



2021

# How to write a **PRINZ Awards** winning entry

PRINZ

PUBLIC RELATIONS  
INSTITUTE OF  
NEW ZEALAND

# Agenda

- What's new
- Categories
- Judging criteria
- Entry fields (project categories)
- Prize for Excellence in Research, Measurement and Evaluation
- *BusinessDesk* PR Consultancy of the Year
- PR In-house team of the year
- Sally Logan-Milne Young Practitioner of the Year
- Judging process
- Submission process
- Key dates and Pricing
- Q&A

# What's new

- + Expanded categories
- + Three-stage judging process
- + Revised entry forms
- + New submission platform
- + Extended submission period
- + Entrants can enter a piece of work, campaign or project in multiple categories at a reduced rate

# Categories

## Projects

- Corporate and Business Public Relations
- Consumer or Customer Relations
- Community Relations and Engagement
- Financial Communications and Investor Relations
- Government Relations and Public Affairs
- Internal Communications
- Issues, Crisis or Reputation Management
- Marketing Communication
- Experiential and Activation
- Best Use of Media Relations
- Best Use of Digital and Social Media
- Best Influencer Campaign
- Most Innovative Campaign
- *BusinessDesk* PR Consultancy of the Year – Small to Medium (one to seven staff)
- *BusinessDesk* PR Consultancy of the Year – Medium to Large (more than seven staff)
- PR In-house Team of the Year
- Sally Logan-Milne Young Practitioner of the Year
- Paul Dryden Tertiary Award

*Thanks to our Awards partner:* **BusinessDesk.**

# Eligibility



Only PRINZ members are eligible to enter the PRINZ Awards.



Work undertaken between 1 January 2020 and 31 December **2020** is eligible for entry.

Long-term projects that have not previously been entered in the PRINZ Awards are eligible for entry if most of the work was completed in 2020.



# Judging criteria / Entry fields

Synopsis	---
Background	5 marks
Research and Insights	10 marks
Objectives	10 marks
Audiences	10 marks
Messages	10 marks
Strategy	10 marks
Tactics and Implementation	10 marks
What makes this a standout work/campaign/project specific to this category?	10 marks
Results and Evaluation	25 marks
Acknowledgement of other contributors and/or disciplines	---

For entries in the **Sally Logan-Milne Young Practitioner of the Year**, **Paul Dryden Tertiary Award**, **PR In-house Team of the Year**, and the ***BusinessDesk* PR Consultancy of the Year**, judges will holistically assess all sections in the entry forms.

# 1. Synopsis (0%)

- 100 words or less
- A compelling summary of your work/campaign/project
- Will be used in the PRINZ Awards case study booklet and any other promotional material if the entry is judged a finalist



## 2. Background (5%)

- Provide the background to the work/campaign/project i.e 'The Brief'. This may include details on the operating environment, the scope of the work, specific challenges or opportunities.



- A brief explanation of what brought the issue/project to this point
- Be very clear about the scope of the project, what you did and why you did what you did, and why it was worth doing
- 'Guide' the judges through the information provided and don't leave it for them to guess or make assumptions



- Don't include irrelevant details / confusing or disjointed summary
- Don't delve into tactical details about the implementation
- Don't overload the judges with too much information at this stage. This section is to set the scene, frame the problem you were there to solve and/or opportunity to be realised



# 3. Research and Insights (10%)

- Outline the research and related insights that informed your approach. This may include, but is not limited to, desk research, previous experience, client or company briefings, focus groups, quantitative data collection and/or other research methods.



- Include all types of research – formal and informal – think broadly
- Outline the research you did (the what), detail the insights gained from the research and how these resulting insights informed your approach (the why)



- Avoid throwing away points
- Don't leave it blank

## 4. Objectives (10%)

- What did the project aim to accomplish?
- Objectives should be SMART (**s**pecific, **m**easurable, **a**chievable, **r**ealistic and **t**ime-bound)
- Entries should articulate and differentiate between the organisational/business objectives and the public relations (communications) objectives.



