

62ND ANVIL AWARDS

Celebrating PR That Changes the Game

CATEGORIES
SUBCATEGORIES
RUBRICS

62ND ANVIL AWARDS
Celebrating PR That Changes the Game

CATEGORY A

PUBLIC RELATIONS PROGRAMS

A01. Advocacy | Corporate Social Responsibility | Cause-Related
A02. Arts & Culture | Heritage | Tourism
A03. Best Use of Digital
A04. Best Use of Influencer Marketing
A05. Best Use of Partnerships
A06. Best Use of Social Media
A07. Business to Business Communication
A08. Corporate Identity | Corporate Branding
A09. Diversity & Inclusion
A10. Employee Engagement
A11. Government Relations and Public Affairs
A12. Investor Relations
A13. Issue Management | Crisis | Risk
A14. Marketing & Brand Communication
A15. Non-Profit
A16. Sustainability Communication
A17. Training

NEW A18. Best Use of Tech
NEW A19. Best Use of Analytics
NEW A20. Best Use of Social Insight and Behavior
NEW A21. Employer Branding
NEW A22. Media Relations
NEW A23. Executive Communications
NEW A24. Sports and Gaming

CATEGORY A: PUBLIC RELATIONS PROGRAMS

A01. Advocacy | Corporate Social Responsibility | Cause-Related

This category recognizes purpose-driven campaigns that effectively 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.

CRITERIA	SCORING				
OBJECTIVES (20%) The program objectives are specific, measurable, attainable, relevant, and time bound. They are compatible with the clearly identified needs and are consistent with the organizational objectives. They also consider current opportunities and address existing challenges.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
STRATEGIES (20%) The strategies to meet the program objectives are designed to resonate deeply with targeted stakeholders and reflect research-based insights surrounding the communication challenge. The entry demonstrates the use of data and analytics to inform and validate strategic decisions.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
EXECUTION (20%) The PR executions are aligned with the chosen strategies and demonstrate professionalism and craftsmanship across channels. They show how data-driven insights have led to creative inspiration, allowing the executions to connect meaningfully with stakeholders.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
IMPACT (30%) The program's impact is demonstrated through a clear and detailed discussion of how the objectives were achieved based on measurable results (e.g., Google/online analytics, PR values, survey, audience feedback, etc.). The entry clearly connects the data and analytics that were used to ensure the program's overall success and performance.	SIGNIFICANTLY BELOW EXPECTATIONS 16-18 points	BELOW EXPECTATIONS 19-21 points	MEETS EXPECTATIONS 22-24 points	EXCEEDS EXPECTATIONS 25-27 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 28-30 points
PRESENTATION OF ENTRY (5%) The project brief's written and visual components are well-organized, clear, and engaging.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points
OVERALL APPRECIATION OF THE ENTRY (5%) The judge may give any score from 1 to 5 based on his/her overall appreciation of the entry.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points

CATEGORY A: PUBLIC RELATIONS PROGRAMS

A02. Arts & Culture | Heritage | Tourism
This category recognizes outstanding PR programs designed to communicate Philippine arts & culture, heritage, or tourism to specific stakeholders.

CRITERIA	SCORING				
OBJECTIVES (20%) The program objectives are specific, measurable, attainable, relevant, and time bound. They are compatible with the clearly identified needs and are consistent with the organizational objectives. They also consider current opportunities and address existing challenges.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
STRATEGIES (20%) The strategies to meet the program objectives are designed to resonate deeply with targeted stakeholders and reflect research-based insights surrounding the communication challenge. The entry demonstrates the use of data and analytics to inform and validate strategic decisions.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
EXECUTION (20%) The PR executions are aligned with the chosen strategies and demonstrate professionalism and craftsmanship across channels. They show how data-driven insights have led to creative inspiration, allowing the executions to connect meaningfully with stakeholders.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
IMPACT (30%) The program's impact is demonstrated through a clear and detailed discussion of how the objectives were achieved based on measurable results (e.g., Google/online analytics, PR values, survey, audience feedback, etc.). The entry clearly connects the data and analytics that were used to ensure the program's overall success and performance.	SIGNIFICANTLY BELOW EXPECTATIONS 16-18 points	BELOW EXPECTATIONS 19-21 points	MEETS EXPECTATIONS 22-24 points	EXCEEDS EXPECTATIONS 25-27 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 28-30 points
PRESENTATION OF ENTRY (5%) The project brief's written and visual components are well-organized, clear, and engaging.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points
OVERALL APPRECIATION OF THE ENTRY (5%) The judge may give any score from 1 to 5 based on his/her overall appreciation of the entry.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points

CATEGORY A: PUBLIC RELATIONS PROGRAMS

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.

CRITERIA	SCORING				
OBJECTIVES (20%) The program objectives are specific, measurable, attainable, relevant, and time bound. They are compatible with the clearly identified needs and are consistent with the organizational objectives. They also consider current opportunities and address existing challenges.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
STRATEGIES (20%) The strategies to meet the program objectives are designed to resonate deeply with targeted stakeholders and reflect research-based insights surrounding the communication challenge. The entry demonstrates the use of data and analytics to inform and validate strategic decisions.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
EXECUTION (20%) The PR executions are aligned with the chosen strategies and demonstrate professionalism and craftsmanship across channels. They show how data-driven insights have led to creative inspiration, allowing the executions to connect meaningfully with stakeholders.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
IMPACT (30%) The program's impact is demonstrated through a clear and detailed discussion of how the objectives were achieved based on measurable results (e.g., Google/online analytics, PR values, survey, audience feedback, etc.). The entry clearly connects the data and analytics that were used to ensure the program's overall success and performance.	SIGNIFICANTLY BELOW EXPECTATIONS 16-18 points	BELOW EXPECTATIONS 19-21 points	MEETS EXPECTATIONS 22-24 points	EXCEEDS EXPECTATIONS 25-27 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 28-30 points
PRESENTATION OF ENTRY (5%) The project brief's written and visual components are well-organized, clear, and engaging.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points
OVERALL APPRECIATION OF THE ENTRY (5%) The judge may give any score from 1 to 5 based on his/her overall appreciation of the entry.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points

CATEGORY A: PUBLIC RELATIONS PROGRAMS

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.

