



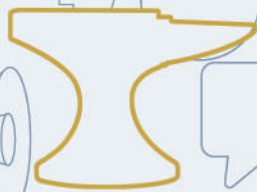
62ND ANVIL AWARDS

Celebrating PR That Changes the Game



PUBLIC RELATIONS
SOCIETY OF THE
PHILIPPINES

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THE STORY



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ANVIL
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THE ANVIL AWARDS

Presented annually by the Public Relations Society of the Philippines (PRSP), the Anvil Awards sets the standard for excellence in public relations. It recognizes outstanding programs and tools that move the practice forward, evaluated through a rigorous process by seasoned PR professionals and a distinguished multi-sectoral jury.

**PR is no longer what it used to be.
The audiences have changed.
The platforms have multiplied.
The pace has accelerated.
The expectations have risen.**

In this environment,
doing what has always been done
is no longer enough.

The Anvils recognize those who refuse to stand still.

To honor professionals and organizations
who challenge conventions,
redefine standards,
and push the practice forward.

We celebrate work that
does not simply follow trends but sets them—
work that does not just respond to change
but leads it.

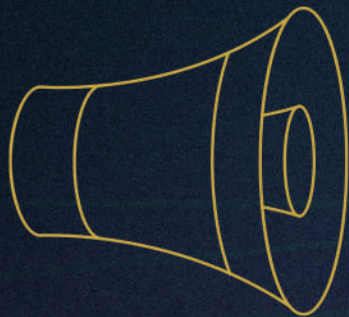
It's about finding better ways to listen,
smarter ways to connect,
and more meaningful ways to
create impact.

It's about honoring those who
experiment thoughtfully,
adapt courageously,
and execute excellently
to generate relevant and lasting change.

It's about affirming that the future of PR
belongs to those who are willing to
think differently,
act decisively,
and raise the bar for our industry.

**IT IS ABOUT PR
THAT CHANGES
THE GAME.**





ELIGIBILITY

Any public relations program or tool implemented from October 1, 2025 to September 30, 2026, where impact and results were achieved during the time frame, is eligible for submission as an entry to the 62nd Anvil Awards.

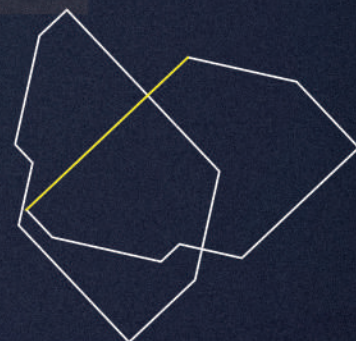


NOMINATION

Any company, agency, or individual, whether a PRSP member or non-member, may nominate and submit an unlimited number of entries across categories. Agency executives, public relations consultants, as well as stakeholder and beneficiary organizations may submit entries on behalf of a client. All submissions must be accompanied by a signed letter of authorization from the client or campaign proponent.

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AN ENTRY SUBMISSION MUST BE COMPOSED OF:

- Entry Form (to be filled up online)
- 150-word Executive Summary
- Digital copy of supporting documents and samples (maximum total size of 100 MB per entry)
- Signed Authorization Letter (for agencies and consultants)
- A 300 DPI photo, logo or any visual element that represents your entry.

ENTRY MATERIALS

COMPULSORY

- Entry Form that will be completed through the official Anvil Awards online platform.
- 150-word Executive Summary that will likewise be completed through the official Anvil Awards online platform.
- Signed Authorization Letter which will be submitted through the Anvil Awards online platform.
- A 300 DPI photo, logo or any visual element that represents your entry, to be submitted through the Anvil Awards online platform.

OPTIONAL

- Case Film, maximum 2 minutes, posted on an unpublished YouTube channel, link in the Anvil portal
- Supporting static documents, PDF uploaded onto the Anvil portal, maximum 10 MB per document
- Supporting videos posted on an unpublished YouTube Channel, link in the Anvil portal
- URLs of supporting digital content such as social media pages and posts

AN ENTRY MAY BE DISQUALIFIED IF:

- It does not follow the official format and rules.
- It exceeds the maximum number of words allowed in the Executive Summary.
- Any of the submission requirements are missing or incomplete.
 - It misrepresents facts or is suspected of plagiarism.

The proponent has outstanding payables with PRSP, including but not limited to Anvil-related obligations.

