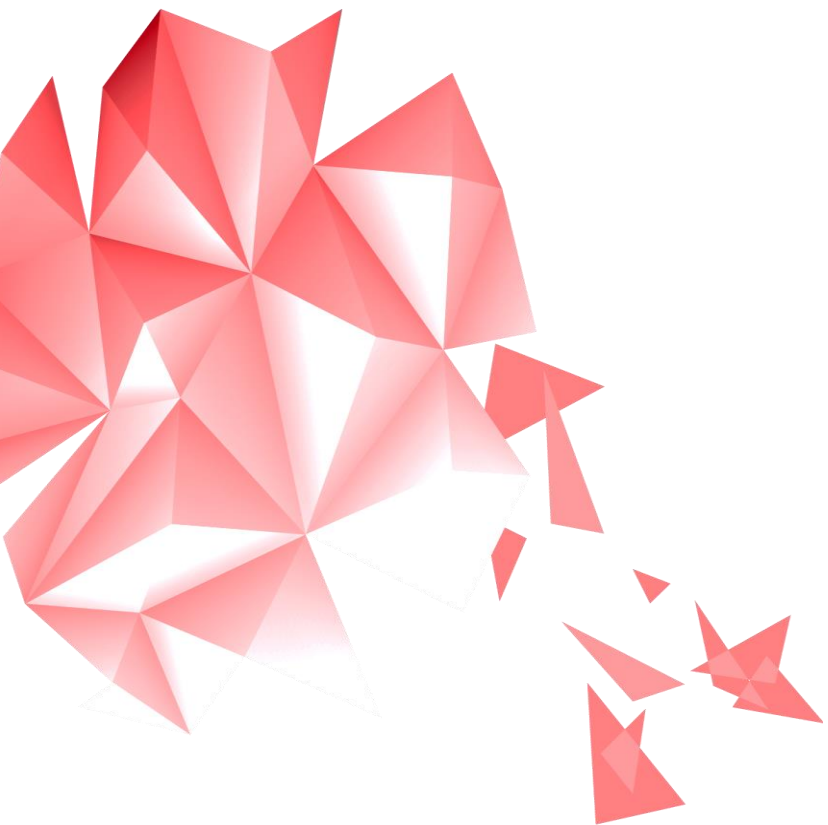


# ENTRY KIT



Early Bird Entry Deadline:  
**Monday, 7 March 2022**

Entry Deadline:  
**Monday, 11 April 2022**

Final Entry Deadline:  
**Wednesday, 20 April 2022**

**campaign** **PRWeek**

# INTRODUCTION

I'm delighted to invite you to participate in the PR Awards Asia to celebrate the region's most outstanding, inspired, and successful campaigns, individuals and companies in the communications industry.

The PR Awards Asia, brought to you by *Campaign* and PRWeek, are now in their 21st year. They are an opportunity to shine the spotlight on your brilliant work and celebrate your achievements with the leading communicators and agencies in Asia-Pacific.

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. There are a number of new categories introduced this year following feedback from the industry so please do take the time to review the entry kit carefully.

The judging 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.

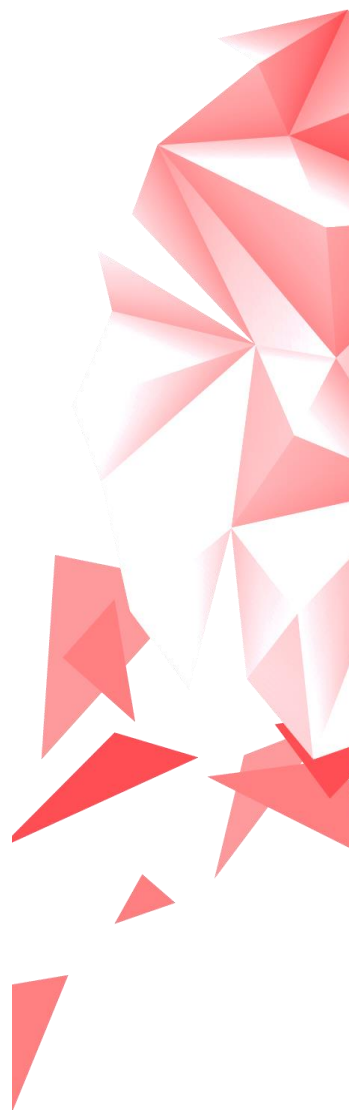
The PR Awards are for those that are defining thinking and driving the public relations industry forward. If you believe you have a success story to celebrate, this is your chance for recognition by the industry's leading PR luminaries.