CRITERIA	SCORING				
OBJECTIVES (20%) The program objectives are specific, measurable, attainable, relevant, and time bound. They are compatible with the clearly identified needs and are consistent with the organizational objectives. They also consider current opportunities and address existing challenges.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
STRATEGIES (20%) The strategies to meet the program objectives are designed to resonate deeply with targeted stakeholders and reflect research-based insights surrounding the communication challenge. The entry demonstrates the use of data and analytics to inform and validate strategic decisions.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
EXECUTION (20%) The PR executions are aligned with the chosen strategies and demonstrate professionalism and craftsmanship across channels. They show how data-driven insights have led to creative inspiration, allowing the executions to connect meaningfully with stakeholders.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
IMPACT (30%) The program's impact is demonstrated through a clear and detailed discussion of how the objectives were achieved based on measurable results (e.g., Google/online analytics, PR values, survey, audience feedback, etc.). The entry clearly connects the data and analytics that were used to ensure the program's overall success and performance.	SIGNIFICANTLY BELOW EXPECTATIONS 16-18 points	BELOW EXPECTATIONS 19-21 points	MEETS EXPECTATIONS 22-24 points	EXCEEDS EXPECTATIONS 25-27 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 28-30 points
PRESENTATION OF ENTRY (5%) The project brief's written and visual components are well-organized, clear, and engaging.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points
OVERALL APPRECIATION OF THE ENTRY (5%) The judge may give any score from 1 to 5 based on his/her overall appreciation of the entry.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points

CATEGORY A: PUBLIC RELATIONS PROGRAMS

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.

CRITERIA	SCORING				
OBJECTIVES (20%) The program objectives are specific, measurable, attainable, relevant, and time bound. They are compatible with the clearly identified needs and are consistent with the organizational objectives. They also consider current opportunities and address existing challenges.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
STRATEGIES (20%) The strategies to meet the program objectives are designed to resonate deeply with targeted stakeholders and reflect research-based insights surrounding the communication challenge. The entry demonstrates the use of data and analytics to inform and validate strategic decisions.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
EXECUTION (20%) The PR executions are aligned with the chosen strategies and demonstrate professionalism and craftsmanship across channels. They show how data-driven insights have led to creative inspiration, allowing the executions to connect meaningfully with stakeholders.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
IMPACT (30%) The program's impact is demonstrated through a clear and detailed discussion of how the objectives were achieved based on measurable results (e.g., Google/online analytics, PR values, survey, audience feedback, etc.). The entry clearly connects the data and analytics that were used to ensure the program's overall success and performance.	SIGNIFICANTLY BELOW EXPECTATIONS 16-18 points	BELOW EXPECTATIONS 19-21 points	MEETS EXPECTATIONS 22-24 points	EXCEEDS EXPECTATIONS 25-27 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 28-30 points
PRESENTATION OF ENTRY (5%) The project brief's written and visual components are well-organized, clear, and engaging.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points
OVERALL APPRECIATION OF THE ENTRY (5%) The judge may give any score from 1 to 5 based on his/her overall appreciation of the entry.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points

CATEGORY A: PUBLIC RELATIONS PROGRAMS

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.

CRITERIA	SCORING				
OBJECTIVES (20%) The program objectives are specific, measurable, attainable, relevant, and time bound. They are compatible with the clearly identified needs and are consistent with the organizational objectives. They also consider current opportunities and address existing challenges.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
STRATEGIES (20%) The strategies to meet the program objectives are designed to resonate deeply with targeted stakeholders and reflect research-based insights surrounding the communication challenge. The entry demonstrates the use of data and analytics to inform and validate strategic decisions.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
EXECUTION (20%) The PR executions are aligned with the chosen strategies and demonstrate professionalism and craftsmanship across channels. They show how data-driven insights have led to creative inspiration, allowing the executions to connect meaningfully with stakeholders.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
IMPACT (30%) The program's impact is demonstrated through a clear and detailed discussion of how the objectives were achieved based on measurable results (e.g., Google/online analytics, PR values, survey, audience feedback, etc.). The entry clearly connects the data and analytics that were used to ensure the program's overall success and performance.	SIGNIFICANTLY BELOW EXPECTATIONS 16-18 points	BELOW EXPECTATIONS 19-21 points	MEETS EXPECTATIONS 22-24 points	EXCEEDS EXPECTATIONS 25-27 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 28-30 points
PRESENTATION OF ENTRY (5%) The project brief's written and visual components are well-organized, clear, and engaging.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points
OVERALL APPRECIATION OF THE ENTRY (5%) The judge may give any score from 1 to 5 based on his/her overall appreciation of the entry.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points

CATEGORY A: PUBLIC RELATIONS PROGRAMS

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.

CRITERIA	SCORING				
OBJECTIVES (20%) The program objectives are specific, measurable, attainable, relevant, and time bound. They are compatible with the clearly identified needs and are consistent with the organizational objectives. They also consider current opportunities and address existing challenges.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
STRATEGIES (20%) The strategies to meet the program objectives are designed to resonate deeply with targeted stakeholders and reflect research-based insights surrounding the communication challenge. The entry demonstrates the use of data and analytics to inform and validate strategic decisions.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
EXECUTION (20%) The PR executions are aligned with the chosen strategies and demonstrate professionalism and craftsmanship across channels. They show how data-driven insights have led to creative inspiration, allowing the executions to connect meaningfully with stakeholders.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
IMPACT (30%) The program's impact is demonstrated through a clear and detailed discussion of how the objectives were achieved based on measurable results (e.g., Google/online analytics, PR values, survey, audience feedback, etc.). The entry clearly connects the data and analytics that were used to ensure the program's overall success and performance.	SIGNIFICANTLY BELOW EXPECTATIONS 16-18 points	BELOW EXPECTATIONS 19-21 points	MEETS EXPECTATIONS 22-24 points	EXCEEDS EXPECTATIONS 25-27 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 28-30 points
PRESENTATION OF ENTRY (5%) The project brief's written and visual components are well-organized, clear, and engaging.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points
OVERALL APPRECIATION OF THE ENTRY (5%) The judge may give any score from 1 to 5 based on his/her overall appreciation of the entry.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points

CATEGORY A: PUBLIC RELATIONS PROGRAMS

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.

