstrates a distinctive and passionate working culture in line with the company's vision and values. The best culture fosters collaboration - inspiring others and creating a place that helps to attract and recruit talent - and ultimately business growth. Entrants should demonstrate how the agency cultivates a culture to drive forward thinking and challenge conventions.

PT02. Diversity and Inclusion Company of the Year

**THIS CATEGORY IS FOR SINGLE MARKET ENTRY. **

This category will recognize companies with the strongest commitment to diversity and inclusion. Companies that are pushing boundaries and shaping their paths. Judges are looking for examples of activities/initiatives that have helped build diverse teams, create an inclusive work environment, or foster a culture that is inclusive of a diverse audience.

PT03. PR Agency Head of the Year

This category is awarded for outstanding professional achievement by an individual who has full operational responsibility for a specific consultancy, or network of consultancies.

PT04. PR Communications Team

This category is awarded to a PR communications team within PR consultancies or to an 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 crises.

PT05. PR Professional of the Year

This category is open to both agencies and in-house PR Professionals who have demonstrated exceptional creativity and innovation that made a significant impact. This award celebrates individuals who have set a benchmark for excellence in public relations, demonstrating leadership and vision in their field.

PT06. Young PR Professional of the Year

Open to up-and-coming rising stars with around 8-10 years of related experience.

This category recognises the accomplishments of an individual who stands out among his or her peers, has the willingness to extend their range of skills, and has demonstrated early success in his or her field.

CATEGORIES DESCRIPTION

GRAND PRIX

Agency of Excellence

****NOT FOR ENTRY****

THE **AGENCY OF EXCELLENCE AWARD** recognizes the individual agency office that achieves the highest aggregated score in our point system.

To qualify, the agency must secure a minimum of three (3) Gold wins from the Campaign, Effectiveness and Artificial Intelligence awards.

Partner agencies involved in the same winning campaigns will also receive the same points if credits are being submitted by the Entrant Agency.

Campaign of the Year

****NOT FOR ENTRY****

The "**CAMPAIGN OF THE YEAR AWARD**" honours the most outstanding campaign in the Campaign, Effectiveness and Artificial Intelligence categories based on our point system. To qualify for this prestigious accolade, a campaign must achieve the highest number of points, including a minimum of three (3) Gold wins.

POINTS ALLOCATION

Gold

Silver

Bronze

10

8

6

JUDGING PROCESS & CRITERIA

JUDGING PROCESS

The jury process consists of two rounds.

- In the first round, judges independently review and score all entries via our secure online platform. A shortlist for each category is drawn from the judges' aggregated scores for each entry, and up to 5 entries with the highest scores in each category will form each shortlist. The jurors will unanimously decide whether to shortlist fewer or more than 5 entries.
- In the second round, the judges from each group will meet via conference call to discuss the shortlisted entries and confirm the winners.
- In cases where there is only one entry or fewer entries in the category, the judges will unanimously decide whether there should be a shortlist and/or whether trophies should be awarded in the second round. This may result in no shortlist and no trophy being awarded in a category.
- The decision of the jury is final. Awards will be made at the discretion of the judges and no correspondence will be entered into regarding the results.

The judges may move entries between categories if they feel they are not suitable for the category entered, but appropriate for another. Category changes will be made solely at the discretion of the judges and their decisions are final.

JUDGING METHODOLOGY

- A detailed quantitative methodology has been developed to evaluate and analyse each entry on its merits fairly and accurately.
- All jurors are required to sign a confidentiality agreement that bans them from disclosing any information from entries submitted. Any juror who has a potential conflict of interest, such as working for an agency/company that submitted the campaign and/or being involved in any aspect of the project, will not be allowed to judge that entry and will therefore be asked to abstain.
- The decision of the jury in all matters relating to the award of the prize is final and binding. A balance of expertise, experience, and objectivity will be considered in the selection of judges. Strict guidelines will be followed, designed to eliminate vested interests or breaches of the guidelines of entry.

JUDGING CRITERIA

Full criteria and judging methodology can be found on the relevant entry templates. Judges will consider the achievement of objectives, the scope of business, business growth, client profile and disciplines, new business wins, client retention and relationships, awards and recognition, staff retention and development initiatives, and how the agency/nominee has played a positive role in promoting and enhancing the reputation of the industry during the eligibility period, including examples of work, tools, and initiatives that are leading the way for the industry.

