



# Awards for Excellence in Public Relations 2010

Hosted by





Ann-Marie O'Sullivan



Paddy Hughes



Joanne Sweeney

## 2010 Awards for Excellence in Public Relations

Mirroring the experience of most sectors in Ireland, 2009 saw the PR industry assailed by the winds of the economic downturn.

As is so often the case, however, trying times call for – and frequently deliver – an exceptional response. As the pressure mounts, creativity and innovative thinking rise in tandem. Some great work has thus taken place over the past year and we fully expect to see this reflected in the standard of entries for this, our 17th annual Awards for Excellence programme. Previous award winners will testify to the value of a win, which is hugely positive not only for current and future client relationships but also for the morale of employees and colleagues.

It is well worth your while, therefore, to take a few minutes now and examine the 17 entry category choices open to you and decide which ones best match your organisation and/or campaign objectives. You'll notice a number of new additions this year including 'Best Crisis Communication', 'Best Public Sector Campaign', and 'Outstanding Small Consultancy' – and we have also amended the Consumer Public Relations categories to widen the opportunities for agencies dealing with more modest budgets.

Whatever your category choice, we wish you every success and look forward to seeing you at the Awards presentation at the Conrad Hotel on 11 June next.

### Ann-Marie O'Sullivan, FPRII

Chairman,  
Public Relations Consultants  
Association

### Paddy Hughes, MPRII

President,  
Public Relations Institute  
of Ireland

### Joanne Sweeney, MCIPR

Chairperson,  
Chartered Institute of Public  
Relations (NI Region)

## Judging Panel 2010



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1. Gerry Davis

CEO, PRII/PRCA (Chairman)

2. Niamh Ward, FPRII

Course Director – Public Relations,  
Rathmines College of Further Education

3. Gary McDonald

Business Editor, *The Irish News*

4. Anne Mathews, FPRII

Media Relations Manager – Group  
Corporate Communications,  
Bank of Ireland

5. Sean O'Riordáin, FPRII (Life)

PR Consultant

6. Tara Buckley

Director General, RGDATA

7. Nick Mulcahy

Editor, *Business Plus*

8. Deborah Martin

Managing Director,  
Marketing Choice

9. Catherine O'Mahony

Media & Marketing Editor,  
*The Sunday Business Post*

10. Kieran Tobin, MPRII

Director, Irish Distillers Pernod Ricard  
& Chairman, Drinks Industry Group  
of Ireland



## The Awards (the award winner and the public relations adviser in each category will receive a specially commissioned trophy)

### Eligibility

The awards are open to all companies, organisations and individuals who have used the services of public relations practitioners - internal or external – who are members of either the Public Relations Consultants Association (Ireland), the Public Relations Institute of Ireland or the Chartered Institute of Public Relations (N.I. Region). Companies registered either in the Republic of Ireland or Northern Ireland are eligible to participate. Entries must be submitted in the name of the company, client, organisation or project and must be accompanied by a completed entry form as well as full payment of the €200 entry fee. No application will be accepted unless full payment is received with the entry. Applications which do not meet the specified criteria on the entry form will automatically be disqualified.

### Entry Categories

Entries for the awards may be made in any of the following categories. While an entry may be submitted in more than one category, the judging panel reserves the right, in consultation with the entrant, to consider any entry in a category other than that for which it was entered. Entries may be for projects or annual programmes but the subject or programme must have substantially taken place between 01 April 2009 and 30 March 2010. A Supreme Award may be presented at the discretion of the judging panel.

#### A Best Corporate Communication

Entries will be accepted in the following areas of corporate communications activity:

- **Corporate Responsibility**  
A campaign to support organisational values on community, social, environmental, ethical or reputation issues.
- **Financial**  
Financial and/or Investor Relations – ranging from the promotion of companies or products, to investors, flotations, acquisitions or mergers & acquisitions, to the promotion of personal finance products to retail investors.
- **Business-to-Business**  
A campaign to promote products or services to the business market across any sector.
- **Internal Communication**  
A programme of sustained communication targeted at an internal audience designed to promote organisational objectives in any sector.

#### B Best Consumer Public Relations Campaign

Entries will be accepted in respect of campaigns carried out in the following areas of consumer PR activity:

##### *Product or Service Launch*

- **Best campaign €12k or under**  
A campaign aimed at the consumer that demonstrates best use of a budget of €12,000 or less.
- **Best campaign €12k – €25k**  
A campaign aimed at the consumer that demonstrates best use of a budget between €12,000 and €25,000.
- **Best campaign over €25k**  
A campaign aimed at the consumer that demonstrates best use of a budget over €25,000.

#### C Best Public Affairs Campaign

A communications programme designed to affect legislative/ political change or support at national or local government level.

#### D Best Use of Media Relations (Print and/or Broadcast)

The planned use of print or broadcast media to reach target audiences and achieve campaign objectives.

#### E Best Use of Online PR

The use of online public relations including new media and social media platforms to achieve campaign objectives.

#### F Best Campaign by a Charity/Not-for-Profit Organisation

A public relations campaign carried out by a registered charity or a not-for-profit organisation, including fundraising campaigns and public awareness programmes.