We look forward to recognising the region's top brands, PR professionals and consultancies, and celebrating work that's truly world class!

Good luck!



**Atifa Hargrave-Silk**  
Managing Director  
*Campaign Asia-Pacific*



# KEY DATES, ELIGIBILITY & FEES

**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.

## WHO SHOULD ENTER?

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

## ELIGIBILITY PERIOD

All entries should relate to achievements **ONLY** during the period **1 January 2021 to 20 April 2022**. 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 market(s), including Australia and New Zealand.

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

## DATES AND DEADLINES

**Early Bird Entry Deadline:**  
Monday, 7 March 2022

**Entry Deadline:**  
Monday, 11 April 2022

**Final Entry Deadline:**  
Wednesday, 20 April 2022

All cut-off times for the deadlines are **6pm HK time (UTC/GMT+8:00)**.

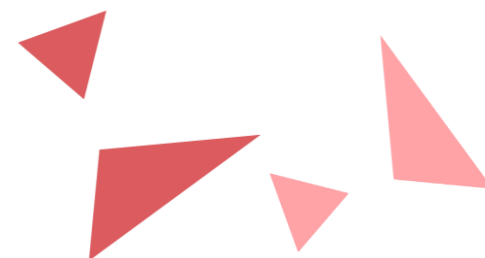
**Shortlist Announcement:**  
Tuesday, 24 May 2022

**Winners Announcement:**  
Wednesday, 8 June 2022

## ENTRY FEES

Early Bird Fee	HKD3,050
Entry Fee	HKD3,600
Final Entry Fee	HKD4,050

- Entry fees are payable in Hong Kong Dollars (HKD).
- A separate fee is payable for each entry submission.
- Entry fees are due at the time of submission and non-refundable.
- Entry submissions which are not paid for will **NOT** proceed to judging and Haymarket Media Limited will retain the right to claim for unpaid entry fees.



# PAYMENT METHODS

## PAYMENT OPTIONS

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

### ❶ Credit Card /Alipay

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

If you wish to process the above payment 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 are having trouble with the credit card online system or via Alipay, please do not attempt to pay again and contact the Organiser immediately at [PRAsia@haymarket.asia](mailto:PRAsia@haymarket.asia).

### ❷ Bank Transfer

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

**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](mailto:Finance_Events@haymarket.asia) cc Awards Team at [PRAsia@haymarket.asia](mailto:PRAsia@haymarket.asia).

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

The payment deadline for the bank transfer is the next day of the respective entry deadline.

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

## INVOICE & RECEIPT

The system will generate an invoice upon submission. If you wish to request for an official invoice, please provide your ENTRY ID and/or PAYMENT ORDER ID to [Finance\\_Events@haymarket.asia](mailto:Finance_Events@haymarket.asia) and copy to [PRAsia@haymarket.asia](mailto:PRAsia@haymarket.asia).

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

# GENERAL GUIDELINES

## CONFIDENTIALITY

- Entrants may mark on their entry and/or supporting document 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 highlight the entire entry.
- The Organiser reserves the right to publish details of the entries that are not marked as confidential.
- For any video submission, do not include sensitive information. Alternatively, you may send your request to the Organiser explaining what confidential information cannot be disclosed instead of the whole video.