MANDATORY ENTRY SUBMISSION

HOW TO ENTER

Entries are to be submitted online via the 'ENTER NOW' button at www.prawardsasia.com.

Upon clicking **ENTER NOW**, you will be directed to our entry platform where you shall be prompted to register your profile. A verification email will be sent to you to confirm your login credentials before you can start submitting your entry. Each year, you will be required to register, and you cannot use your previous profile or login credentials.

ENTRY TEMPLATE

All written submissions should be based on the criteria set and information requested in the entry template provided. You can download the entry templates from [our website](#).

WRITTEN ENTRY FORMAT

Page Limit & Font: No more than TWO (2) single-sided A4 pages, Arial font and size should be no less than 11-point type size, single spaced.

WRITTEN ENTRY SUBMISSION

Your written submission is of utmost importance as the jury will base its initial decisions on the strength of the arguments put forward.

It is highly recommended that each written submission be customised. A single entry may be submitted in more than one category, provided that the content of the submission relates to and answers the specific criteria as per the template. Judges may, at their discretion, provide a lower score if the same content reciprocates across several categories.

ENTRY SUBMISSION DESIGN

You may choose to submit your written entry paper with your design, but it is mandatory to keep the section headers as specified on the entry template, as the judges will review and score the submission against those criteria sections.

Section 1 and the criteria section headings are mandatory. A cover page is considered part of the total page count. You may **not exceed more than two (2) single sided, A4 pages**.

CONFIDENTIALITY

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

ENDORSEMENT

All entries must be endorsed! Without endorsement, the entry may not proceed to the judging round. The endorsement, once triggered, is sent via an automatically generated email from the online system. Please refer to page 7 for more details.

The judges reserve the right to raise queries about the information provided and penalize any entry if there is evidence of inaccuracy, misleading, or false information or disagreement from third parties/partners on the information submitted. Should there be such evidence, this will result in disqualification from entry. Entry fees are non-refundable.

MANDATORY ENTRY SUBMISSION

CAMPAIGN, EFFECTIVENESS & ARTIFICIAL INTELLIGENCE CATEGORIES - MUST NOT INCLUDE

To protect the integrity of the judging, entries submitted by the agencies and all **Campaign, Effectiveness and Artificial Intelligence categories**, the agency names and logos must NOT appear on your written submission, executive summary, or any of your supporting materials such as creative samples, videos, URLs, etc. (including but not limited to account username and password of the video platform, letterheads, and visible watermarks).

We recommend replacing any mention of your organisation with “Agency” or “Company” and writing in the third person.

The above is only restricted to **Campaign, Effectiveness and Artificial Intelligence categories** and does not apply to **Consultancy, People, or Company categories**.

Entries may be disqualified and will not proceed to the judging round if any of the above occur. If the company/agency name is visible, replacement of those affected will be required, and a fee shall be charged subject to the approval of the Organiser.

Entries submitted directly by the brand’s company, such as their in-house team are not restricted to using their brand’s name related to the initiative but should also avoid mentioning their agency’s name.

COMPULSORY IMAGES

To showcase your entry, you are required to upload two (2) high-resolution images (minimum 1920 x 1080 pixels at 300 dpi) in JPG or PNG format on the online entry form.

Campaign, Effectiveness and Artificial Intelligence Categories:

- Please upload images that are relevant to the campaign. Brand product shots, logos, or team photos are not permitted.
- Additionally, you are required to upload the brand logo of the campaign separately.

People & Company Categories:

- Individual nominee photos should be uploaded. Team shots are not acceptable.
- For Team & Company categories, only team photos are acceptable.
- Product shots or other awards show photos are not acceptable.

NOTE: Inappropriate image submissions will not be replaced, or if approved a fee may be charged. Please choose your images carefully and ensure they meet the specified criteria.

EXECUTIVE SUMMARY

A summary of **100-150 words** is to be submitted via the online entry form. This summary will be used to publish should your entry win and should highlight achievement and success, as well as justify why it should win. Change requests will be subject to a fee.

Promotional content, company credentials, and any sensitive information about the company/brand will not be accepted.

SUPPORTING MATERIAL

All supporting material is optional and not compulsory. Entrants should decide at their discretion.

A maximum of five (5) supporting materials may be provided to support your case and show evidence of success and achievements.

VIDEO SUBMISSION (optional)

We strongly encourage you to submit a case video or any supporting videos for your campaign.