CRITERIA	SCORING				
OBJECTIVES (20%) The program objectives are specific, measurable, attainable, relevant, and time bound. They are compatible with the clearly identified needs and are consistent with the organizational objectives. They also consider current opportunities and address existing challenges.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
STRATEGIES (20%) The strategies to meet the program objectives are designed to resonate deeply with targeted stakeholders and reflect research-based insights surrounding the communication challenge. The entry demonstrates the use of data and analytics to inform and validate strategic decisions.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
EXECUTION (20%) The PR executions are aligned with the chosen strategies and demonstrate professionalism and craftsmanship across channels. They show how data-driven insights have led to creative inspiration, allowing the executions to connect meaningfully with stakeholders.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
IMPACT (30%) The program's impact is demonstrated through a clear and detailed discussion of how the objectives were achieved based on measurable results (e.g., Google/online analytics, PR values, survey, audience feedback, etc.). The entry clearly connects the data and analytics that were used to ensure the program's overall success and performance.	SIGNIFICANTLY BELOW EXPECTATIONS 16-18 points	BELOW EXPECTATIONS 19-21 points	MEETS EXPECTATIONS 22-24 points	EXCEEDS EXPECTATIONS 25-27 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 28-30 points
PRESENTATION OF ENTRY (5%) The project brief's written and visual components are well-organized, clear, and engaging.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points
OVERALL APPRECIATION OF THE ENTRY (5%) The judge may give any score from 1 to 5 based on his/her overall appreciation of the entry.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points

CATEGORY A: PUBLIC RELATIONS PROGRAMS

A09. Diversity & Inclusion
This category recognizes PR programs that are successful in shaping positive sentiment and behavior toward diversity, equality and inclusion.

CRITERIA	SCORING				
OBJECTIVES (20%) The program objectives are specific, measurable, attainable, relevant, and time bound. They are compatible with the clearly identified needs and are consistent with the organizational objectives. They also consider current opportunities and address existing challenges.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
STRATEGIES (20%) The strategies to meet the program objectives are designed to resonate deeply with targeted stakeholders and reflect research-based insights surrounding the communication challenge. The entry demonstrates the use of data and analytics to inform and validate strategic decisions.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
EXECUTION (20%) The PR executions are aligned with the chosen strategies and demonstrate professionalism and craftsmanship across channels. They show how data-driven insights have led to creative inspiration, allowing the executions to connect meaningfully with stakeholders.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
IMPACT (30%) The program's impact is demonstrated through a clear and detailed discussion of how the objectives were achieved based on measurable results (e.g., Google/online analytics, PR values, survey, audience feedback, etc.). The entry clearly connects the data and analytics that were used to ensure the program's overall success and performance.	SIGNIFICANTLY BELOW EXPECTATIONS 16-18 points	BELOW EXPECTATIONS 19-21 points	MEETS EXPECTATIONS 22-24 points	EXCEEDS EXPECTATIONS 25-27 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 28-30 points
PRESENTATION OF ENTRY (5%) The project brief's written and visual components are well-organized, clear, and engaging.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points
OVERALL APPRECIATION OF THE ENTRY (5%) The judge may give any score from 1 to 5 based on his/her overall appreciation of the entry.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points

CATEGORY A: PUBLIC RELATIONS PROGRAMS

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.

CRITERIA	SCORING				
OBJECTIVES (20%) The program objectives are specific, measurable, attainable, relevant, and time bound. They are compatible with the clearly identified needs and are consistent with the organizational objectives. They also consider current opportunities and address existing challenges.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
STRATEGIES (20%) The strategies to meet the program objectives are designed to resonate deeply with targeted stakeholders and reflect research-based insights surrounding the communication challenge. The entry demonstrates the use of data and analytics to inform and validate strategic decisions.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
EXECUTION (20%) The PR executions are aligned with the chosen strategies and demonstrate professionalism and craftsmanship across channels. They show how data-driven insights have led to creative inspiration, allowing the executions to connect meaningfully with stakeholders.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
IMPACT (30%) The program's impact is demonstrated through a clear and detailed discussion of how the objectives were achieved based on measurable results (e.g., Google/online analytics, PR values, survey, audience feedback, etc.). The entry clearly connects the data and analytics that were used to ensure the program's overall success and performance.	SIGNIFICANTLY BELOW EXPECTATIONS 16-18 points	BELOW EXPECTATIONS 19-21 points	MEETS EXPECTATIONS 22-24 points	EXCEEDS EXPECTATIONS 25-27 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 28-30 points
PRESENTATION OF ENTRY (5%) The project brief's written and visual components are well-organized, clear, and engaging.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points
OVERALL APPRECIATION OF THE ENTRY (5%) The judge may give any score from 1 to 5 based on his/her overall appreciation of the entry.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points

CATEGORY A: PUBLIC RELATIONS PROGRAMS

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.

CRITERIA	SCORING				
OBJECTIVES (20%) The program objectives are specific, measurable, attainable, relevant, and time bound. They are compatible with the clearly identified needs and are consistent with the organizational objectives. They also consider current opportunities and address existing challenges.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
STRATEGIES (20%) The strategies to meet the program objectives are designed to resonate deeply with targeted stakeholders and reflect research-based insights surrounding the communication challenge. The entry demonstrates the use of data and analytics to inform and validate strategic decisions.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
EXECUTION (20%) The PR executions are aligned with the chosen strategies and demonstrate professionalism and craftsmanship across channels. They show how data-driven insights have led to creative inspiration, allowing the executions to connect meaningfully with stakeholders.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
IMPACT (30%) The program's impact is demonstrated through a clear and detailed discussion of how the objectives were achieved based on measurable results (e.g., Google/online analytics, PR values, survey, audience feedback, etc.). The entry clearly connects the data and analytics that were used to ensure the program's overall success and performance.	SIGNIFICANTLY BELOW EXPECTATIONS 16-18 points	BELOW EXPECTATIONS 19-21 points	MEETS EXPECTATIONS 22-24 points	EXCEEDS EXPECTATIONS 25-27 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 28-30 points
PRESENTATION OF ENTRY (5%) The project brief's written and visual components are well-organized, clear, and engaging.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points
OVERALL APPRECIATION OF THE ENTRY (5%) The judge may give any score from 1 to 5 based on his/her overall appreciation of the entry.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points

CATEGORY A: PUBLIC RELATIONS PROGRAMS

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.