## QUERIES

- Judges reserve the right to raise queries regarding the information provided and will penalize any entry if there is evidence of inaccurate and misleading claims, 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

- All credits required on the online submission form must be filled in correctly and **cannot be changed** after submission. Any request of changes or replacement of files will be subject to the approval of the Organiser. **A fee of HKD800** will be charged for each change.
- All credits on the online entry submission form, indicated such as credited **agency / company / nominee name, campaign title, market** / office will be treated as FINAL once entry submission of the entry has been confirmed via our online platform.
- For campaigns which are executed under multiple agencies, please indicate this clearly on the form. It is the responsibility of the entrant to clearly indicate the parties involved to be credited accordingly.
- All credits submitted will be used for publication on all channels, related materials, trophies, shortlists on *Campaign Asia* and PR Week’s editorial pages and website for the prize announcements at the Awards Presentation event.
- Entrants are responsible for ensuring all credits are correct at the time of the submission to ensure all information submitted is accurate. The Organiser is not liable to make such changes.

## MODIFICATION REQUEST

Any changes after submission of entry will be subject to review and prior approval by the Organiser. Should any changes be approved, a fee of **HKD800 will be charged** for each change.

# MANDATORY ENDORSEMENT

## ENDORSEMENT

All entries must be endorsed as per guidelines.

Endorsement failing to adhere to entry guidelines may result in disqualification. We strongly recommend that you **obtain approval from your client prior to submission**.

Endorser information must be provided on the online entry form at the time of submission.

### ▲ CAMPAIGN CATEGORIES

All Campaign entries must be endorsed by the most senior brand's representative of the campaign, authorising the entry and data to be true and accurate.

### ▲ PEOPLE /TEAM/ CONSULTANCY CATEGORIES

Consultancy categories: the endorser must be a member of senior management, i.e., CEO/MD/Head of office.

People categories: The Nominee cannot endorse his/her own submission. In cases where the Nominee is the most senior management member/brands 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

Once you have clicked “**CONFIRM SUBMISSION**” via the online entry form, the system will generate an automatic email to your endorser. This email contains the hyperlink to view 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 your endorser is available at the time of your submission, and the endorsement must be completed no later than the next day of each deadline.

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

If your endorser has 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 email via the dashboard. You can also ask your endorser to email the organiser direct for assistance.

**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.**

If you need assistance, please notify the Organiser at [PRA@haymarket.asia](mailto:PRA@haymarket.asia).



# CATEGORIES

## CAMPAIGN

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	E-commerce
C13	Environmental
C14	Experiential PR
C15	Financial Communications
C16	Health & Wellness
C17	Healthcare: Ethical
C18	Influencer Marketing
C19	Integrated Marketing
C20	Internal Communications

C21	Media Relations
C22	Non-Profit
C23	PR Event
C24	Promotional Activity
C25	Public Affairs
C26	Public Education
C27	Public Sector
C28	Reputation and Issues Management
C29	Sports
C30	Technology

## EFFECTIVE USE

C31	Best Use of Analytics
C32	Best Use of Broadcast/Video
C33	Best Use of Content
C34	Best Use of Digital
C35	Best Use of Social Media
C36	Best Use of VR/AR/MR
C37	Best Use of Virtual Platforms – B2B
C38	Best Use of Virtual Platforms – B2C
C39	Best Video Story-Telling <b>(NEW)</b>



# CATEGORIES

## PANDEMIC RESPONSE

CR01	Best Use of Digital (COVID-19)
CR02	Crisis Management (COVID-19)
CR03	Internal Communications (COVID-19)
CR04	Post-Pandemic Recovery (COVID-19) <b>(NEW)</b>
CR05	Public Health (COVID-19) <b>(NEW)</b>
CR06	Reputation and Issues Management (COVID-19)

## REGIONAL PR CAMPAIGN

CA01	Australia/New Zealand PR Campaign of the Year
CA02	Greater China PR Campaign of the Year
CA03	Japan/Korea PR Campaign of the Year
CA04	South Asia PR Campaign of the Year
CA05	Southeast Asia PR Campaign of the Year
CA06	Asia-Pacific PR Campaign of the Year

## PR CONSULTANCY

CN01	Australia/New Zealand PR Consultancy of the Year
CN02	Greater China PR Consultancy of the Year
CN03	Japan/Korea PR Consultancy of the Year
CN04	South Asia PR Consultancy of the Year
CN05	Southeast Asia PR Consultancy of the Year
CN06	Asia-Pacific PR Consultancy of the Year
CN07	Boutique PR Consultancy of the Year
CN08	ESG Consultancy of the Year <b>(NEW)</b>
CN09	Specialist Consultancy of the Year

## PEOPLE – INDIVIDUAL/TEAM & 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 (Agency)
PT06	PR Professional of the Year (In-House)
PT07	Young PR Professional of the Year

## GRAND PRIX

- Campaign of the Year



# CATEGORIES

## CAMPAIGN AWARDS

### **C01. Arts, Entertainment & Media**

This award honors 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 & Transportation**

This award recognises work of PR in the automotive and transport sector, 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 re-launch of an established consumer brand (product) using PR.