You can include a hyperlink to the video in your entry submission and/or the supporting materials section. If login credentials are required, please provide them as well.

The video submission link must be a direct link (this may be unlisted, or password protected).

The judges must have easy access to your video. Recommended platforms include YouTube, Youku, and Vimeo.

IMPORTANT NOTES

- All materials in languages other than English must be submitted with a translation. For videos, please provide transcripts or subtitles.
- All supporting materials for judging should be uploaded either online and/or in the form of a microsite/video link as per the format guidelines stipulated below.
- The microsite or video links must be live from 3 February 2026 to 31 December 2026. Please supply passwords if needed for access.
- All supporting materials should be in digital format only and must be uploaded via the PRA online entry form upon submission. You can consider using Google Drive where applicable; however, you must include the direct link to the Video itself and not a folder.
- Supporting materials supplied with the entry will be used if an entry is shortlisted or awarded. Entrants will not be asked for additional supporting materials after the entry deadline has passed.

FILE FORMAT

All entries and supporting materials are to be submitted online and must adhere strictly to the stipulated formats as listed.

MANDATORY SUBMISSION	
Written Submission	
File size:	Maximum 5MB
File format:	PDF
Compulsory Images	
File size:	Maximum 2MB
File format:	JPG, PNG
Resolution:	1920 x 1080 px, RGB, Landscape
OPTIONAL	
Supporting Material	
File size:	Maximum 5MB
File format:	PDF
Video Format	
File size:	N/A
File format:	Hyperlink of video
Recommended Channel:	YouTube, YouKu, and Vimeo

TIPS ON A WINNING ENTRY

ENTRY TIPS - WHAT MAKES A WINNING ENTRY?

Criteria: Make sure you answer all the criteria. Make it easy for the judges to identify the evidence in your submission against the criteria and are directly relevant.

Concise & Precise: Be concise and clear when crafting the entry and make sure to keep to the page limit. Proofread to avoid spelling or grammar mistakes – errors create a poor impression. Make sure your written paper submitted to the right category matches your online form.

Presentation: Create your entry and demonstrate results with charts, graphs, or images (this also helps reduce word count)!

Results: Make sure to include data and statistics to support and evidence the impact.

Supporting material: This is not mandatory, but this can help provide judges with the background to the entry, especially videos.

Tailor your entry: For the same campaign, you can enter it into multiple categories. However, you must tailor the entry to meet the criteria of the respective category and communicate what is the difference in the project related to the category (this includes the executive summary). Judges will deduct marks where the exact entry is entered into multiple categories.

Visuals: design the entry to make it visually more interesting to read including key visuals to help tell the story.

JUDGE'S TIPS!

Creativity: Entries that break the norms by thinking outside the box and being audacious and goal-driven.

Impact: Idea that can make an impact on people, society, and the planet which also can drive behaviour change.

Innovation: An inspiring PR campaign should comprise innovation and uniqueness. There are successful factors to engage stakeholders, especially under the new normal.

Problem-solving: Originality and creative thinking are essential qualities that solve clear business problems and clarity of purpose.

Results: A winning entry has to support or be tightly aligned with business goals, engage key stakeholders in innovative ways, and have a measurable and lasting impact supported by statistics and results.

Storytelling: A winning entry is one that is able to effectively articulate the client's objectives and speaks to the audience while demonstrating its own distinctive style of storytelling.

Vision: Be clear on strategic objectives and challenges.

Work: Important to showcase examples of client work that is relevant to the category.



SUBMISSION GUIDE

HOW TO CREATE YOUR ENTRY

STEP 1: REGISTRATION

Click [ENTER NOW](#) via awards website to register as a user. Email verification will be sent to the registered person. **Do not use the previous year's login credentials.**



STEP 2: CREATE PROFILE

Fill in pre-requisite details including Primary and Secondary contacts. (Primary contact will be **KEY point of contact** for award related communication.)



STEP 3: LOG ON

Log on using the credentials as per registered. Create your entry and complete the Online form (all sections are mandatory).



STEP 4: DRAFT/PREVIEW ENTRY

Upload your written submission, supporting materials (if any), and compulsory images. You can SAVE AS DRAFT at any time and resume editing.

Check that all credits are submitted accurately, and files are uploaded as per Organiser specifications (refer to pages 18-20).

Click PREVIEW/SUBMIT to review your submission before confirming. Once entry is confirmed, NO further changes are allowed.