CRITERIA	SCORING				
OBJECTIVES (20%) The program objectives are specific, measurable, attainable, relevant, and time bound. They are compatible with the clearly identified needs and are consistent with the organizational objectives. They also consider current opportunities and address existing challenges.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
STRATEGIES (20%) The strategies to meet the program objectives are designed to resonate deeply with targeted stakeholders and reflect research-based insights surrounding the communication challenge. The entry demonstrates the use of data and analytics to inform and validate strategic decisions.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
EXECUTION (20%) The PR executions are aligned with the chosen strategies and demonstrate professionalism and craftsmanship across channels. They show how data-driven insights have led to creative inspiration, allowing the executions to connect meaningfully with stakeholders.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
IMPACT (30%) The program's impact is demonstrated through a clear and detailed discussion of how the objectives were achieved based on measurable results (e.g., Google/online analytics, PR values, survey, audience feedback, etc.). The entry clearly connects the data and analytics that were used to ensure the program's overall success and performance.	SIGNIFICANTLY BELOW EXPECTATIONS 16-18 points	BELOW EXPECTATIONS 19-21 points	MEETS EXPECTATIONS 22-24 points	EXCEEDS EXPECTATIONS 25-27 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 28-30 points
PRESENTATION OF ENTRY (5%) The project brief's written and visual components are well-organized, clear, and engaging.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points
OVERALL APPRECIATION OF THE ENTRY (5%) The judge may give any score from 1 to 5 based on his/her overall appreciation of the entry.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points

CATEGORY A: PUBLIC RELATIONS PROGRAMS

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.

CRITERIA	SCORING				
OBJECTIVES (20%) The program objectives are specific, measurable, attainable, relevant, and time bound. They are compatible with the clearly identified needs and are consistent with the organizational objectives. They also consider current opportunities and address existing challenges.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
STRATEGIES (20%) The strategies to meet the program objectives are designed to resonate deeply with targeted stakeholders and reflect research-based insights surrounding the communication challenge. The entry demonstrates the use of data and analytics to inform and validate strategic decisions.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
EXECUTION (20%) The PR executions are aligned with the chosen strategies and demonstrate professionalism and craftsmanship across channels. They show how data-driven insights have led to creative inspiration, allowing the executions to connect meaningfully with stakeholders.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
IMPACT (30%) The program's impact is demonstrated through a clear and detailed discussion of how the objectives were achieved based on measurable results (e.g., Google/online analytics, PR values, survey, audience feedback, etc.). The entry clearly connects the data and analytics that were used to ensure the program's overall success and performance.	SIGNIFICANTLY BELOW EXPECTATIONS 16-18 points	BELOW EXPECTATIONS 19-21 points	MEETS EXPECTATIONS 22-24 points	EXCEEDS EXPECTATIONS 25-27 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 28-30 points
PRESENTATION OF ENTRY (5%) The project brief's written and visual components are well-organized, clear, and engaging.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points
OVERALL APPRECIATION OF THE ENTRY (5%) The judge may give any score from 1 to 5 based on his/her overall appreciation of the entry.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points

CATEGORY A: PUBLIC RELATIONS PROGRAMS

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.

CRITERIA	SCORING				
OBJECTIVES (20%) The program objectives are specific, measurable, attainable, relevant, and time bound. They are compatible with the clearly identified needs and are consistent with the organizational objectives. They also consider current opportunities and address existing challenges.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
STRATEGIES (20%) The strategies to meet the program objectives are designed to resonate deeply with targeted stakeholders and reflect research-based insights surrounding the communication challenge. The entry demonstrates the use of data and analytics to inform and validate strategic decisions.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
EXECUTION (20%) The PR executions are aligned with the chosen strategies and demonstrate professionalism and craftsmanship across channels. They show how data-driven insights have led to creative inspiration, allowing the executions to connect meaningfully with stakeholders.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
IMPACT (30%) The program's impact is demonstrated through a clear and detailed discussion of how the objectives were achieved based on measurable results (e.g., Google/online analytics, PR values, survey, audience feedback, etc.). The entry clearly connects the data and analytics that were used to ensure the program's overall success and performance.	SIGNIFICANTLY BELOW EXPECTATIONS 16-18 points	BELOW EXPECTATIONS 19-21 points	MEETS EXPECTATIONS 22-24 points	EXCEEDS EXPECTATIONS 25-27 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 28-30 points
PRESENTATION OF ENTRY (5%) The project brief's written and visual components are well-organized, clear, and engaging.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points
OVERALL APPRECIATION OF THE ENTRY (5%) The judge may give any score from 1 to 5 based on his/her overall appreciation of the entry.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points

CATEGORY A: PUBLIC RELATIONS PROGRAMS

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.