### **C04. Brand Development (Service)**

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

### **C05. Business-to-Business**

This category awards 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 behavior around equality and inclusion and promoted it in an effective way.

### **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 does 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 achieving other corporate objectives.

### **C10. Corporate Publications**

This category is awarded for corporate publication that include both print and digitally published material produced on behalf of an organisation and targeted to either an external audiences or internal stakeholders to achieve specific PR objectives. As part of 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/services.

### **C12. E-Commerce**

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

# CATEGORIES

## CAMPAIGN AWARDS

### **C13. 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.

### **C14. 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, virtual or live event to build brand value and reputation as part of a broader strategic PR campaign.

### **C15. Financial Communications**

This award is for the most effective ongoing campaign or one-off project within the financial sector during the eligibility period. The judges will focus on work that is primarily aimed at investors or other financial sector audiences, rather than personal finance campaigns.

### **C16. 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.

### **C17. Healthcare: Ethical**

This award recognises ongoing work or one-off projects undertaken by or on behalf of a pharmaceutical company in relation to 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.

### **C18. Influencer Marketing**

This category awards 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.

### **C19. Integrated Marketing**

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

### **C20. Internal Communications**

This award recognises the 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 issue / problem related to internal communication/ employee engagement.

### **C21. 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.

### **C22. Non-Profit**

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

### **C23. 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 product launch, roadshow, concert etc.

# CATEGORIES

## CAMPAIGN AWARDS

### **C24. Promotional Activity**

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

### **C25. Public Affairs**

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

### **C26. 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.

### **C27. 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.

### **C28. Reputation and Issues Management**

This award recognises the 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.

### **C29. Sports**

This award recognises a successful campaign that demonstrates the best use of PR in promoting a live sporting activity/event or brand that has impacted the perception of the brand or organisation.

### **C30. 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.

## ▲ EFFECTIVE USE

### **C31. 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 in effective media evaluation.

### **C32. Best Use of Broadcast/Video**

This category recognises the most innovative use of broadcast/video that combines 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.

### **C33. 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 overarching strategy and method that is used and executed across multiple channels.

### **C34. Best Use of Digital**

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

# CATEGORIES

## ▲ EFFECTIVE USE

### **C35. Best Use of Social Media**

This category recognises the use of social media to enhance the 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.

### **C36. Best Use of VR/AR/MR**

This category focuses on PR campaigns that use entertaining and engaging content in the form of a game, competition or other interactive media forms such as virtual and augmented reality or mixed reality (VR/AR/MR).

### **C37. Best Use of Virtual Platforms (B2B)**

This category aimed at B2B audience recognises the most innovative and strategic use of virtual platforms that demonstrates 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.

### **C38. Best Use of Virtual Platforms (B2C)**

This category aimed at B2C audience recognises the most innovative and strategic use of virtual platforms that demonstrates 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.

### **C39. Best Video Story-Telling [NEW]**

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



## PANDEMIC RESPONSE AWARDS

This section is to honour outstanding achievements on all initiatives, projects, innovations and campaigns in PR and Communication related to the pandemic COVID-19.

### **CR01. Best Use of Digital (COVID-19)**

This category recognises the effective use of various digital channels/platforms to communicate COVID-related messages using new design thinking and/or developing new digital offerings.

### **CR02. Crisis Management (COVID-19)**

This award recognises the most effective crisis communications in response to the coronavirus pandemic. Entries should clearly demonstrate success of the strategy or method used and the impact of the actions.

### **CR03. Internal Communications (COVID-19)**

This award recognises the strategic and effective pandemic communications with internal stakeholders. Entries that demonstrate the challenges and successful change management, employee engagement and well-being during the coronavirus pandemic.