HOW TO CONFIRM YOUR ENTRY

STEP 1: CONFIRM ENTRY

Click PREVIEW / SUBMIT to confirm your entry and proceed to payment. Once entry is confirmed, NO further changes are allowed.



STEP 2: CHECK OUT/CREATE NEW ENTRY

You can create another new entry or proceed to payment for the entry via the secure online gateway. Entry is treated as completed once an ORDER ID is generated and Email confirmation received.



STEP 3: ENDORSEMENT

Once entry is submitted, the endorsement email is automatically triggered and sent to the endorser. Please check Spam / Junk mail if not received or contact the Organiser.



STEP 4: SUCCESSFUL ENTRY

An entry is successful upon receiving completed payment and funds received by the Organiser, and endorsement completed.

TERMS & CONDITIONS

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

Awards are based on the merits of the work, not on the worthiness of the brand or messaging. That said, Awards presented by Haymarket must not conflict with Haymarket's core values of Creativity, Expertise, Integrity, Innovation, and Respect, and Haymarket's commitment to an ethical and sustainable environment.

The Haymarket Awards Entry Terms and Conditions state Haymarket reserves the right to reject any Entry/ies and/or rescind any Award at any time that is inconsistent with Haymarket's core values, including but not limited to the support of integrity in social and corporate responsibility.

In the award entry process, it is the responsibility of the brand and awards entry teams to flag any entry in the submission process that may be cause for concern based on the nature of the campaign or the parties involved in the entry. For example, Haymarket's core values do not align with the promotion of tobacco products. We do not endeavour to create an exhaustive list of categories or parties that may exist or may come into existence that is not aligned with such core values. We do, however, encourage the team to keep abreast of the latest news, trends, and tides in our industry, which would inform their consideration and determination of whether certain award submissions fail to align with Haymarket's core values and require internal review. In such cases, Haymarket may elect not to accept an entry or rescind an award.

DEFINITIONS: In these Terms and Conditions, the following terms have the following meanings:

- "Awards" means the particular Awards.
- "Awards Entry Page" means the entry webpage where information and Terms and Conditions relevant to the particular Awards can be found.
- "Entry/ies" means all material and information submitted for the particular Awards.
- "Entry Kit" means the document that details the rules and processes regarding eligibility, judging, and other Entry information relevant to the submissions.
- "Entrant" or "You" means any company, individual, or organization that submits an Entry for the relevant Awards.
- "Entry Requirement" means the specific submission requirements relevant to the particular Awards.
- "Haymarket Media, Inc." or "Haymarket" or "We" or "Us" means all of its subsidiary brands, group companies, affiliates, and/or representatives.
- "Terms and Conditions" means terms and conditions applicable to the Entry/ies and Awards.

TERMS & CONDITIONS

By entering the PR Awards Asia-Pacific 2026, Entrants agree to be bound and abide by the Rules. We may vary the Rules from time to time, in which case the variation will take effect from the date of publication of the Rules on our website: www.prawardsasia.com. We have absolute discretion to determine the application of the Rules or to resolve any ambiguity in them as we see fit.

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.

AWARD TYPE: For Campaign, Effectiveness and Artificial Intelligence categories Gold, Silver, and Bronze will be awarded. For People & Company, Consultancy, and Grand Prix, we will be awarding one GOLD WINNER only. It will be subjected to the judges' unanimous decision on what type of awards are to be given in the respective categories. This may also result in awards being given of the same type or no award. Judges might unanimously decide to award a Commendation in the people/team or company categories.

In cases where there are three or fewer entries in the category, the judges will unanimously decide whether there should be a shortlist and/or whether an entry is awarded any type of award in the final round of judging.

CANCELLATIONS AND REFUNDS: If an Entrant wishes to withdraw an entry, the Entrant must notify the Organiser by email to PRA@haymarket.asia. Any refund, if approved, will require a processing fee of **HKD1,500** and will be automatically deducted from its entry fee before any refund is processed.

COMPLAINTS PROCEDURE: In the event of a complaint regarding any award-winning or shortlisted entry, the Organiser reserves the right to investigate the complaint at their absolute discretion. If an investigation is initiated, the entrant must fully cooperate by providing any requested information. If the complaint is upheld and it is determined that the winning or shortlisting of an entry was unfair or incorrect, the Organiser may withdraw or disqualify the relevant entry or award.