ANVIL AWARDS AT STAKE

- Grand Anvil Award (for PR Programs)
- Platinum Anvil Award (for PR Tools)
- Gold Anvil Award
- Silver Anvil Award

SPECIAL AWARDS

- Hall of Fame
- Company of the Year
- Agency of the Year



CATEGORY A: PUBLIC RELATIONS PROGRAMS

A01. Advocacy | Corporate Social Responsibility | Cause-Related

This category recognizes purpose-driven campaigns that advance corporate social responsibility goals or build positive sentiment toward a cause to encourage meaningful change. It excludes entries under the “Diversity and Inclusion” and “Sustainability Communication” categories.

A02. Arts & Culture | Heritage | Tourism

This category recognizes outstanding PR programs designed to communicate Philippine arts & culture, heritage, or tourism to specific stakeholders.

A03. Best Use of Digital

This category recognizes outstanding PR programs that make use of omnichannel digital content across multiple platforms and devices to drive meaningful consumer engagement.

A04. Best Use of Influencer Marketing

This category recognizes outstanding PR programs that leverage influencers/creators to generate heightened stakeholder engagement, drive brand messaging, and achieve business objectives.

A05. Best Use of Partnerships

This category recognizes successful partnerships between brands to enhance credibility, amplify messaging, reach a broader or more diverse audience, increase creativity, and otherwise improve stakeholder engagement.

A06. Best Use of Social Media

This category recognizes the role of social media in executing well-thought-out PR strategies that work in synergy with

innovative content to achieve campaign objectives and help build successful brands.

A07. Business to Business Communication

This category recognizes outstanding PR programs designed by businesses whose target stakeholders may be members of a niche business sector or the business community in general.

A08. Corporate Identity | Corporate Branding

This category recognizes the 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.

A09. Diversity & Inclusion

This category recognizes PR programs that are successful in shaping positive sentiment and behavior toward diversity, equality and inclusion.

A10. Employee Engagement

This category recognizes outstanding internal communication and activities that connect employees with a company identity or message and translate into employee satisfaction, and business growth.

A11. Government Relations and Public Affairs

This category recognizes outstanding PR programs designed to influence attitudes on matters of public policy, legislation or regulation by leveraging Government Relations or by using either lobbying or wider public affairs strategies, as well as political or ballot initiatives to achieve results.

A12. Investor Relations

This category recognizes outstanding PR programs designed to build trust, enhance credibility and ensure transparent communication of financial narratives, translating complex data into compelling stories that boost investor confidence.

A13. Issue Management | Crisis | Risk

This category recognizes outstanding PR work in the planning and/or handling of the consequences of a crisis or an issue that may affect a company's credibility and reputation.

A14. Marketing & Brand Communication

This category recognizes outstanding PR programs designed to sell products, services, or ideas to external audiences, generally employing various communication channels while maximizing earned media rather than paid advertising.

A15. Non-Profit

This category recognizes the most effective campaign for a charity, voluntary, or not-for-profit organization, undertaken to advance a philanthropic mission, drive fundraising, advocate for societal issues, or increase public awareness.

A16. Sustainability Communication

This category recognizes outstanding PR programs designed to communicate the company's commitment to environmental, societal and governance excellence by contributing to any of the United Nations Sustainable Development Goals.

A17. Training

This category recognizes successful training programs that demonstrate a strategic approach to developing skills and knowledge and achieving learning objectives.

NEW A18. Best Use of Tech

This category recognizes the use of new technology like artificial intelligence, virtual reality, robotics, gadgets and electronics, and wearable tech, pushing the boundaries of digital innovation to execute or support a PR campaign.

NEW A19. Best Use of Analytics

This category recognizes outstanding PR programs that demonstrate the most effective use of data or insights, research, and evaluation in both setting goals and measuring success and effective media evaluation.

NEW A20. Best Use of Social Insight and Behavior

This category recognizes outstanding PR programs that are inspired by a specific audience or community and demonstrate how leveraging insights into consumer behavior can create a powerful connection with a brand.

NEW A21. Employer Branding

This category recognizes outstanding PR programs designed to promote an organization as an attractive place of work.

NEW A22. Media Relations

This category recognizes outstanding PR programs that put journalism at the forefront of the campaign, with evidence of a high degree of innovation intended to engage, educate or influence editorial.

NEW A23. Executive Communications

This category recognizes outstanding PR programs that leverage the CEO or other senior executives as leaders or authorities on a topic or industry.

NEW A24. Sports and Gaming

This category recognizes outstanding PR programs, promoted during sporting events or through the gaming or eSports sector, that successfully engaged passionate communities, amplified brand presence, and captured the spirit of the game through creative storytelling and activations.