# CATEGORIES

## PANDEMIC RESPONSE AWARDS

### CR04. Post-Pandemic Recovery (COVID-19) [NEW]

This category recognises the best campaign, event or product launch that reflects a clear business turnaround that resulted from coronavirus pandemic.

### CR05. Public Health (COVID-19) [NEW]

This category recognises best campaign, event or strategy that improved effectiveness of Covid containment: vaccination campaigns, work-from-home strategy that had some impact on containment of the spread of the virus, public or internal education campaign that leads to greater awareness, understanding or containment of the risks associated with or arising from Covid-19.

### CR06. Reputation and Issues Management (COVID-19)

This award recognises the strategic and effective communication related to an issue or reputation management work related to the coronavirus pandemic. Entries that demonstrate a cohesive risk mitigation and reputation management strategy that drive business outcomes.

## REGIONAL PR CAMPAIGN AWARDS

Entries in this category are not excluded from entering in any of the other campaign categories.

### CA01. Australia/New Zealand PR Campaign of the Year

This award recognises the campaign that has most effectively been executed in Australia and/or New Zealand.

### CA02. Greater China PR Campaign of the Year

This award recognises the campaign that has most effectively been executed in the Greater China region. Markets may include China, Hong Kong, Macau, and Taiwan.

### CA03. Japan/Korea PR Campaign of the Year

This award recognises the campaign that has most effectively been executed in Japan and/or Korea.

### CA04. South Asia PR Campaign of the Year

This award recognises the campaign that has most effectively been executed in South Asia. Markets may include Bangladesh, Bhutan, India, Nepal, Pakistan and Sri Lanka.

### CA05. Southeast Asia PR Campaign of the Year

This award recognises the campaign that has most effectively been executed in Southeast Asia. Markets may include Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam.

### CA06. Asia-Pacific PR Campaign of the Year

This award recognises the campaign with a purely Asian focus, or part of a global campaign that was most effectively executed with work and results in at least **3 local markets in 2 regions** within the Asia Pacific region.



# CATEGORIES

## PEOPLE (INDIVIDUAL/TEAM) & COMPANY AWARDS

### PT01. Best Culture of the Year

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 drives forward thinking and challenges conventions.

### PT02. Diversity and Inclusion Company of the Year

This category will recognise companies with the strongest commitment to diversity and inclusion. Companies that are pushing boundaries and shaping their own path. 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 crisis situations.

### PT05. PR Professional of the Year (Agency)

This category is awarded to an individual who has demonstrated innovation and leadership in their agency and for the profession.

### PT06. PR Professional of the Year (In-House)

This award recognises the work of an in-house PR professionals, whose leadership skills advance the public relations profession.

### PT07. Young PR Professional of the Year

This category recognises the accomplishment of an individual who stands out among his or her peers, willingness to extend their range of skills and has demonstrated early success in his or her field. Open to PR professionals who are 30 years of age or younger as of **20 April 2022**.

## GRAND PRIX: CAMPAIGN OF THE YEAR

*(This category cannot be entered directly.)*

The jury panel will decide on the entry that will be considered the best of the individual campaign winners in the Campaign categories.



# CATEGORIES

## PR CONSULTANCY AWARDS

### CONSULTANCY – BY MARKET

This category recognises the achievements, performance, and excellence of a PR consultancy.

Entries can be a single office or a national entry at the discretion of the entrant.

#### **CN01. Australia/New Zealand PR Consultancy of the Year**

Open to any PR consultancy in Australia or New Zealand. It is at the entrant's discretion whether to enter as a single or national entry.

#### **CN02. Greater China PR Consultancy of the Year**

Open to any PR consultancy in Greater China (applicable markets: China/ Hong Kong/ Macau/ Taiwan). It is at the entrant's discretion whether to enter as a single or national entry.

#### **CN03. Japan/Korea PR Consultancy of the Year**

Open to any PR consultancy in Japan or South Korea. It is at the entrant's discretion whether to enter as a single or national entry.