- Incorporate SMART objectives
- Clearly set out the organisational/business objectives and the public relations (communications) objectives
- The public relations (communications) objectives should clearly support the stated organisational/business objectives



- Don't include operational details - this is not about what you did, but the measurable outcome you hoped to achieve



- Achieve 75% compliance by 1 October 2020
- By 1 October 2020 reduce by 80% the number of call centre inquiries about the process
- Achieve a 40% increase in service inquiries by 1 October 2020



- Ensure stakeholders align and use a consistent approach
- Establish a market need for the service

## 5. Audiences (10%)

- Specify the target audiences for this project and define the distinguishable characteristics (demographic, psychographic, etc) and needs of those audiences.



- Audience analysis
- Summarise each audience succinctly
- Ensure this section covers all the audience types mentioned in the 'Tactics and Implementation' section



- Simply listing the audiences won't get you maximum points
- "New Zealand public" is not a suitable description – sanity check – are you really going to reach all of NZ? Is all of NZ interested? Does all of NZ need to get interested for you to succeed?

## 6. Messages (10%)

- Articulate the messages that are central to the project. These should be appropriate and relevant to the objectives and audiences.



### **Tips**

- Ensure clear alignment between messages and objectives
- Avoid straplines
- Avoid long lists of messages – focus on the key messages

# 7. Strategy (10%)

- Detail the strategy. It should reflect an understanding of and alignment with the stated objectives and target audiences.
- The strategy should link nicely to the next section 'Tactics and Implementation' but they are different.
- **Judges are looking for a clear and logical flow from objectives, to strategies, tactics and results.**


Objectives	Strategy	Tactics and Implementation
Relate to the end or purpose - WHY are we doing this and what do we ultimately want to achieve?	The plan for achieving the objectives	The nitty gritty detail of what actions you will take to achieve the strategy



## 8. Tactics and Implementation (10%)

- Explain what tactics were used to implement the strategy and achieve stated objectives. This should reflect an understanding of the target audiences.
- **Budget is optional and you do not need to include an indication of your budget.** If a budget is included, please state the PR budget's proportion of the overall budget.

Objectives	Strategy	Tactics and Implementation
Relate to the end or purpose - WHY are we doing this and what do we ultimately want to achieve?	The plan for achieving the objectives	The nitty gritty detail of what actions you will take to achieve the strategy



## 9. What makes this a standout work/campaign/project specific to this category? (10%)

- If you are entering the same piece of work in multiple categories, please make sure you illustrate the uniqueness of your work specific to the category in this section.
- Judges will also assess degree of complexity/challenge and also degree of creativity/point of difference.
- Key elements that may be included:
  - ✓ Creativity
  - ✓ Imagination
  - ✓ Uniqueness
  - ✓ Innovation
  - ✓ Problem solving
  - ✓ How problems or issues were mitigated, addressed or overcome


# 10. Results and Evaluation (25%)

- Summarise and reflect on the impact of the work/campaign/project against its stated objectives.
- Detail the measurement and evaluation process used, and if applicable, note any further actions or resulting opportunities.
- NOTE: Advertising Value Equivalency (AVE) is not a valid measure and will not be taken into consideration by judges.



## Tips

- When initially setting deliverables, be sure that you can actually measure them
- Judges want to see a clear link between the results and the original objectives
- If your project exceeded expectations, then say so
- You can include client, stakeholder, customer feedback
- Explain your rationales if no further action is planned or it's unclear whether anything more will be done



# 11. Acknowledgement of other contributors and/or disciplines (0%)

- If relevant, state the role of any other agencies, internal departments or divisions involved in this entry.
- If relevant, please acknowledge any non-PRINZ members who contributed to the entry.
- This information helps judges to fully understand the role that public relations played in the planning and implementation amongst other disciplines.
- This is one of the most common questions from judges – who else worked on this and what role did they play in its success? They need to set your work in its wider context.
- NOTE: Only PRINZ members will be acknowledged on PRINZ Awards materials.