CRITERIA	SCORING				
OBJECTIVES (20%) The program objectives are specific, measurable, attainable, relevant, and time bound. They are compatible with the clearly identified needs and are consistent with the organizational objectives. They also consider current opportunities and address existing challenges.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
STRATEGIES (20%) The strategies to meet the program objectives are designed to resonate deeply with targeted stakeholders and reflect research-based insights surrounding the communication challenge. The entry demonstrates the use of data and analytics to inform and validate strategic decisions.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
EXECUTION (20%) The PR executions are aligned with the chosen strategies and demonstrate professionalism and craftsmanship across channels. They show how data-driven insights have led to creative inspiration, allowing the executions to connect meaningfully with stakeholders.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
IMPACT (30%) The program's impact is demonstrated through a clear and detailed discussion of how the objectives were achieved based on measurable results (e.g., Google/online analytics, PR values, survey, audience feedback, etc.). The entry clearly connects the data and analytics that were used to ensure the program's overall success and performance.	SIGNIFICANTLY BELOW EXPECTATIONS 16-18 points	BELOW EXPECTATIONS 19-21 points	MEETS EXPECTATIONS 22-24 points	EXCEEDS EXPECTATIONS 25-27 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 28-30 points
PRESENTATION OF ENTRY (5%) The project brief's written and visual components are well-organized, clear, and engaging.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points
OVERALL APPRECIATION OF THE ENTRY (5%) The judge may give any score from 1 to 5 based on his/her overall appreciation of the entry.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points

CATEGORY A: PUBLIC RELATIONS PROGRAMS

A16. Sustainability Communication

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

CRITERIA	SCORING				
OBJECTIVES (20%) The program objectives are specific, measurable, attainable, relevant, and time bound. They are compatible with the clearly identified needs and are consistent with the organizational objectives. They also consider current opportunities and address existing challenges.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
STRATEGIES (20%) The strategies to meet the program objectives are designed to resonate deeply with targeted stakeholders and reflect research-based insights surrounding the communication challenge. The entry demonstrates the use of data and analytics to inform and validate strategic decisions.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
EXECUTION (20%) The PR executions are aligned with the chosen strategies and demonstrate professionalism and craftsmanship across channels. They show how data-driven insights have led to creative inspiration, allowing the executions to connect meaningfully with stakeholders.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
IMPACT (30%) The program's impact is demonstrated through a clear and detailed discussion of how the objectives were achieved based on measurable results (e.g., Google/online analytics, PR values, survey, audience feedback, etc.). The entry clearly connects the data and analytics that were used to ensure the program's overall success and performance.	SIGNIFICANTLY BELOW EXPECTATIONS 16-18 points	BELOW EXPECTATIONS 19-21 points	MEETS EXPECTATIONS 22-24 points	EXCEEDS EXPECTATIONS 25-27 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 28-30 points
PRESENTATION OF ENTRY (5%) The project brief's written and visual components are well-organized, clear, and engaging.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points
OVERALL APPRECIATION OF THE ENTRY (5%) The judge may give any score from 1 to 5 based on his/her overall appreciation of the entry.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points

CATEGORY A: PUBLIC RELATIONS PROGRAMS

A17. Training

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

CRITERIA	SCORING				
OBJECTIVES (20%) The program objectives are specific, measurable, attainable, relevant, and time bound. They are compatible with the clearly identified needs and are consistent with the organizational objectives. They also consider current opportunities and address existing challenges.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
STRATEGIES (20%) The strategies to meet the program objectives are designed to resonate deeply with targeted stakeholders and reflect research-based insights surrounding the communication challenge. The entry demonstrates the use of data and analytics to inform and validate strategic decisions.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
EXECUTION (20%) The PR executions are aligned with the chosen strategies and demonstrate professionalism and craftsmanship across channels. They show how data-driven insights have led to creative inspiration, allowing the executions to connect meaningfully with stakeholders.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
IMPACT (30%) The program's impact is demonstrated through a clear and detailed discussion of how the objectives were achieved based on measurable results (e.g., Google/online analytics, PR values, survey, audience feedback, etc.). The entry clearly connects the data and analytics that were used to ensure the program's overall success and performance.	SIGNIFICANTLY BELOW EXPECTATIONS 16-18 points	BELOW EXPECTATIONS 19-21 points	MEETS EXPECTATIONS 22-24 points	EXCEEDS EXPECTATIONS 25-27 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 28-30 points
PRESENTATION OF ENTRY (5%) The project brief's written and visual components are well-organized, clear, and engaging.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points
OVERALL APPRECIATION OF THE ENTRY (5%) The judge may give any score from 1 to 5 based on his/her overall appreciation of the entry.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points

CATEGORY A: PUBLIC RELATIONS PROGRAMS

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.

CRITERIA	SCORING				
OBJECTIVES (20%) The program objectives are specific, measurable, attainable, relevant, and time bound. They are compatible with the clearly identified needs and are consistent with the organizational objectives. They also consider current opportunities and address existing challenges.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
STRATEGIES (20%) The strategies to meet the program objectives are designed to resonate deeply with targeted stakeholders and reflect research-based insights surrounding the communication challenge. The entry demonstrates the use of data and analytics to inform and validate strategic decisions.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
EXECUTION (20%) The PR executions are aligned with the chosen strategies and demonstrate professionalism and craftsmanship across channels. They show how data-driven insights have led to creative inspiration, allowing the executions to connect meaningfully with stakeholders.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
IMPACT (30%) The program's impact is demonstrated through a clear and detailed discussion of how the objectives were achieved based on measurable results (e.g., Google/online analytics, PR values, survey, audience feedback, etc.). The entry clearly connects the data and analytics that were used to ensure the program's overall success and performance.	SIGNIFICANTLY BELOW EXPECTATIONS 16-18 points	BELOW EXPECTATIONS 19-21 points	MEETS EXPECTATIONS 22-24 points	EXCEEDS EXPECTATIONS 25-27 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 28-30 points
PRESENTATION OF ENTRY (5%) The project brief's written and visual components are well-organized, clear, and engaging.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points
OVERALL APPRECIATION OF THE ENTRY (5%) The judge may give any score from 1 to 5 based on his/her overall appreciation of the entry.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points

CATEGORY A: PUBLIC RELATIONS PROGRAMS

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.