CATEGORY B: PUBLIC RELATIONS TOOLS

B01. Publications

This category recognizes print or digital corporate publications that demonstrate insight-led conceptualization, superior craftsmanship in execution, impactful engagement, and cost-effectiveness in achieving specific PR objectives.

- Newsletters and magazines
- Annual Reports
- Sustainability and CSR Report
- Trade Publications
- Handbooks and manuals
- Calendars and posters
- Brochures and pamphlets

Only digital copies of the full publication are required for submission.

B02. Coffee Table Books

This category recognizes printed institutional, historical, biographical, corporate coffee table books that demonstrate insight-led conceptualization, superior craftsmanship in execution, impactful engagement, and cost-effectiveness in achieving specific PR objectives. A hard copy of the book must be submitted.

B03. Multimedia

This category recognizes outstanding multimedia materials that demonstrate insight-led conceptualization, superior craftsmanship in execution, impactful engagement, and cost-effectiveness in achieving specific PR objectives.

- Audio-visual presentations
- Online videos and podcasts
- Social media content
- Websites and blogs
- New and emerging tools (gamification, virtual, augmented and mixed reality)

B04. Special Events

This category recognizes outstanding onsite and virtual activation events that demonstrate insight-led conceptualization, superior craftsmanship in execution, impactful engagement, and cost-effectiveness in achieving specific PR objectives.

- Launches
- Milestones
- Conferences and Conventions
- Expositions
- Exhibits
- Concerts



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GUIDE TO PREPARING YOUR ENTRY

- Choose a specific sub-category under PR Programs or PR Tools.
- Fill out the online entry form in the 62nd Anvil Awards portal at <http://anvilawards.prsp.ph>.
- For each entry, you may submit a case video with a total running time of two minutes or complete a 150-word Executive Summary that clearly outlines your entry. It must include the description of your entry/program/tool, objectives or reason for implementation, target audience, strategy adopted, implementation stages or phases, milestones, resources, challenges and solutions, and impact and results.
- Submit a digital copy of supporting documents and samples (maximum total size of 100 MB per entry).
- For agencies and PR consultants, submit an Authorization Letter signed by your client.
- Submit a photo (300 dpi), logo, or any visual that represents your entry. This will be used during the Gabi ng Parangal in case the entry wins.

You may submit as many entries as you want.

SCREENING AND JUDGING OF ENTRIES

The judging criteria have been refined to ensure a more rigorous, transparent, and merit-based evaluation, with stronger emphasis on data-driven strategies from planning through impact. These updates reflect the evolving standards of excellence in public relations and strategic communication.

First Tier:

Screening ensures that only entries that comply with the guidelines for the 62nd Anvil Awards move forward to the next stage.

Second Tier:

Entries that pass screening are evaluated by a Board of Judges composed of senior PR and communication professionals, who may or may not be members of PRSP. The Board of Judges will award the Silver and Gold Anvils based on established criteria. The decision of the Board of Judges is final.

Third Tier:

All Gold Anvil winners are endorsed to a Panel of Jurors composed of multi-sectoral representatives distinct from the Board of Judges. The Panel of Jurors will grant the

two major awards: the Grand Anvil and the Platinum Anvil. The decision of the Panel of Jurors is final.

The Panel of Jurors determines the winners of the Grand Anvil and Platinum Anvil based on a defined set of criteria. The decision of the Panel of Jurors is final.

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ENTRY FEES AND PAYMENT INSTRUCTIONS



SPARK

Early Bird until
September 30

PRSP MEMBERS

Php 10,000

NON-MEMBERS

Php 12,000



FLAME

Regular Rate until
November 15

PRSP MEMBERS

Php 11,000

NON-MEMBERS

Php 13,000



EMBER

Late Rate until
November 30

PRSP MEMBERS

Php 12,000

NON-MEMBERS

Php 15,000

Bank Deposit:

Account Name:

**Public Relations Society of the
Philippines, Inc.**

Account Number: **0321-0261-33**

Bank Name: **Bank of the Philippine
Islands (BPI)**

Branch: **Legazpi Columns**

E-Wallet:

GCash

Account Name:

Geronalyn Palang-at

Account Number: **0917-5995072**

DATES TO REMEMBER

Start of Submission of Entries: **August 15, 2026**

Deadline of Entries: **November 15, 2026**

Gabi ng Parangal: **January 28, 2027**

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