#### G Best Integrated Campaign

A campaign that demonstrates the integrated use of public relations in the marketing communications mix to achieve its objectives.

#### H Best Public Information Campaign

A campaign to improve awareness or generate support among the general public or specific interest groups. This may be instigated by a company, government department, local authority, state body or special interest group.

#### I Best Crisis Communication

A campaign that demonstrates how a crisis was successfully managed from a communications perspective.

#### J Best Public Sector Campaign

A campaign designed to promote the policies, achievements or services of a public sector organisation to its customers.

#### K Best Use of Sponsorship

A once-off or annual sponsorship designed to achieve specific objectives and associated with the arts, sports, business community or any other area. Judges will focus on the best use of sponsorship from a public relations perspective.

#### L Outstanding Small Consultancy

This team award recognises excellent work by a small consultancy, i.e. not more than six people working together including support staff.

## Adjudication

Entries, accompanied by a fee of €200 per entry, must be received by the PRCA no later than 12 noon on Tuesday 16 March 2010. Shortlisted entrants may be invited for an interview, if the judges see fit, in early May 2010. Where public relations firms, in-house public relations departments or other communications professionals enter on behalf of a client company or individual, a representative from that company or the individual concerned may also participate in the interview. Shortlisted entries will be announced on Friday 07 May 2010. Winners will be announced at an Awards Luncheon in Dublin on Friday 11 June 2010.

## Judging Criteria

The judges will evaluate each entry based on its merit and success at achieving stated objectives. If the members of the judging panel are of the opinion that a sufficiently high standard has not been attained in any of the categories, the award in that category will be withheld. Each submission must incorporate information under the following headings:

- |   |   |                   |                      |                    |                       |                    |  |                     |  |
|---|---|-------------------|----------------------|--------------------|-----------------------|--------------------|--|---------------------|--|
| <p><b>A. The Brief</b><br/>The issues and/or opportunities to be addressed.</p> <p><b>B. Statement of Objectives</b><br/>Definition of objectives and goals.</p> <p><b>C. Programme Planning and Strategy</b><br/>A description of techniques and approaches used to achieve the objectives and goals.</p> <p><b>D. The Measurement Stage</b><br/>Evidence that the stated objectives have been achieved.</p> | <p><b>E. Budget</b><br/>The cost of the project/programme. If the exact cost is confidential then budget must be indicated within the following bands:</p> <table border="0"><tr><td>Less than €12,000</td><td>€100,000 to €300,000</td></tr><tr><td>€12,000 to €25,000</td><td>Greater than €300,000</td></tr><tr><td>€25,000 to €50,000</td><td></td></tr><tr><td>€50,000 to €100,000</td><td></td></tr></table> <p><b>F. Supporting Materials</b><br/>An original press release, samples of press cuttings, photos, print/radio material and any other relevant information may be attached to the entry. Please note that only a moderate amount of media material is required.</p> | Less than €12,000 | €100,000 to €300,000 | €12,000 to €25,000 | Greater than €300,000 | €25,000 to €50,000 |  | €50,000 to €100,000 |  |
| Less than €12,000   | €100,000 to €300,000  |                   |                      |                    |                       |                    |  |                     |  |
| €12,000 to €25,000  | Greater than €300,000   |                   |                      |                    |                       |                    |  |                     |  |
| €25,000 to €50,000  |   |                   |                      |                    |                       |                    |  |                     |  |
| €50,000 to €100,000   |   |                   |                      |                    |                       |                    |  |                     |  |

**Entries which do not meet the above criteria will automatically be disqualified.**

## The Rules

- Entries may be for projects or annual programmes but the project or programme must have substantially taken place between 01 April 2009 and 30 March 2010.
- Entries must be in the name of the company, organisation or individual but can be submitted by either the company or the public relations adviser.
- The number of entries per consultant or client is not limited but there is a charge of €200 per entry. Cheques to be made payable to the Public Relations Consultants Association.
- Each entry may be entered in one or more categories. (€200 per entry/category)
- Each entry should be no longer than four A4 pages (guideline 2,000 words) and should be typed and bound. A copy of the entry form (enclosed) must accompany each submission and should be the first page of the presentation.
- Supporting material such as sample photographs, cuttings, video, print material etc can be attached to the submission as appendices. However, the judges are primarily interested in the 2,000 word submission and thus unnecessarily lengthy appendices should be avoided.
- One bound copy of the typed submission and one stapled but not bound copy should be submitted. One set of supporting material (which should be kept to a minimum) is sufficient.
- All submissions, including supporting material, will become the property of the organisers and will not be returned.
- The decision of the judges will be final and the organisers will not enter into discussion or correspondence in respect of any result.
- Canvassing of judges will result in immediate disqualification.
- Material circulated to the judges will be confidential and will not be circulated beyond the judging panel.
- Entries should be received no later than 12 noon on Tuesday 16 March 2010.
- Send all entries to:  
**Awards for Excellence in Public Relations**  
78 Merrion Square  
Dublin 2  
Tel: (01) 661 8004  
Fax: (01) 676 4562  
  
Late entries will not be considered.

**With thanks to our key sponsors:**

**RR DONNELLEY**