#### **CN04. South Asia PR Consultancy of the Year**

Open to any PR consultancy in South Asia region (applicable markets: Bangladesh, Bhutan, India, Nepal, Pakistan, and Sri Lanka). It is at the entrant's discretion whether to enter as a single or national entry.

#### **CN05. Southeast Asia PR Consultancy of the Year**

Open to any PR consultancy in Southeast Asia region (applicable markets: Cambodia, Indonesia, Laos, Malaysia, Myanmar (Burma), Philippines, Singapore, Thailand, and Vietnam). It is at the entrant's discretion whether to enter as a single or national entry.

#### **CN06. Asia Pacific PR Consultancy of the Year**

This category will be awarded to the PR Consultancy that has covered at least 3 markets in 2 regions to be considered as eligible.

#### **CN07. Boutique PR Consultancy of the Year**

Open to any boutique PR consultancy/new start-up with **no more than 20 employees**.

It is at the entrant's discretion whether to enter as a single or national entry.

Entrants must be majority-independent owned, with at least 51 percent privately held. Consultancies that are either majority or wholly supported by a holding company or network including sharing resources or the holding group/brand name are not eligible. The judges will require proof and disqualify entries that are not eligible.

#### **CN08. ESG Consultancy of the Year [NEW]**

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

#### **CN09. Specialist Consultancy of the Year**

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



# JUDGING PROCESS & CRITERIA

## JUDGING PROCESS

- The jury process consists of three 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 all winners.
- In the final round, the judges will be asked to vote via an online ballot to determine the winner for the Campaign of the Year.
- 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 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 interest or breaches of guidelines of the entry.

## JUDGING CRITERIA

Full criteria and judging methodology can be found on the relevant entry templates.

Judges will consider achievement of objectives, 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

All entries must be submitted online via the ENTER NOW button at [www.prawardsasia.com](http://www.prawardsasia.com).

When you click on **ENTER NOW**, you will be prompted to **register your profile** and you will receive a confirmation email. You can then log in and submit your entry.

## ENTRY TEMPLATE

All written entry submissions should be based on all criteria and information requested in the entry template.

You can download the entry templates from our website: [www.prawardsasia.com](http://www.prawardsasia.com).

## WRITTEN ENTRY SUBMISSION

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

A single submission may be made in more than one category provided it relates to the category that best describes how the case performed well in the context of that specific category.

It is strongly recommended that each written submission be tailored to the specific category, as repetitive content in multiple categories may affect scoring.

## WRITTEN ENTRY FORMAT

Your written entry must be no more than **TWO (2)** single-sided pages of **A4 paper** in **Arial font** and **minimum 11-point** font size and must be single spaced.

## ENTRY DESIGN

You may choose to submit your written entry paper with your own design but please ensure that you adhere to the criteria sections as stated in the entry template, as the judges will use these criteria to judge the entry.

**Section 1** and the criteria section headings are **mandatory**. A cover page, if any, will be considered as the total page count which cannot exceed a total of two (2) pages.

## EXECUTIVE SUMMARY

A summary of 100-150 words to be submitted via the online entry form. This summary will be used for publication and should therefore highlight the campaign/nominee and justify why it should win.

Do not include company credentials or other sensitive or confidential information.

# MANDATORY ENTRY SUBMISSION

## MUST NOT INLCUDE

To protect the integrity of the judging, entries submitted by the agencies and all **Campaign 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, visible watermarks).

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

**The above is only restricted to Campaign categories and does not apply to People or Company categories.**

Entries may be disqualified and will not proceed to the judging round. Should any of these occur and replacement is required, there will be a fee charged for changes subject to the approval of the Organiser.

Entries submitted directly by brand’s company such as by the in-house team are not restricted to use their brand’s name related to the campaign.

Do not include company credentials or other sensitive or confidential information.

## COMPULSORY IMAGES

Three (3) images in high resolution (300dpi) in JPG/ PNG format to be uploaded on the online entry form. Should your entry reach the shortlist stage, these images may be used for publication and will be used on-screen during the awards night presentation and website to showcase your entry.

Inappropriate images will not be used if your entry wins and neither replacement will be accepted. Please choose your images wisely and correctly.