CONFIDENTIALITY: Your entry and any supporting documentation will not be considered confidential information unless identified as 'Confidential.' If there is certain information in the written entry paper or supporting documents that must be kept confidential, please indicate this clearly **by highlighting the specific parts in yellow** and marking the check box on the online form. Please do not simply mark the entire entry as "confidential."

- Notwithstanding the foregoing, Confidential Information does not include information that is public-facing or generally known to the public at the time of disclosure or becomes generally known through no wrongful act on the part of Haymarket Media Limited.
- The Organiser reserves the right to publish details of the entries in any related publications and materials. The Entrant understands and agrees that Haymarket may be required to disclose Confidential Information included in the entry to comply with applicable laws or governmental regulations or a valid order issued by a court or government agency of competent jurisdiction.

TERMS & CONDITIONS

CREDITS: All credit information must be submitted accurately and exactly as it is intended to appear on all awards-related materials. Unless expressly permitted by official brand guidelines, all campaign, company, and people/team names must be presented in Title Case.

- For Campaign, Effectiveness and Artificial Intelligence categories, the campaign title must reflect the title used in execution. No additional descriptors or supplementary information, including the entrant's company name, may be included unless such information forms part of the official campaign title.
- The Organiser reserves the absolute right, at its sole discretion and without prior notice, to amend, correct, remove, or withhold any submitted credit information that is, or is deemed to be, inaccurate, incomplete, misleading, or non-compliant with these Terms and Conditions.
- All mandatory credit fields in the online submission form must be completed correctly at the time of submission. Upon confirmation of payment, no amendments to credited information will be permitted. Any request for changes or replacement of files thereafter shall be subject to the Organiser's approval and, if approved, will incur an administrative fee of **HKD1,500** per change.
- Once an entry has been submitted and confirmed via the online platform, all information designated as "credited" shall be deemed final and binding.
- Where an entry involves multiple agencies or is executed through collaboration, partnership, or joint arrangements, the entrant must clearly and fully disclose all participating parties in both the written submission and the online entry form. The entrant bears sole responsibility for the accuracy and completeness of such disclosures.
- The Organiser may use all submitted credit information for publication across any and all awards-related channels, including but not limited to editorial content, websites, shortlists, trophies, marketing materials, prize announcements, and the Awards Presentation event.
- The entrant acknowledges and agrees that it is solely responsible for verifying the accuracy and completeness of all submitted credit information at the time of submission. The Organiser shall have no obligation or liability to correct errors or omissions after submission has been confirmed.

DEADLINES: The Entrants must submit their entries according to the respective entry deadlines, including completion of payment, to allow sufficient time to process and resolve any issues before the entries are pushed forward for preliminary judging. Any delay might result in disqualification.

DISPUTES: The Organiser reserves the right to withdraw any entry that breaches the regulations in the event of a complaint against any winning or shortlisted entry, the Organiser will conduct a full investigation into each case and will request detailed documentation from all parties concerned, including the complainant, the entrants, and the client.

The Entrant will be solely responsible for clarifying the case including confirmation of approval from the brand's representative. The Organiser will have no hesitation in withdrawing an award in cases where the complaint is upheld.

TERMS & CONDITIONS

DUPLICATE ENTRY: Duplicate entries cannot be withdrawn or cancelled, and the Entrant will be liable for the entry fee. The paid fee is non-refundable. Any entry fees due but unpaid at the time of withdrawal are immediately due and payable.

The Entrant may request to replace the duplicate entry with a new category or move the duplicate entry to a new category with the Organiser's approval provided that the entry fee paid will not be refunded in respect of any fee difference between the entry fee payable for the original category or the new category. The Entrant is required to pay any additional amount in respect of any fee difference between the entry fee payable for the original category and the new category.

ELIGIBILITY: To be eligible, all entries must comply with the Terms and Conditions, including requirements outlined in the Entry Kit and Entry Requirements.

- All entries must relate to achievements **ONLY** during the eligibility period. Written entries that do not focus on the eligibility period but include achievements outside the review period will be disqualified.
- Entries must be truthful, and factual where applicable.
- Entries must be original and owned, and no additional. Permissions or approvals from a third party should be required for the use of the entry materials as stated herein and on the Awards Entry Page.
- We reserve the right to reject any entry/ies and/or rescind any Award that fails to comply with stated requirements, The Entrant remains responsible for any entry fees. No refunds will be issued as a result of rescission.

