



**PRCI 9th**  
Global Communication  
Conclave 2015

“COMMUNICATE TO  
CONNECT”



Invite entries for

## Annual Corporate Collateral Awards 2015

India Habitat Centre, Lodhi Road, New Delhi  
13th~14th March 2015



## About us

**Public Relations Council of India (PRCI)** is a national registered corporate body of public relations professionals, corporate communicators, advertising & media practitioners and academicians.

PRCI has been established to enrich professional development and networking opportunities for higher standards of PR practice. With its national headquarters at Bangalore, PRCI has active 25 local chapters in Ahmedabad, Bareilly (UP), Bhopal, Bhubaneswar, Chennai, Chandigarh, Delhi, Guwahati, Hubli-Dharwar, Hyderabad, Jaipur, Khandala Ghat, Kerala, Kolkata, Lucknow, Manipal, Mumbai, Mysore, Pune, Sholapur, Shimoga, Uttaranchal, Varanasi and Goa.

The PRCI Annual Corporate Collateral Awards are the most prestigious event in the realm of corporate communications presented annually to recognize talent and professional standards. PRCI announces its **Annual Corporate Collateral Awards 2015**. There are 34 subjects in eleven (19) categories for awards this year. In each subject Gold, Silver and Bronze trophy is awarded for the meritorious entry selected. 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 you to participate this year too. Entry form is attached. The last date for receipt of entries is 15.02.2015. The awards will be presented at the PRCI Conclave to be held at India Habitat Centre, New Delhi on 14th March, 2015.

## Annual Corporate Collateral Awards 2015

# PRCI Awards for Collaterals

### Categories :

- A. HOUSE JOURNAL.** (Three consecutive issues to be sent with the Entry Form)
  - A.1 **IN-HOUSE JOURNAL (English)** Periodical in magazine format primarily meant for employees / internal circulation.
  - A.2 **IN-HOUSE JOURNAL (Languages other than English)** Periodical in magazine format primarily meant for employees / internal circulation.
  - A.3 **EXTERNAL MAGAZINES :** Periodical in magazine format for external audience.
  - A.4 **TABLOID NEWSLETTER :** External or Internal periodical for a wider audience such as stake holders.
  - A.5 **ON-LINE NEWSLETTER** aimed at the employees or customers, brought out periodically, (Minimum 3 issues to be sent in a CD) **Entries for the above categories may be sent separately for English & Vernacular Languages.**
- B. ANNUAL REPORT :** Annual Reports for the financial year April 2012-2013 (or) January / December 2013 are eligible entries. (September to be sent)
- C. CORPORATE BROCHURE** (Specimen to be sent)
- D. CORPORATE PUBLICATION** brought out during 2014 as part of corporate communication efforts.
- E. BROCHURE (CSR)** Any booklet/brochure on company's CSR activities or any internal communication programme.
- F. CALENDAR 2015** (Specimen to be sent)
  - F.1. **WALL CALENDAR** for the year 2015.
  - F.2. **TABLE CALENDAR** for the year 2015.
- G. DIARY 2015** (Specimen to be sent)
  - G.1. **DIARY 2015 - BIG**
  - G.2. **DIARY 2015 - SMALL**
- H. CORPORATE ADVERTISING CAMPAIGN** (Hard copies of press ads / DM / and other online / audio visual material in a CD, giving details of media used and dates exposed to be sent).
- I. CORPORATE ADVERTISEMENT - SINGLE** (Hard copies of press ads, giving details of media used and dates exposed to be sent).
  - I.1. **CORPORATE ADVERTISEMENT SINGLE - ENGLISH**
  - I.2. **CORPORATE ADVERTISEMENT - SINGLE LANGUAGES (BIG)**
- J. PUBLIC SERVICE CAMPAIGN - Campaign focusing on a social topic for the benefit of the public** (Hard copies of press ads / DM; other online/audio visual media used in a CD giving details of media used and dates exposed to be sent).
- K. CORPORATE EVENT -** An event conducted by an organization (directly or through an Event Manager) as part of corporate communication exercise (A note giving details such as objectives, audience, duration and various elements used along with the photographs / CD of the event to be sent).
- L. CORPORATE FILM**
  - L.1 **DOCUMENTARY FILM by an organization or an NGO** highlighting their activities / objectives and services (To be sent in a CD)
  - L.2 **DOCUMENTARY FILM on CSR activities** (CD to be sent)

# PRCI Awards for Collaterals

- M. TELEVISION COMMERCIAL** (Any Language) - Up to 1 minute duration for corporate promotion in any Language (To be sent in a CD with details of channels & initial dates of exposure) (on their own publicity)
- M.1 TELEVISION COMMERCIALS** up to 1 minute duration EXCLUSIVELY AS PUBLIC SERVICE COMMUNICATION. (To be sent in a CD with details of exposure such as channel & dates)
- O.1 PR CASE STUDY** - A case study concerning a Public Relations programme (A note giving comprehensive details of the programme focusing on employees or customers or other stake holders with a defined objective, action plan, time schedule and result analysis to be sent).
- O.2 ONLINE PR CASE STUDY**
- P. CREATIVE LOGO OF THE YEAR** - Logos which will identify the company brand image, Attractive Logos of the companies.
- Q. ATTRACTIVE TAG LINE OF THE YEAR** - By lines of the company - (Example - PRCI- Communication for a better world)
- R. SOCIAL MEDIA CAMPAIGN OF THE YEAR**
- S. INVESTOR RELATIONS CAMPAIGN OF THE YEAR**
- T. PRESENTATION OF THE YEAR** - Best Sell / Best Writeup / Best Concept give the data certifying it.



Chairman, PRCI Awards Committee,  
# 140/B, "KRISHNA",  
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Further Information mail to :  
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## GUIDELINES / RULES :

Entries are open to all organizations, institutions and professionals. 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 of 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 as indicated. Only one entry is allowed against each subject. All categories should have been executed between Jan 1 to Dec 31, 2014. Only Calendar & Diary are for the year 2015. All entries must be accompanied with the Entry Fees by a Demand Draft drawn in favour of Public Relations Council of India payable at Bangalore. All entries with enclosures should be sent to the Chairman, PRCI Awards Committee, # 140/B, "KRISHNA", 5th Cross, 1st Phase, J.P. Nagar, Bangalore - 560 078. Tel : 080-26640090 Mob. : +91-9880682490, on or before 15th February 2015. The envelopes should be sealed and superscribed with "PRCI Awards". 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 on 13th~14th March 2015 at New Delhi. (Details can be had from Mr. Rakesh Gulati, Conference Secretary, Mobile : +91-98490 56716 or prciconclave2015@gmail.com).

The decision of the Judges will be final and binding on all participants. The Entry specimens will not be returned. For any clarifications, please mail to prciawards2015@gmail.com. Entry fee is Rs. 3,500/- (Per Entry) payable to **Public Relations Council of India, Bangalore.**

**The Award Ceremony will be held on 13th~14th March 2015 at India Habitat Centre, New Delhi.**