CRITERIA	SCORING				
OBJECTIVES (20%) The program objectives are specific, measurable, attainable, relevant, and time bound. They are compatible with the clearly identified needs and are consistent with the organizational objectives. They also consider current opportunities and address existing challenges.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
STRATEGIES (20%) The strategies to meet the program objectives are designed to resonate deeply with targeted stakeholders and reflect research-based insights surrounding the communication challenge. The entry demonstrates the use of data and analytics to inform and validate strategic decisions.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
EXECUTION (20%) The PR executions are aligned with the chosen strategies and demonstrate professionalism and craftsmanship across channels. They show how data-driven insights have led to creative inspiration, allowing the executions to connect meaningfully with stakeholders.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
IMPACT (30%) The program's impact is demonstrated through a clear and detailed discussion of how the objectives were achieved based on measurable results (e.g., Google/online analytics, PR values, survey, audience feedback, etc.). The entry clearly connects the data and analytics that were used to ensure the program's overall success and performance.	SIGNIFICANTLY BELOW EXPECTATIONS 16-18 points	BELOW EXPECTATIONS 19-21 points	MEETS EXPECTATIONS 22-24 points	EXCEEDS EXPECTATIONS 25-27 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 28-30 points
PRESENTATION OF ENTRY (5%) The project brief's written and visual components are well-organized, clear, and engaging.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points
OVERALL APPRECIATION OF THE ENTRY (5%) The judge may give any score from 1 to 5 based on his/her overall appreciation of the entry.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points

CATEGORY A: PUBLIC RELATIONS PROGRAMS

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.

CRITERIA	SCORING				
OBJECTIVES (20%) The program objectives are specific, measurable, attainable, relevant, and time bound. They are compatible with the clearly identified needs and are consistent with the organizational objectives. They also consider current opportunities and address existing challenges.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
STRATEGIES (20%) The strategies to meet the program objectives are designed to resonate deeply with targeted stakeholders and reflect research-based insights surrounding the communication challenge. The entry demonstrates the use of data and analytics to inform and validate strategic decisions.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
EXECUTION (20%) The PR executions are aligned with the chosen strategies and demonstrate professionalism and craftsmanship across channels. They show how data-driven insights have led to creative inspiration, allowing the executions to connect meaningfully with stakeholders.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
IMPACT (30%) The program's impact is demonstrated through a clear and detailed discussion of how the objectives were achieved based on measurable results (e.g., Google/online analytics, PR values, survey, audience feedback, etc.). The entry clearly connects the data and analytics that were used to ensure the program's overall success and performance.	SIGNIFICANTLY BELOW EXPECTATIONS 16-18 points	BELOW EXPECTATIONS 19-21 points	MEETS EXPECTATIONS 22-24 points	EXCEEDS EXPECTATIONS 25-27 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 28-30 points
PRESENTATION OF ENTRY (5%) The project brief's written and visual components are well-organized, clear, and engaging.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points
OVERALL APPRECIATION OF THE ENTRY (5%) The judge may give any score from 1 to 5 based on his/her overall appreciation of the entry.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points

CATEGORY A: PUBLIC RELATIONS PROGRAMS

NEW A21. Employer Branding

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

CRITERIA	SCORING				
OBJECTIVES (20%) The program objectives are specific, measurable, attainable, relevant, and time bound. They are compatible with the clearly identified needs and are consistent with the organizational objectives. They also consider current opportunities and address existing challenges.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
STRATEGIES (20%) The strategies to meet the program objectives are designed to resonate deeply with targeted stakeholders and reflect research-based insights surrounding the communication challenge. The entry demonstrates the use of data and analytics to inform and validate strategic decisions.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
EXECUTION (20%) The PR executions are aligned with the chosen strategies and demonstrate professionalism and craftsmanship across channels. They show how data-driven insights have led to creative inspiration, allowing the executions to connect meaningfully with stakeholders.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
IMPACT (30%) The program's impact is demonstrated through a clear and detailed discussion of how the objectives were achieved based on measurable results (e.g., Google/online analytics, PR values, survey, audience feedback, etc.). The entry clearly connects the data and analytics that were used to ensure the program's overall success and performance.	SIGNIFICANTLY BELOW EXPECTATIONS 16-18 points	BELOW EXPECTATIONS 19-21 points	MEETS EXPECTATIONS 22-24 points	EXCEEDS EXPECTATIONS 25-27 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 28-30 points
PRESENTATION OF ENTRY (5%) The project brief's written and visual components are well-organized, clear, and engaging.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points
OVERALL APPRECIATION OF THE ENTRY (5%) The judge may give any score from 1 to 5 based on his/her overall appreciation of the entry.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points

CATEGORY A: PUBLIC RELATIONS PROGRAMS

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.

CRITERIA	SCORING				
OBJECTIVES (20%) The program objectives are specific, measurable, attainable, relevant, and time bound. They are compatible with the clearly identified needs and are consistent with the organizational objectives. They also consider current opportunities and address existing challenges.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
STRATEGIES (20%) The strategies to meet the program objectives are designed to resonate deeply with targeted stakeholders and reflect research-based insights surrounding the communication challenge. The entry demonstrates the use of data and analytics to inform and validate strategic decisions.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
EXECUTION (20%) The PR executions are aligned with the chosen strategies and demonstrate professionalism and craftsmanship across channels. They show how data-driven insights have led to creative inspiration, allowing the executions to connect meaningfully with stakeholders.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
IMPACT (30%) The program's impact is demonstrated through a clear and detailed discussion of how the objectives were achieved based on measurable results (e.g., Google/online analytics, PR values, survey, audience feedback, etc.). The entry clearly connects the data and analytics that were used to ensure the program's overall success and performance.	SIGNIFICANTLY BELOW EXPECTATIONS 16-18 points	BELOW EXPECTATIONS 19-21 points	MEETS EXPECTATIONS 22-24 points	EXCEEDS EXPECTATIONS 25-27 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 28-30 points
PRESENTATION OF ENTRY (5%) The project brief's written and visual components are well-organized, clear, and engaging.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points
OVERALL APPRECIATION OF THE ENTRY (5%) The judge may give any score from 1 to 5 based on his/her overall appreciation of the entry.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points

CATEGORY A: PUBLIC RELATIONS PROGRAMS

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.