- **Company/agency logo is NOT accepted.**
- **Campaign categories:** Please upload photos that relate to the campaign and not the logo, product shots or team photos.
- **Individual / Team / Consultancy :** Please upload the individual nominee’s photo, and team photos. In appropriate submission of images will not be replaced should your entry or a fee will be charged.



# SUPPORTING MATERIALS & FORMATS

## SUPPORTING MATERIAL

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

- A maximum of five (5) supporting materials may be provided to demonstrate the success of your campaign or consultancy / personal contribution.
- All supporting materials should be provided in digital format ONLY and must be uploaded via the PRA online form at the time of submission. Any supporting materials provided on cloud-based online platforms such as Google Drive, Dropbox, WeTransfer will not be accepted.
- The supporting material provided with the entry will be used if an entry is shortlisted or wins. Entrants will not be asked for any additional supporting material after entry submission of the entry.
- **DO NOT** include agency names, logos in any of the written entries, supporting material, microsites, video links or entry file's name for any campaign categories.

## CASE FILM

A case film is always effective in showcasing your best work and highlighting the best of your events/campaigns.

Haymarket reserves the right to publish the video in whole or in part. Should your entry win an award, the Organiser may use the case film during the event presentation or through other channels for public viewing.

You may include the hyperlink to your written submission and/or to the supporting material box. Please include any login or password.

## VIDEO FORMAT

The link to the video must be a direct link (it can be unlisted, or password protected).

It is important that judges have easy access to view your video. Recommended platforms include YouTube and Vimeo.

- All materials in languages other than English must be submitted with a translation. For videos, please provide transcripts or subtitles.
- Microsite/video links must be live from **1 March to 31 December 2022**. Please provide passwords, if needed for access.

## FILE FORMAT

All entries must be submitted online and must strictly adhere to the specified format as listed.

MANDATORY SUBMISSION	
Written Submission:	
File size:	Less than 5MB
Format:	pdf
Compulsory Images	
File size:	Less than 2MB
File format:	JPG, PNG
Resolution:	300dpi RGB (minimum)
SUPPORTING MATERIAL	
Audio	
File size:	Less than 5MB
File formats:	MP3
Case Film/Video Submission	
File formats:	Hyperlink
Recommended:	YouTube, Vimeo

# 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 of the judging process.

**AWARD TYPE:** For all Campaign categories Gold, Silver, and Bronze will be awarded. For People, Consultancy and Grand Prix, we will be awarding one GOLD WINNER only. It will be subjected to judges' unanimous decision on what type of awards will be given in each category. In cases where there are 3 or fewer entries in the category, the jury will unanimously decide whether there should be a shortlist and/or whether an entry will be awarded Gold, Silver or Bronze in the final round.

**COMPULSORY IMAGES:** All images should be related to the submission, activities, or initiatives. Do not include images of nominee's personal life that is unrelated to the entry. These will be used to showcase the entry, if awarded.

**CONFIDENTIAL:** The Organiser reserves the right to publish details of the entries in any related publications and materials. However, if there is certain information that must be kept confidential, please clearly mark it as "Not for Publication" by highlighting **ONLY the sensitive information in yellow**. Please be specific about what information should not be published - do not simply mark the entire submission as confidential.

**CREDITS:** All details under credits section must be accurate and consistent on the online Entry Form and on the core Written Papers.

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

**DISPUTES:** The Organiser reserves the right to withdraw any entry which breaches 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 to clarify the case including confirmation on approval from the brand's representative. The Organiser will have no hesitation in withdrawing an award in cases where the complaint is upheld.

**DUPLICATE ENTRIES** For any entry which is a duplicate or incorrect submission, you are required to inform the Awards Team immediately for assistance. Entry fee will be charged for an incorrect submission and error on the entrant's part. Recreating the entry as new is not allowed.

**ENDORSEMENT:** All Campaign entries must be endorsed by the **most senior brand's representative of the campaign**, authorising the entry and data to be true and accurate.

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

*People categories:* The Nominee cannot endorse their own submission. In cases the Nominee is the most senior management member/brand's representative, then this will require the second most senior to endorse.

