

INVITES ENTRIES FOR

10th PRCI Excellence Awards 2020 for Collaterals

TO BE PRESENTED AT THE
14TH GLOBAL COMMUNICATION CONCLAVE



World
Communicators
Council



Young
Communicators
Club



PR BEYOND 20:20

14th GLOBAL COMMUNICATION CONCLAVE
MARCH - 6 & 7, 2020 | KOCHI, INDIA



NOMINATIONS INVITED FOR

HALL OF FAME

for Communication
Professionals



CHANAKYA AWARDS

for National Achievers
2020



KAUTILYA YOUTH AWARDS

National Awards for Young
Communicators



Last Date for Submission of Entries - 30th January 2020

Awards Ceremony 7th March 2020

Gokulam Park Hotel & International Convention Centre, Kochi, Kerala



About Us

Greetings from Public Relations Council of India, PRCI - the premier body of communication, PR, media, advertising, HR, marketing communication professionals, mass communication teachers and students.

PRCI, in association with the World Communicators' Council (WCC), will hold the 14th Global Communication Conclave at Kochi, Kerala (India) on March 6 & 7, 2020 with theme being PR Beyond 2020.

As we all are aware, 20:20 represents perfect vision. We at PRCI strongly feel that it is time to look beyond perfection since there is always room for improvement. It is not a mere coincidence that the theme will be discussed in the year 2020.

As In the previous 13 Global Conclave, PRCI will have top notch professionals from Corporate, Communication, Media, Advertising, HR, Marketing and Mass Communication academy clans at the 14th Conclave.

Inviting you to join us at the 14th Global Communication Conclave and contribute your thoughts on taking the profession beyond perfection.



Promoted by PRCI, WCC aims to be a one-stop Global Knowledge Powerhouse in mass communication. WCC will endeavor to integrate communication organization and professionals globally for sharing knowledge and contribute to the exchange of ideas and experiences to communicate for a better world, as the motto says.



The youth wing of PRCI is Young Communicators Club (YCC) which caters to the aspirations of the students of Journalism, Mass Communication and Business Administration. This platform helps them in learning while developing them with direct interaction with the industry veterans.

The main objective of YCC is to make effective communicators, responsible citizens and bridge the gap between academics and corporate.



PR BEYOND 20:20

As the headline says, we need to go beyond perfection. Not necessarily reinventing the wheel but look within ourselves as to how we can think beyond perfection. Times are changing. All professionals are redefining themselves or adapting to newer challenges. PR too has to undergo a metamorphosis.

We are in no way trying to underplay the role of PR. But we have miles to go. Now, we strongly feel that it's time to look beyond all these and see where we fit in and command value that we PR or communication professionals deserve. Come, let's discuss and draw a new route map for ourselves. Let's hear expert talk. Let's share your thoughts and actions.

In short, let's delve on PR BEYOND 20:20, at Kochi, on March 6 & 7, 2020.

About Awards

The PRCI Annual Corporate Collateral Awards for corporate communications are presented annually to recognize talent and professional standards. PRCI announces its Annual Corporate Collateral Awards 2019. There are 40 categories for awards this year.

In each subject Gold, Silver and Bronze trophy is awarded for the meritorious entry selected. Also if there are any extraordinary entries they will be awarded Platinum & Crystal Awards and a trophy for the overall champions. The jury consists of eminent persons from among the professionals in corporate sector, mass communication and media. Over the years, the PRCI awards have acquired a prestigious status. They are keenly contested and proudly won by those in corporate sector.

We invite your esteemed company to participate this year too. Entry form is attached. The last date for receipt of entries is 30.01.2020. Winners will be informed a week earlier to the function. The awards will be presented at the **PRCI 14th Global Conclave** to be held on **7th March, 2020 at Gokulam Park Hotel & International Convention Centre, Kochi, Kerala-682017.**

Timings: 2:30 pm to 5:30 pm



ANNUAL EXCELLENCE AWARDS 2020 - CATEGORIES



1. CORPORATE & BUSINESS COMMUNICATION CAMPAIGN

This award recognizes the best business trade campaign which has delivered business objectives through the use of public relations.

2. INTERNAL COMMUNICATION CAMPAIGN

This award recognizes the successful engagement of internal stakeholders through on-going strategic relations to promote organizational objectives.

3. CONSUMER RELATION CAMPAIGN

This award recognizes a successful public relations campaign which promotes a consumer product or service in any sector.

4. CORPORATE SOCIAL RESPONSIBILITY CAMPAIGN

This award recognizes a successful public relations campaign or project which communicates corporate social responsibility.

5. PUBLIC AFFAIRS CAMPAIGN

This award recognizes a successful public affairs campaign designed to inform or change public policy, or to influence the legislative process.

6. NOT FOR PROFIT CAMPAIGN

This award recognizes the successful use of public relations by a charitable or Not-for-Profit organization, as well as public relations consultancies working for or in partnership with them.