ENDORSEMENT: For Campaign, Effectiveness and Artificial Intelligence entries submitted by or on behalf of the brand or its companies, the entries must be endorsed by the brand representative who is authorised to approve the entry and endorse the data to be true and accurate. Third parties or joint agencies involved will also require prior consent as stated on page 6.

Consultancy categories: the endorser must be a member of senior management, who will be the CEO, MD, or Head of the office.

People categories: The nominee cannot endorse his or her submission. In cases where the nominee is the most senior member of management/brand representative, the second most senior representative must endorse the entry.

ENTRY CHANGES: Once an entry is submitted on the entry platform, all credits or any details related to the written submission, summary, supporting material, images, or video cannot be changed.

Any change request will be subject to review and prior approval by the Organiser. Should any changes be approved, a fee of **HKD1,500** will be charged.

TERMS & CONDITIONS

ENTRY CODE OF CONDUCT: Haymarket Events, part of Haymarket Media Group, is committed to ensuring that all entrants and entries are judged fairly, equitably, and by their peers. With this in mind, we would like to remind all entrants that we expect them to enter their work in good faith, with honesty and integrity.

- We expect all entries to represent bona fide work that a company or agency is proud to have produced.
- We acknowledge that the use of AI has become increasingly common, transforming how people work and the output they deliver. In light of this, we expect entrants to indicate clearly where AI has been used — whether in the development of the work itself or in shaping the written entry or any associated assets submitted as part of that entry.
- If it becomes clear that an entry, or if the work entered, has been fabricated in any way, whether intentionally or unintentionally, Haymarket Media Group reserves the right to disqualify the entry.
- If results have already been published, we retain the right to rescind the award and will publish an explanation on our relevant brand sites. Please note: any such decision will be made in consultation with the Chair of Judges and/or relevant judging panel.
- Haymarket Media Group stands by its values of creativity, expertise, integrity, innovation, and respect. We expect everyone who enters, judges, or attends our events to uphold these same principles.

ENTRY SUBMISSION: For each entry, you must provide separate documentation, supporting materials, and an entry fee. There is no limit on the number of entry submissions, and you can enter multiple categories with the same entry. However, you should tailor your entry to that specific category even when the criteria appear to be the same to avoid being penalized during judging.

The written submission must address and answer the criteria for the chosen category as stated on the entry template. Judges may, at their discretion, reassign, provide a low score, or disqualify the affected entry if it does not adhere to the category or is replicated across multiple categories.

For multiple agencies working on the same project or partnership for the same client, all agencies and clients must agree on a joint entry. Any duplication or disputes may result in disqualification and clarification with the client may be required. **The credited agency will be the lead agency or the entrant agency.**

ENTRY FEE: Once the entry has been submitted via the entry platform, entry fees are chargeable, and you will be liable to pay for the entries, even if you have not proceeded to the payment page or in the event of disqualification, entry withdrawal, duplicate submissions, or non-endorsement by management.

- Entries submitted are non-returnable.
- Entries unpaid by the respective deadline (**Early Bird Entry Deadline by 5 March 2026, Standard Entry Deadline by 23 March 2026, and Final Entry Deadline by 14 April 2026**) may be disqualified.
- Haymarket Media Ltd will retain the right to claim for unpaid entry fees and reserves the right to disqualify any unpaid entries and seek legal action to claim for any unpaid entry fees.

TERMS & CONDITIONS

EXECUTIVE SUMMARY: Please do not provide any sensitive or confidential information in your Executive Summary, which will be published should your entry win and shall be visible to the judges during the judging stage.

The summary should be strictly about your entry. **DO NOT** provide irrelevant information or company credentials for promoting or marketing purposes. Should any changes be required, a fee of **HKD1,500** will be applied for and subject to the Organiser's approval.

FORMAT: Formats and file sizes of the entry submission paper, images, and supporting materials must be strictly adhered to. The entrant is responsible for ensuring all formats are followed strictly as per the guidelines. Failing to do so might result in the entry being scored low by judges and may result in disqualification. **Any changes required might result in an extra fee.**

JOINT COLLABORATION: Where multiple agencies/suppliers have worked on the same programme/initiative/event, it must be agreed in advance between all parties involved as to who will make the entry. All main parties who have contributed to the same programme/initiative/event should be listed in the joint collaboration section on the Online Form. If the same entry is submitted by two different entrant companies, or multiple agencies and brand companies have entered the same work, the submission may be treated as a joint entry at the Organiser's discretion. Any duplicated entry, the entry fee will be forfeited.