CRITERIA	SCORING				
OBJECTIVES (20%) The program objectives are specific, measurable, attainable, relevant, and time bound. They are compatible with the clearly identified needs and are consistent with the organizational objectives. They also consider current opportunities and address existing challenges.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
STRATEGIES (20%) The strategies to meet the program objectives are designed to resonate deeply with targeted stakeholders and reflect research-based insights surrounding the communication challenge. The entry demonstrates the use of data and analytics to inform and validate strategic decisions.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
EXECUTION (20%) The PR executions are aligned with the chosen strategies and demonstrate professionalism and craftsmanship across channels. They show how data-driven insights have led to creative inspiration, allowing the executions to connect meaningfully with stakeholders.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
IMPACT (30%) The program's impact is demonstrated through a clear and detailed discussion of how the objectives were achieved based on measurable results (e.g., Google/online analytics, PR values, survey, audience feedback, etc.). The entry clearly connects the data and analytics that were used to ensure the program's overall success and performance.	SIGNIFICANTLY BELOW EXPECTATIONS 16-18 points	BELOW EXPECTATIONS 19-21 points	MEETS EXPECTATIONS 22-24 points	EXCEEDS EXPECTATIONS 25-27 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 28-30 points
PRESENTATION OF ENTRY (5%) The project brief's written and visual components are well-organized, clear, and engaging.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points
OVERALL APPRECIATION OF THE ENTRY (5%) The judge may give any score from 1 to 5 based on his/her overall appreciation of the entry.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points

CATEGORY A: PUBLIC RELATIONS PROGRAMS

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.

CRITERIA	SCORING				
OBJECTIVES (20%) The program objectives are specific, measurable, attainable, relevant, and time bound. They are compatible with the clearly identified needs and are consistent with the organizational objectives. They also consider current opportunities and address existing challenges.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
STRATEGIES (20%) The strategies to meet the program objectives are designed to resonate deeply with targeted stakeholders and reflect research-based insights surrounding the communication challenge. The entry demonstrates the use of data and analytics to inform and validate strategic decisions.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
EXECUTION (20%) The PR executions are aligned with the chosen strategies and demonstrate professionalism and craftsmanship across channels. They show how data-driven insights have led to creative inspiration, allowing the executions to connect meaningfully with stakeholders.	SIGNIFICANTLY BELOW EXPECTATIONS 9-10 points	BELOW EXPECTATIONS 11-12 points	MEETS EXPECTATIONS 13-14 points	EXCEEDS EXPECTATIONS 15-17 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 18-20 points
IMPACT (30%) The program's impact is demonstrated through a clear and detailed discussion of how the objectives were achieved based on measurable results (e.g., Google/online analytics, PR values, survey, audience feedback, etc.). The entry clearly connects the data and analytics that were used to ensure the program's overall success and performance.	SIGNIFICANTLY BELOW EXPECTATIONS 16-18 points	BELOW EXPECTATIONS 19-21 points	MEETS EXPECTATIONS 22-24 points	EXCEEDS EXPECTATIONS 25-27 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 28-30 points
PRESENTATION OF ENTRY (5%) The project brief's written and visual components are well-organized, clear, and engaging.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points
OVERALL APPRECIATION OF THE ENTRY (5%) The judge may give any score from 1 to 5 based on his/her overall appreciation of the entry.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points

62ND ANVIL AWARDS
Celebrating PR That Changes the Game

CATEGORY B

PUBLIC RELATIONS TOOLS

B01. Publications
B02. Coffee Table Books
B03. Multimedia
B04. Special Events

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. Covered in this category are newsletters, magazines, posters, pamphlets, brochures, annual reports, sustainability reports, trade publications, calendars, CSR reports, handbooks, manuals, e-books, and similar online publications.

CRITERIA	SCORING				
CONTENT (25%) The publication provides complete and relevant content suited to the target audience, in accordance with intellectual property, production, planning, and management standards. The entry also demonstrates how data-driven insights have shaped the content strategy and message.	SIGNIFICANTLY BELOW EXPECTATIONS 13-14 points	BELOW EXPECTATIONS 15-16 points	MEETS EXPECTATIONS 17-19 points	EXCEEDS EXPECTATIONS 20-22 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 23-25 points
CONCEPT AND EXECUTION (25%) The publication showcases an inspired concept design that translates to quality creative execution as evidenced by superior craftsmanship in writing and art direction, showcasing excellence in layout, typography, illustration and photography.	SIGNIFICANTLY BELOW EXPECTATIONS 13-14 points	BELOW EXPECTATIONS 15-16 points	MEETS EXPECTATIONS 17-19 points	EXCEEDS EXPECTATIONS 20-22 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 23-25 points
DIGITAL PRESENCE (10%) The publication works on various platforms, giving users optimal experience. It also provides features that allow accessibility (e.g., downloadable, responsive) and interactivity (e.g., shareable).	SIGNIFICANTLY BELOW EXPECTATIONS 1-2 points	BELOW EXPECTATIONS 3-4 points	MEETS EXPECTATIONS 5-6 points	EXCEEDS EXPECTATIONS 7-8 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 9-10 points
IMPACT (30%) The publication's impact is demonstrated through a detailed and clear discussion of how the objectives were achieved based on unsolicited feedback, post-publication surveys, or other inputs from the target audience. The entry must clearly connect the data and analytics used to the overall performance and success of the publication.	SIGNIFICANTLY BELOW EXPECTATIONS 15-17 points	BELOW EXPECTATIONS 18-20 points	MEETS EXPECTATIONS 21-23 points	EXCEEDS EXPECTATIONS 24-26 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 27-30 points
PRESENTATION OF ENTRY (5%) The project brief's written and visual components are well-organized, clear, and engaging.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points
OVERALL APPRECIATION OF THE ENTRY (5%) The judge may give any score from 1 to 5 based on his/her overall appreciation of the entry.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points

CATEGORY B: PUBLIC RELATIONS TOOLS

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. This category covers A hard copy of the book must be submitted.