7. EDUCATION CAMPAIGN

This award recognizes a successful public relations campaign or project undertaken by, or on behalf of, a company operating specifically in the education sector, as well as those that promote an education service, product or initiative in any sector.

8. ARTS, CULTURE, SPORTS CAMPAIGN

This award recognizes a successful public relations campaign or project undertaken

by, or on behalf of, a company operating specifically in the arts, culture or sport sectors, as well as those that promote an arts, culture or sport service, product or initiative in any sector.

9. TRAVEL, LEISURE, OR TOURISM CAMPAIGN

This award recognizes a successful public relations campaign or project undertaken by, or on behalf of, a company operating specifically in the travel, leisure or tourism sectors, as well as those that promote a travel, leisure or tourism service, product or initiative in any sector.

10. BEST USE OF MEDIA RELATIONS

This award recognizes the successful use of media relations in a wider public relations context that captures the imagination and meets client and/or campaign objectives.

11. BEST USE OF SOCIAL MEDIA

This award recognizes a successful public relations campaign or project delivering public relations objectives that make imaginative use of social media.

12. BEST USE OF CONTENT

This award recognizes the most original and effective use of content in a successful public relations campaign or project. Content can include, but is not limited to, video, images, graphics, blogs, podcasts, publications and articles.

13. BEST CORPORATE EVENT

This award recognizes a successful live event organized either in support of public relations objectives or as part of a

wider public relations campaign. (Road shows, Trade shows, Live events)

Please Note: For categories from Serial Number **1 to 13:** Entries must relate to work carried out between January 2019 to December 2019. Judging will be focused on this timeframe. The entry submission must consist of no more than 1000 words and must address the following criteria:

- Objectives,
- The idea, research and planning
- Strategy, creativity and innovation,
- Delivery
- Measurement & Evaluation

14. HOUSE JOURNAL – Print (English)

Periodical magazine meant for Internal/External circulation. (Recent three consecutive issues to be sent with the entry Form hard and soft copies)

15. HOUSE JOURNAL – Print (Regional)

Languages other than English. (Recent three consecutive issues to be sent with the entry Form hard and soft copies)

16. DIGITAL NEWS LETTER

Aimed at the employee /Customers. Links to be submitted plus CD submission with minimum 3 recent issues in PDF format.

17. ANNUAL REPORT

Annual report for the financial year April 2018- March 2019 (or) January/December 2019 are eligible.

Judging criteria is based on choice of theme and Graphic Design.

18. CORPORATE BROCHURE

2019 (Specimen to be sent)

19. WALL CALENDAR

For the year 2020

20. TABLE CALENDAR

For the year 2020

21. DIARY 2020

Big Size - A4 and above (Specimen to be sent)

22. DIARY 2020

Small Size - Below A4 (Specimen to be sent)

23. CORPORATE FILMS

Films in this category made in 2019 by any corporate company for their internal communications. The film should have an original concept without the use of any stock footage.

Duration 2-8 minutes / any language.

24. TELEVISION COMMERCIALS

Made in 2019 to promote a product or service.

Duration : 10 secs to 1 minute

25. RADIO

Ad Campaign on Radio-

Made in 2019 recognizing Advertising/ Promotional campaigns that has shown measurable or proven impacts on a client's business in terms of consumer behavior, brand image and sales.

26. PUBLIC SERVICE ADVERTISEMENTS

Made in 2019 for a cause or for public awareness/ education.

Duration: 10 sec - 1 min. Any language.

27. MUSIC VIDEO

Made in 2019 for a cause/ public awareness/ Education. Duration: 10 sec - 1 min. Any language

28. GOVERNMENT COMMUNICATION FILMS

Films made in 2019 for promoting government schemes/ events / road shows. Films made exclusively by private producers for State Governments. Must provide original concepts without use of stock footage.

Duration: up to 8 minutes. / Any language.

ANNUAL EXCELLENCE AWARDS 2020 - CATEGORIES



Entries are open to all organizations, institutions, professionals, Advertising Agencies & Public Relation Firms.

In each category, three best entries, if chosen, will be given Gold, Silver and Bronze awards based on merit points. Entries are judged based on the objectives, creativity, execution techniques & excellence, choice of media and innovative ideas.

Each entry should be accompanied with the details as per the prescribed format. Two copies of the filled-in Entry Form together with the specimen of the entry as indicated against each subject in the Award Listings to be sent. Each entry should be accompanied with the entry fee. Only one entry is allowed against each subject. All categories should have been executed between Jan 1st to Dec 31st, 2019. Only Calendar & Diary are for the year 2020. All entries must be accompanied with the Entry Fees by a Demand Draft drawn in favour of M/s. BRANDO payable at Bangalore or Online transfer. All entries with enclosures should be sent to M/s Crateva Marketing Solutions, 140/B, 5th Cross, 1st Phase, JP Nagar, Bangalore-560078 on or before 30th January 2020. The envelopes should be sealed and super scribed with "PRCI Excellence Awards 2020".