***Word limit: 2,500 words (excluding section 1 ‘Synopsis’ and 11)***

# Prize for Excellence in Research, Measurement and Evaluation

- All finalists in the project categories are eligible for the 'Prize for Excellence in Research, Measurement and Evaluation'.
- **You will be asked to indicate whether you'd like your entry to be considered for the Prize in the entry form.**
- The judges will be looking for outstanding research that led to the development of an outstanding project/campaign; insightful measurement and analysis of project/campaign success against stated objectives, as well as evidence of critical evaluation on the execution of the campaign or project. Context will be considered.
- The Prize comprises complimentary attendance on a PRINZ short course for up to five PRINZ members named on the PRINZ Awards entry.





# *BusinessDesk* PR Consultancy of the Year

- This award celebrates professionalism, agency culture, commercial success, as well as impact and innovation.
- This category is split in two subcategories:
  - **Small to Medium (one to seven staff)**
  - **Medium to Large (more than seven staff)**
- Where a consultancy has more than one office, the entry should be for the group operation.
- Judges will **holistically** assess client work, professionalism, business practice, innovation, staff development and retention.
- It's important to provide clear evidence of
  - the impact the consultancy's culture has on its output
  - strategic thinking, ability to deliver against a brief and evidence of success



# BusinessDesk PR Consultancy of the Year

## About your consultancy

1. Headcount
2. Location(s)
3. Story of your firm (origins and number of years in business)
4. Abilities and practice areas

- Supply three case studies - each case study (maximum of 500 words) should explain how the consultancy helped a client in 2020.
- This section should demonstrate clear evidence of strategic thinking, ability to deliver against a brief and evidence of success.
- Long-term projects can be included if most of the work was completed in 2020.
- Please indicate any award-winning work and provide contact details of referees for each of the case studies provided.

## Examples and evidence

5. Challenge
6. Outstanding client delivery and industry practice
7. What makes the consultancy distinctive?
8. What is the consultancy's vision for the future?
9. Commercial Success

- Please outline the consultancy's commercial success, including new business wins, client retention, revenue and profit growth.
- If internal confidentiality policy precludes offering specific figures and percentages, stated figures and claims must be accompanied by a letter from the consultancy's financial director or equivalent confirming their accuracy.
- Please be assured that judges score independently of other judges at all stages and will sign a non-disclosure agreement before the judging process takes place.

**Word limit: 5,000 words** (excluding section 1 and 2)

# PR In-house Team of the Year



This award honours professionalism, organisational and team culture, the contribution of the team's work to the organisation's overall success, as well as impact and innovation.

Judges will **holistically** assess team work, professionalism, contribution, staff retention, development, and innovation.

- **About your team and organisation**

1. Organisation Details
2. About Your PR/Communications Team
3. Describe the team's functions within the wider organisational structure

- **Examples and evidence**

4. Challenge
5. Outstanding delivery and industry practice
6. What makes the team distinctive?
7. What is the team's vision for the future?

- Supply three case studies - each case study (maximum of 500 words) should explain the organisational objectives the work supported and how it contributed to the overall organisational goals in 2020.
- Please acknowledge any consultancies involved.
- This section should demonstrate clear evidence of strategic thinking, ability to deliver and evidence of success.
- Long-term projects can be included if most of the work was completed in 2020.
- Please provide contact details of referees for each of the case studies provided.

**Word limit: 5,000 words** (excluding section 2)

# Sally Logan-Milne Young Practitioner of the Year

This award, named after the late Sally Logan-Milne, is to recognise outstanding young practitioners **(30 years of age or under as of 31 December 2020)** who are committed to the profession and have demonstrated the value of public relations in their careers.

The winner will receive \$500 from the Sally Logan-Milne bequest to PRINZ.