JUDGING: Entry Kit/ Entry Templates may provide judging criteria for the Awards. The judges determine if an entry is worthy of being shortlisted or winning an award. All consideration of Entries is based solely on the merits of the information provided in your entry.

- The judges' decisions are final and neither the Organiser nor the judging panel will enter any correspondence about them.
- The judges have the right to re-distribute the entries into other relevant categories or not award the category if they feel the entries are not suitable in the category entered. Category changes will be made solely at the discretion of the judges and their decision is final.
- We reserve the right to make or not to make any award in any given category.

LANGUAGE: Entry submission includes but is not limited to the online entry form, written submission paper must be in English only. Any supporting material or any video submission that is not in English should be accompanied by a translation to avoid being penalised during judging.

LIABILITY: The Entrant agrees to indemnify and hold harmless Haymarket Media Ltd from any claims, liabilities, losses, costs, and expenses (including reasonable attorneys' fees) and damages arising out of or resulting from the Entrant's breach of any representation or warranty contained in the Terms and Conditions.

- You shall not exclude or limit your liability under these Terms and Conditions, including for loss of goodwill and reputation.
- We shall not (whether in contract, tort, negligence, statutory duty, or otherwise) be liable to you under these Terms and Conditions for consequential, indirect, or special damages (including indirect loss of profit and indirect loss of revenue).
- Subject to the clauses above, our maximum aggregate liability to you under these Terms and Conditions (whether arising in contract, tort, negligence, statutory duty, or otherwise) shall not exceed the entry fees you paid to us for the related Award submission.

TERMS & CONDITIONS

LICENSE: By submitting the entry, the Entrant hereby grants to Haymarket, a worldwide, perpetual, royalty-free, non-exclusive, right, and revocable license, to use, reproduce, publish, distribute, display, modify (for formatting purposes), non-confidential portions of the Entry (such as program/initiative images or videos) in any media in connection with the Awards for educational, promotional, and publicity purposes ("License). Each Entrant represents and warrants that it owns or has secured the necessary permissions or approvals from a third party(ies) to provide the License for Haymarket use as described hereinabove.

MODIFICATION REQUEST: Any changes after the submission of the entry will be subject to review and prior approval by the Organiser. Should any changes be approved, a fee of **HKD1,500** will be charged for each change. Not all requests will be accommodated, especially during judging, after the shortlist or winners are announced.

PAYMENT: All payments for submissions must be made at the point of submission confirmation. Once you confirm **SUBMIT ENTRY**, your entry will be processed and from this point forward, the Entrants are liable for all entry fees including any duplication of entry.

PUBLISH: The Organiser reserves the right to publish all entries wholly or in part, as case studies or for publicity purposes. The Entrants are responsible for highlighting any confidential or sensitive information. Please refer to the Confidentiality Section for further guidance.

QUERIES: Judges reserve the right to raise queries regarding the information provided on the written submission and supporting material, and will penalise any entry should there be evidence of inaccurate and misleading claims, which could lead to the entry being disqualified.

RULES: The Organiser reserves the right to withdraw any entry which breaches any of the Awards Organiser's rules. In the event of a complaint against any winning or shortlisted entry, the Organiser will investigate each case and will request detailed documentation from all parties concerned, including the complainant, the Entrants, and the client. If the complaint is upheld, entries and, if applicable, awards will be withdrawn accordingly.

TEMPLATES: All written entry submission papers should be submitted using the entry template provided. You may remove the PRA logo and format or design your entry but must include all required information, based on all sections.

You must indicate clearly as per each section title which judges will score your entry based on.

TROPHY CREDITS: Trophy credits will be based on information provided on the online entry form under the "Credits Section." Any request for trophy credit changes before the event is completed is not allowed. The request will be evaluated by the Organiser and if approved, a fee will be applied.

The logo features a large 'PR' in a serif font, with the 'P' in white and the 'R' in red. Below it, the word 'Awards' is in a white serif font, and 'Asia-Pacific 2026' is in a smaller white serif font.

PR Awards Asia-Pacific 2026

For enquiries, please contact the PR Awards Asia-Pacific Team

PRAsia@haymarket.asia

haymarket

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