The participants whose entries are selected for the Awards will be intimated. It is recommended that all participants register themselves as Delegates to the PRCI Convention to be held 6th & 7th March, 2020 at Gokulam Park Hotel & International Convention Centre, Kochi, Kerala-682017.

The decision of the Judges will be final and binding on all entries. The Entry specimens will not be returned. For any clarifications, please mail to prciawards2020@gmail.com. Entry fee is Rs. 5,200/- (Five Thousand Two Hundred only) (Inclusive of GST 18%) (Each Entry) payable to M/s. BRANDO, Bangalore our official Organizers of this event. The 10th PRCI Excellence Awards Ceremony will be held on 7th March, 2020 at Gokulam Park Hotel & International Convention Centre, Kochi, Kerala-682017.

Timings: 2:30 pm to 5:30 pm

Payments to be released via NEFT:

M/S. BRANDO
Name of the Bank : Sirsi Urban Sahakari Bank Ltd.
Address : West of Chord Road
Bank A/c. No.: 016120100000377
IFSC Code: IBKL0069S17
GSTIN : 29AIBPK8919D1Z7

Entries to be sent to:

Chairman Awards Committee
Crateva Marketing Solutions
140/B, 5th Cross,
1st Phase, JP Nagar,
Bangalore - 560078
Karnataka, India
Tel : +91 98444 44108
saurabh@crateva.in

For further details please contact
Mr Ramakrishna HL. Secretary Awards Committee, Ph - +91 70191 50939
Email - prciawards2020@gmail.com

29. HEALTH CARE COMMUNICATIONS FILMS

Films made in 2019 for patient Education, hospital communication, Health awareness, Publicity for a Hospital/ Health care Institution. Films should have unique concepts and strong messaging impact.

30. MOTIVATIONAL FILMS

Films made in 2019 for employee motivation, Team building, organizational effectiveness, tribute to achievers/ Leaders make financial services available to them to meet their specific needs without any kind of discrimination.

31. PR CASE STUDY

Includes a case study concerning a 2019 Public Relations Programme (The note should give comprehensive details of the programme focusing on Employees/ Customers/ stake holders with a defined objective, action plan, time schedule & result analysis. To be sent)

32. FINANCIAL COMMUNICATION

For effective communication methods to keep shareholders informed.

33. FINANCIAL INCLUSION

For spreading financial literacy and make financial services available to the uncovered to meet their specific needs without any kind of discrimination with BFSI Services'.

34. START-UP IDEA OF THE YEAR- 2019

For a great communication campaign idea showcasing creativity and novelty.

35. UNIQUE HR INITIATIVE

Companies which come out with new HR initiatives in 2019.

36. RURAL OR DEVELOPMENT - COMMUNICATION

For designing and implementing communication in 2019 to involve rural audiences and bringing about a change in the way people live in villages.

37. CRISIS MANAGEMENT COMMUNICATION

For recognizing excellent communications management during a crisis in 2019.

38. ENVIRONMENTAL COMMUNICATION

Includes campaigns/programs focused on an environmental issue with substantial results for society in 2019.

39. GAMING & VIRTUAL REALITY

For a PR campaign that launched a development in the gaming or VR industry.

40. COMMUNICATIONS RESEARCH

recognizing research conducted for the development of business / communication strategies.



10th PRCI Excellence Awards 2020

ENTRY FORM



Entry with enclosures to be sent to:

Chairman Awards Committee
C/O Crateva Marketing Solutions
No.140/B, 5th Cross, 1st Phase,
JP Nagar, Bangalore - 560078
prciawards2020@gmail.com | Mobile: +91 98444 44108
On or before 30th January 2020

Name of the organization / Agency

Address with Phone / Mobile No. /Email

Entry category

a) Annual Excellence Awards 2019 for Corporate No.

b) PRCI Excellence Awards for PR & Advertising Agencies No.

Brief Objectives

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Target Audience

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Enclosures relating to Entry:

Executed by (Designer etc.):

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Date of Execution / First Exposure: ___/___/___ (Date/Month/Year)

Entry fee Amount ₹

D. D No. Date drawn on

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Payments may also be released via NEFT to our official event organizers:

M/S. BRANDO

Name of the Bank: Sirsi Urban Sahakari Bank Ltd.

Address: West of Chord Road

Bank A/c. No.: 016120100000377

IFSC Code: IBKL0069S17

GSTIN: 29AIBPK7919D1Z7

Date:

Email ID:

Note: Entry fee is ₹5,200/- per entry

(Inclusive of GST 18%)

Signature:

Submitted by:

(Name & Design with company seal)

Payable to **“BRANDO”, Bangalore**

Separate Entry form to be used for Each Entry, For more entry forms photo copies may be made.