**Judges will holistically assess whether you:**

- think critically about projects, your practice and profession
- are learning, growing and developing as a professional
- are thinking strategically about the practice of public relations:
  - what it can contribute to organisational achievement
  - what it can contribute to specific projects
  - the best approach for problem solving
  - how to measure success
- are able to communicate effectively and persuasively.





# Sally Logan-Milne Young Practitioner of the Year

## **1. Essay – tell the story of your career in public relations (up to 1,200 words)**

Focus on:

- how you have used public relations practice to contribute to better outcomes for your organisation, your audiences or the community
- what you have learned, and the approach you bring to professional development for yourself
- what you have achieved either in general, or using examples of specific projects or moments you are proud of
- the challenges you have experienced as a practitioner and how you overcame or addressed those challenges
- your philosophy as a practitioner

## **2. Two written references**

- either internal or external to your organisation/agency, attesting to your personal and professional attributes





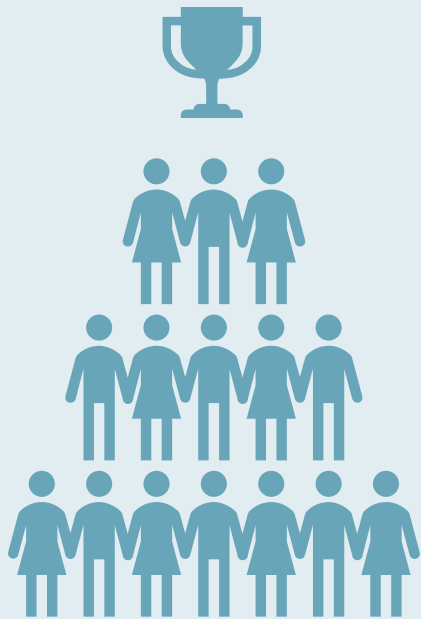
# Supporting materials (optional)

## Project categories only:

Maximum three images and two video links (ideally no longer than 3 minutes in duration) can be included **in the entry form** where appropriate. Please select the supporting materials carefully and make sure the video links provided do not have accessibility and time restriction.

**The limitation doesn't apply to** '*BusinessDesk* PR Consultancy of the Year', 'PR In-house Team of the Year', 'Sally Logan-Milne Young Practitioner of the Year' and 'Paul Dryden Tertiary Award'; however, please be aware that **an overload of information may not work in your favour**.

# Judging process



**Stage one** is carried out by a selection of PRINZ Life Members and Fellows as well as senior members across all disciplines. The emphasis will be placed on the overall entry quality. A shortlist of entries will proceed to the next stage of judging.



**Stage two** consists of local and international industry experts with relevant experiences in a specific category. Your work will be assessed against other entries in the same category.



**Stage three** (final judging) is conducted by highly experienced professionals across a range of disciplines to ratify and finalise the awards results and select supreme award winner.

Please be assured that judges score independently of other judges at all stages and will sign a non-disclosure agreement before the judging process takes place.