# TERMS & CONDITIONS

**ENTRIES:** You may enter the same campaign/entry in more than one category. However, for each entry you should tailor it and read the criteria carefully. You must provide separate documentation, supporting materials and entry fee. Please remember to use the correct entry template for different categories. Entries are non-returnable.

**ENTRY FEE:** Upon submission of the online entry form, entry fees are chargeable, and you will be liable to pay for the entries. In the event of disqualification, entry withdrawal, duplicate submissions or non-endorsement by management, fee paid will be non-refundable.

Entries unpaid by the respective deadlines (Early Bird Deadline by 7 March, Entry Deadline by 11 April and Final Entry Deadline by 20 April 2022) may be disqualified. Haymarket Media Ltd will retain the right to claim for unpaid entry fees and reserves the right to disqualify any unpaid entry.

**EXECUTIVE SUMMARY:** All entries will require an executive summary with 100-150 words to showcase your entry if awarded and to be published. This summary should strictly be why you feel this entry should win and will be used as part of judging. DO NOT provide confidential information and any type of information that is irrelevant to your submission such as company credentials might result to low score.

**FORMAT** Formats and file sizes of the written submission and any supporting materials must be strictly adhered to.

**JOINT COLLABORATION:** Where multiple agencies/suppliers that have worked on the same campaign/event, it must be agreed in advance between all parties involved as to who will make the entry including client's approval. All parties who have contributed to the same campaign/event should be credited. All credits will be used to publish and appeared on the winning trophy.

**JOINT COLLABORATION** (cont'd) If the same entry is submitted by two different entrant companies, or multiple agencies and in-house team of the brand company 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:** Any juror 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 be asked to abstain on scoring that entry. All jurors will be required to sign a confidentiality agreement that bans them from disclosing information from entry submissions.

**LANGUAGE:** Entry submission such as the online entry form, submission paper must be in English only. Any supporting material or any video submission that are not in English should be accompanied by a translation to avoid being penalized during judging.

**MODIFICATION REQUEST:** Any request for changes or replacement of files are subject to the approval of the Organiser. A **fee of HKD800** will be charged for each change.

**MUST NOT INCLUDE:** To protect the integrity of the judging, entries submitted by the agencies in all **Campaign categories** only **MUST NOT** include the agency names and logos within written submission, executive summary and any supporting materials, videos (including letterheads, visible watermarks, platform account name, password), supporting materials, creative samples, and URLs. Judges might score your entry low and may disqualify your entry.

Entries submitted directly by **brand's company** such as by the in-house team are not restricted to use their brand's name and should be writing the entry as third party.

# TERMS & CONDITIONS

**PAYMENT:** All payments for submissions must be made at the time of submission confirmation. Once you have confirmed to SUBMIT ENTRY, your entry will be processed and from that point on the entrant will be liable for all entry fees including any duplicate submissions. No cancellations or withdrawals of entries will be accepted. If you have made a mistake, please contact the Organiser immediately for assistance.

**PUBLISH:** The Organiser reserves the right to publish all entries wholly or in part, as case studies or for publicity purposes.

**QUERIES:** 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 which will lead to entry disqualification.

**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.

**TEMPLATE:** All written submissions should be submitted using the entry template provided. You may design your own, but it must be submitted in the required format to include all section titles indicated in the template which judges will base on when scoring your entry.

**TROPHY CREDITS:** Credits will be based on the information provided on the online entry form under "Credits Section". Any changes on trophy credit prior to the completion of the event is not allowed. Final approval must be confirmed by the Organiser and is subject to a fee.

**WINNER REPRESENTATIVE:** We highly recommend that your local Agency Head or senior management representative (of the nominated Agency) for the consultancy/campaign categories to be present at the awards ceremony to pick up the award. For the People Individual categories, we would highly recommend the senior management to support the nominees and we would need the actual nominated person/team present to collect the trophy on stage. Representatives for individual people categories will only collect the trophy on behalf of the nominated person off stage.



# SUBMISSION PROCESS







[www.prawardsasia.com](http://www.prawardsasia.com)

*For enquiries, please contact the PR Awards Team at [PRAsia@haymarket.asia](mailto:PRAsia@haymarket.asia)*

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