



PRII COMMUNICATION
IMPACT
AWARDS
2025

Media partner - **dmg::media**

Building Communities through Engaging Content

- **Most Impactful Print/Broadcast Media Campaign**
- **Most Impactful Digital/Social Media Campaign**
- **Best Crisis/Issues Communication Project**
- **Best Internal Communication Project**
- **Best Integrated Communication Campaign**



- **Most Impactful Environmental, Social & Governance (ESG) Communication Campaign**
- **Best Application of AI Tools by a Communication Team**
- **Best Sponsorship Relationship**
- **Most Impactful Public Affairs Campaign**
- **Most Impactful Event**

Sponsored by:

ruepoint
A MUCK RACK COMPANY



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Entry form for categories 1 to 10 will ask

- The brief/objective e.g. the problem to be solved or the opportunity
- Target stakeholders/publics to be reached and what did you need them to think/do
- Strategy and plan of action to deliver the objective
- What outputs were delivered
 - For example, earned coverage, event attendance, engagement.
- What was the **IMPACT** of your campaign
- What was unique/innovative about this campaign

- **The PRII Pro of the Year** More than 7 years
- **The PRII Up-and-Coming Pro of the Year** Less than or 7 years
- **The PRII Consultancy of the Year**
- **The PRII In-House Team of the Year**

OPEN TO PRII MEMBERS ONLY



Entry form for categories PRII Pro Categories

PRII Up-and-Coming Pro: Early Career Award

- Career overview, achievements and how you have progressed
- Campaign you were involved in, your role, contribution, outcomes
- What sets you apart as a PR professional?
- Describe a time when you solved a problem
- What trend/change will have the biggest impact in the next year? How are you preparing for it?

Entry form for PRII Pro categories

PRII Pro of the Year - More than 7 years

- Skill, strategic thinking, leadership, impact with their work
- Career overview, milestones, examples of work that made an impact
- Campaign you had a significant or leadership role in
- Skills, competencies - creativity, business savvy, pitching...
- Management-style strengths and areas for development
- Contribution to the profession - volunteering, thought leadership...

Entry form for PRII Consultancy of the Year

Delivers impactful work for clients, where team members are valued.

- 3 examples of work that demonstrate innovation, results and impact
- Initiatives to support continuous professional development
- What does your consultancy do to build long term client relationships?
- Approach to talent retention
- How do you support employee wellbeing and a healthy work-life balance?
- What makes your consultancy The Best?

- **The Most Impactful Communication Campaign 2025**
 - **Selected from winners of the 10 campaign categories**
 - **No additional entry required**





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