# Final tips

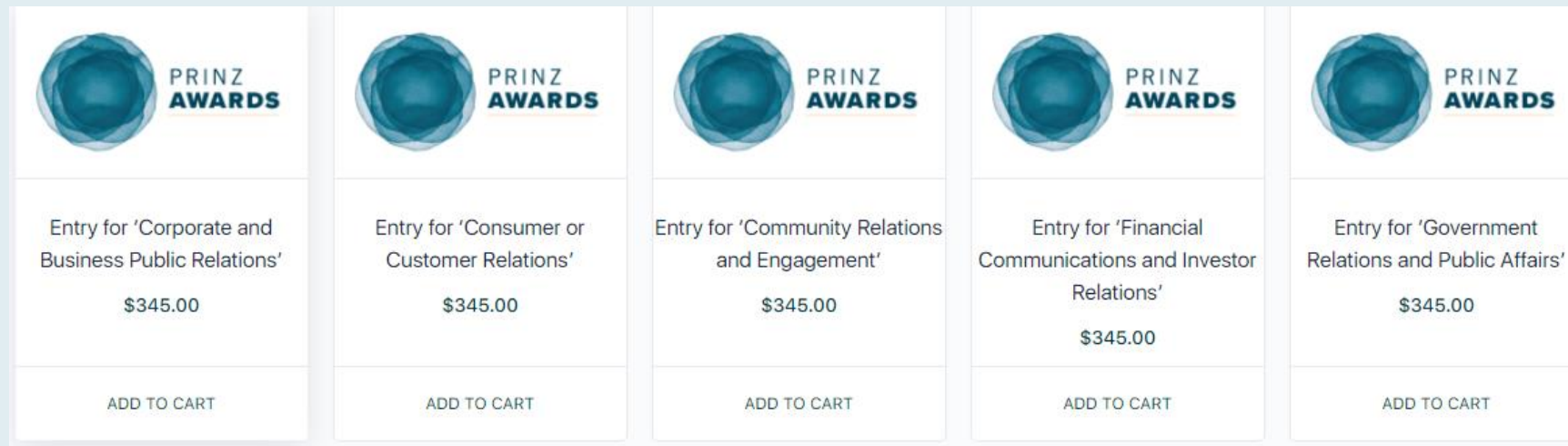
- Make sure your entry stands out and is easy to read
- Avoid jargon – it may not make sense outside your sector, or it may be considered ‘lazy language’.
- Peer review and proof read
- Keep within the word count
- **5Cs - clear, compelling, concise, cohesive and compliant**
- Don't skim-read any awards related information.
- If you are submitting multiple entries for a piece of work, you are encouraged to write each of your entries specifically to the category. You can have a different entry title for your entries.

# Submission process



## Step 1: Make payment to receive submission access

Please log in, choose a category and click 'ADD TO CART'. NOTE: 'ADD TO CART' will only be visible to members who are logged in. <https://prinz.org.nz/enter-the-prinz-awards/>



**\*\* All entries must be paid by internet banking (POLI) or credit/debit card online. Invoice is not a payment option for awards entries.**

- If you'd like to enter **a piece of work in multiple categories**, you will be given options to purchase more entries for additional categories at a reduced rate of \$95 on the cart page. Firstly, choose your first category and click 'ADD TO CART'.
- If you'd like to enter **more than one piece of work**, please purchase your entries separately. Each order should only contain an entry (or entries) for a single piece of work.