CRITERIA	SCORING				
CONTENT (25%) The book provides complete and relevant content suited to the target audience, in accordance with intellectual property, production, planning, and management standards. The entry also demonstrates how data-driven insights have shaped the content strategy and message.	SIGNIFICANTLY BELOW EXPECTATIONS 13-14 points	BELOW EXPECTATIONS 15-16 points	MEETS EXPECTATIONS 17-19 points	EXCEEDS EXPECTATIONS 20-22 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 23-25 points
CONCEPT AND EXECUTION (25%) The book showcases an inspired concept design that translates to quality creative execution as evidenced by superior craftsmanship in writing and art direction, showcasing excellence in layout, typography, illustration and photography.	SIGNIFICANTLY BELOW EXPECTATIONS 13-14 points	BELOW EXPECTATIONS 15-16 points	MEETS EXPECTATIONS 17-19 points	EXCEEDS EXPECTATIONS 20-22 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 23-25 points
QUALITY OF PUBLICATION (10%) The book demonstrates superior print quality, binding and durability, as well as tactile experience through paper weight, texture, and printing finishes, while remaining cost-effective.	SIGNIFICANTLY BELOW EXPECTATIONS 1-2 points	BELOW EXPECTATIONS 3-4 points	MEETS EXPECTATIONS 5-6 points	EXCEEDS EXPECTATIONS 7-8 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 9-10 points
IMPACT (30%) The book's impact is demonstrated through a detailed and clear discussion of how the objectives were achieved based on unsolicited feedback, post-publication surveys, or other inputs from the target audience. The entry must clearly connect the data and analytics used to the overall performance and success of the program.	SIGNIFICANTLY BELOW EXPECTATIONS 15-17 points	BELOW EXPECTATIONS 18-20 points	MEETS EXPECTATIONS 21-23 points	EXCEEDS EXPECTATIONS 24-26 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 27-30 points
PRESENTATION OF ENTRY (5%) The project brief's written and visual components are well-organized, clear, and engaging.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points
OVERALL APPRECIATION OF THE ENTRY (5%) The judge may give any score from 1 to 5 based on his/her overall appreciation of the entry.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points

CATEGORY B: PUBLIC RELATIONS TOOLS

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. Covered in this category are audiovisual presentations, online videos, podcasts, social media tools, websites, blogs, emerging tools (gamification, virtual, augmented and mixed reality), and other similar PR tools.

CRITERIA	SCORING				
CONTENT (30%) The multimedia project provides complete and relevant content suited to the target audience, in accordance with intellectual property, production, planning, and management standards. The entry also demonstrates how data-driven insights have shaped the content strategy and message.	SIGNIFICANTLY BELOW EXPECTATIONS 14-16 points	BELOW EXPECTATIONS 17-19 points	MEETS EXPECTATIONS 20-22 points	EXCEEDS EXPECTATIONS 23-26 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 27-30 points
CONCEPT AND EXECUTION (30%) The multimedia project showcases an inspired concept that translates to quality creative execution as evidenced by superior craftsmanship in writing, art direction, and other relevant production elements.	SIGNIFICANTLY BELOW EXPECTATIONS 14-16 points	BELOW EXPECTATIONS 17-19 points	MEETS EXPECTATIONS 20-22 points	EXCEEDS EXPECTATIONS 23-26 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 27-30 points
IMPACT (30%) The multimedia project's impact is demonstrated through a detailed and clear discussion of how the objectives were achieved based on unsolicited feedback, post-publication survey, or other inputs from the target audience. The entry must clearly connect the data and analytics used to the overall performance and success of the program.	SIGNIFICANTLY BELOW EXPECTATIONS 14-16 points	BELOW EXPECTATIONS 17-19 points	MEETS EXPECTATIONS 20-22 points	EXCEEDS EXPECTATIONS 23-26 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 27-30 points
PRESENTATION OF ENTRY (5%) The project brief's written and visual components are well-organized, clear, and engaging.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points
OVERALL APPRECIATION OF THE ENTRY (5%) The judge may give any score from 1 to 5 based on his/her overall appreciation of the entry.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points

CATEGORY B: PUBLIC RELATIONS TOOLS

B04. Special Events

This category recognizes outstanding onsite and virtual activation events and exhibits that demonstrate insight-led conceptualization, superior craftsmanship in execution, impactful engagement, and cost-effectiveness in achieving specific PR objectives. Covered in this category are launches, milestones, conferences, expositions, concerts, exhibits, and similar PR tools.

CRITERIA	SCORING				
CONTENT (30%) The event provides complete and relevant content suited to the target audience, in accordance with intellectual property, production, planning, and management standards. The entry also demonstrates how data-driven insights have shaped the content strategy and message.	SIGNIFICANTLY BELOW EXPECTATIONS 14-16 points	BELOW EXPECTATIONS 17-19 points	MEETS EXPECTATIONS 20-22 points	EXCEEDS EXPECTATIONS 23-26 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 27-30 points
CONCEPT AND EXECUTION (30%) The event showcases an inspired concept that translates to quality creative execution as evidenced by superior craftsmanship in writing, art direction, and other relevant production elements.	SIGNIFICANTLY BELOW EXPECTATIONS 14-16 points	BELOW EXPECTATIONS 17-19 points	MEETS EXPECTATIONS 20-22 points	EXCEEDS EXPECTATIONS 23-26 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 27-30 points
IMPACT (30%) The event's impact is demonstrated through a detailed and clear discussion of how the objectives were achieved based on unsolicited feedback, post-publication survey, or other inputs from the target audience. The entry must clearly connect the data and analytics used to the overall performance and success of the program.	SIGNIFICANTLY BELOW EXPECTATIONS 14-16 points	BELOW EXPECTATIONS 17-19 points	MEETS EXPECTATIONS 20-22 points	EXCEEDS EXPECTATIONS 23-26 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 27-30 points
PRESENTATION OF ENTRY (5%) The project brief's written and visual components are well-organized, clear, and engaging.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points
OVERALL APPRECIATION OF THE ENTRY (5%) The judge may give any score from 1 to 5 based on his/her overall appreciation of the entry.	SIGNIFICANTLY BELOW EXPECTATIONS 1 point	BELOW EXPECTATIONS 2 points	MEETS EXPECTATIONS 3 points	EXCEEDS EXPECTATIONS 4 points	SIGNIFICANTLY EXCEEDS EXPECTATIONS 5 points