# Submission process

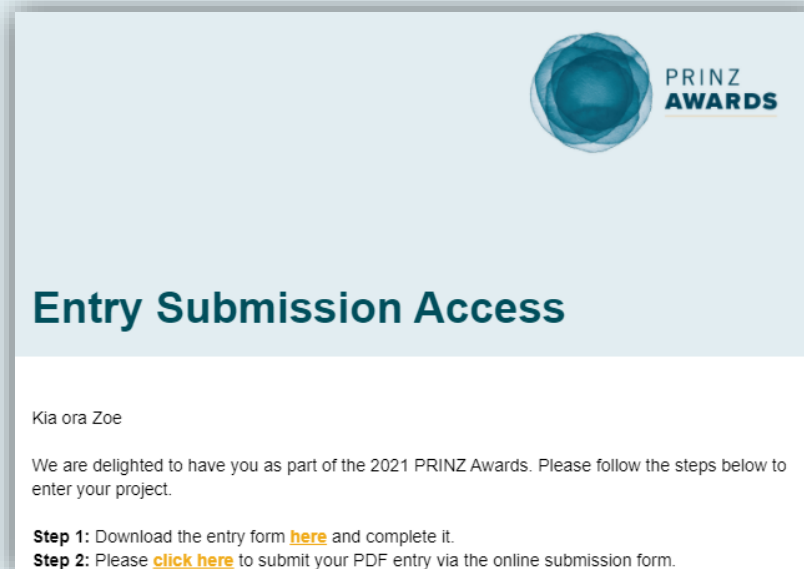
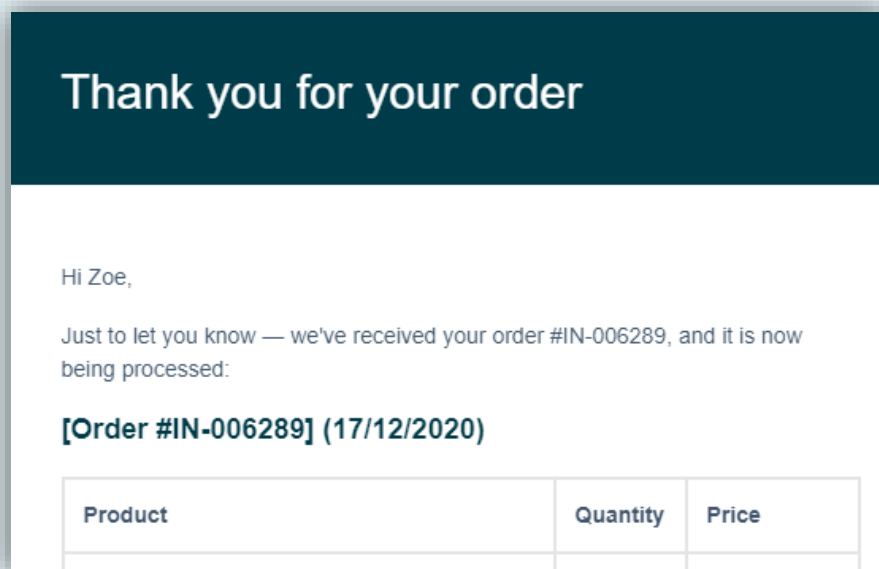


## Step 2: Follow the instructions in the entry submission access email.

Once the payment is made, you will receive two emails – an order confirmation email and a submission access email.

You will only receive one submission email even if you have purchased additional entries for a particular piece of work. To submit multiple entries, simply use the same submission link.

If you still don't receive the emails, please check your junk mail. Alternatively, please email [office@prinz.org.nz](mailto:office@prinz.org.nz).





# Submission process



## Step 3: Fill out the online submission form and upload your entry files.

Please upload two files for your entry – a completed PDF entry form and a high-resolution image for use on PRINZ Awards materials. The accepted file types are PDF, JPEG, JPG, PNG.

You will receive a confirmation email from 'PRINZ Office' when your entry is submitted.



## Entry Submission

Please enter your details below and click 'Choose Files' to upload your PDF entry form and an image for use on PRINZ Awards materials.

Order number

Example: IN-005165

First name

Last name

### FAQs

- ▶ Where can I find my order number?
- ▶ How many files can I upload?
- ▶ What are the accepted file types?
- ▶ Will I get an email to confirm receipt of my entry?

## Thank you for your order

Hi Zoe,

Just to let you know — we've received your order #IN-006289, and it is now being processed:

**[Order #IN-006289]** (17/12/2020)

Product	Quantity	Price

# Key dates & Pricing



Tuesday 23 February 2021

Awards close at 4pm

Wednesday 3 March 2021

Late entry deadline is 4pm

Wednesday 7 April 2021

Entries in Paul Dryden Tertiary Award close at 4pm

Late April 2021

Finalists announced

Wednesday 7 April 2021

Winners announced at PRINZ Awards Gala Dinner in Auckland



- Entry rate

\$345 (All prices are **GST inclusive**)

- Not-for-Profit rate

\$275

- Additional entries

\$95

- Sally Logan-Milne Young  
Practitioner of the Year

\$275

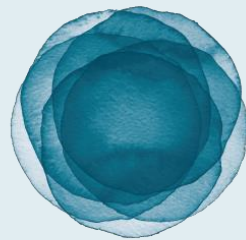
- Late entry fee

\$150

# Questions

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**AWARDS**