



Entry toolkit

2024

The PRCA Digital Awards 2024 will be judged by some of the biggest names from the worlds of digital leadership, communications, and journalism, meaning that winning one of these awards truly recognises cutting-edge PR and communications work.

- **Promote the industry** – the PRCA Digital Awards 2024 will recognise the talent and impact of individuals, teams, and campaigns from the best of the digital PR and communications profession.
- **Encourage your team** – shine the limelight on your team's fantastic work and reward everybody who contributed.
- **Make your mark** – display and celebrate your success over the last year and be recognised by the world's largest PR association.
- **Expand your network** – win new business and open opportunities for new clientele by rubbing shoulders with award-winning businesses.

KEY DATES

Early Bird Deadline	31st January 2024
Final Deadline	16th February 2024
Finalists Announcement	5th March 2024
Awards Ceremony	Late March 2024
Early Bird Entry <i>Member</i>	£270+VAT
Early Bird Entry <i>Non Member</i>	£320+VAT
Member Entry	£310+VAT
Non Member Entry	£360+VAT
Digital Professional of the Year Award	
<i>£100 + VAT for Members / £125 + VAT for Non Members</i>	

ENTRY GUIDELINES

The PRCA Digital Awards are open to all parties involved in the use of PR and communications around the world, including PR consultancies, freelancers, and in-house communications departments. Your written entry must be no more than 1,000 words, size 10 font, and a maximum of four sides of A4. Do ensure you have sought permission for the right to use the intellectual property of the brand or client entered.

Organisations can submit multiple entries into all categories. Companies or individuals can submit entries on behalf of themselves or others.

Organisations can enter the Awards as many times as they like per category, but can be shortlisted a maximum of three times per category.

ENTRY GUIDELINES

All entries that are made into the Campaign Award Categories must be focused on work carried out between 16th February 2023 and 16th February 2024 (the closing date). A substantial amount of the campaign work must have occurred during this time, but the campaign does not need to have been started or completed during the eligibility period. Please ensure that for categories recognising the performance of teams or consultancies, financial figures should relate to your most recent financial year.

Please be aware that campaign category entries do not have to relate to a specific campaign or project but can be a component of on-going work or a combination of activities.

Multiple entry discount: Submit two entries and receive your third entry free. (Not applicable to the individual award category).

Email digitalawards@prca.org.uk after submitting your entries to claim this offer.

Judges will assume that campaigns using celebrities or other associations have been paid for their involvement unless stipulated otherwise.



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YOUR ENTRY

The PRCA Digital Awards encourages you to be as creative as you wish, as there is no 'official' format that you must use for your Award entry. However, we would advise that you follow the judging criteria listed above the Campaign, Team, and Individual Awards titles.

Mandatory:

- The company logo must be uploaded alongside your entry, at a size of no larger than 2MB per image. Images can also be included in the body of your entry to support your case.
- The campaign budget must be stated. When PR is part of an integrated campaign state the PR budget and the approximate campaign budget must be clear.
- If the campaign is integrated, when demonstrating results please state the PR's involvement and outline the activity of the other marketing disciplines.
- Please ensure that for categories recognising the performance of teams or consultancies, financial figures should relate to your most recent financial year.

Supporting Materials (Optional):

Supporting documentation such as press cuttings and video/URL links are optional – all relevant information should be included in your main entry. If choosing to include a video, it must not run for longer than 4 minutes and be hosted on either Vimeo or YouTube. Upload the final video link in a supporting materials document to send through with your entry. Please do remember that supporting documentation will only be consulted where judges are unable to distinguish between two entries.

AWARD MEASUREMENT

In our opinion, the award entries most likely to be shortlisted are those able to demonstrate evidence of campaign evaluation. If your team has a campaign that deserves professional recognition, but you don't have the data and analysis to do the story justice, then speak to our exclusive media intelligence sponsor, [CARMA](#).

Exclusively available to PRCA members, CARMA offers a 10% discount for Campaign Evaluation Reports* – [fill out this form](#) and a member of the team will be in touch with you.

**Offer valid up until 6 weeks before the last award entry date.*

Contact Details:

For Awards information please contact:

digitalawards@prca.co.uk or call 020 723 36026.

For sponsorship information contact Steve Miller at Steve.Miller@prca.org.uk



TIPS AND TRICKS

1. Follow the guidelines

Read the entry guide and read it again. The judges will stick closely to the criteria set out in the guide and so if you don't include something, you're already setting yourself behind the other entrants. This includes the word count and page count!

2. Choose wisely

The variety, depth, and breadth of the PR industry alongside the large range of award categories to choose from means there will always be a slight overlap. Choose the category wisely to ensure you're entering the best possible choice for you.

3. Be honest

Whether it's campaign costs, over-inflated measurements and results, or any other use of false information, the judges will be able to notice immediately. Don't waste the opportunity to have a winning entry by providing the judges with an unrealistic submission.

4. Plan, plan, plan

Think how many other entries you may be up against and know that a last-minute entry may not be the best path to a win. A good entry that has sufficient time, thought, and energy put in will stand out from the other submissions.

5. Try not to assume

Despite the judges being industry experts in their sector, they may not have in-depth knowledge of your entry. Aim to provide as much detail as you can, keeping your entry clear from the start for the judges.

6. Stand out and be creative

Give the judges something interactive to look at and engage with to help them better understand your entry. Whether that's through the use of language, image or video, bring your entry to life by using different mediums.

7. Results

Remember that everyone has great results and so don't tell the judges – show them! Put your results in context and show the tangibility by always linking them back to your original aims. Simple facts and figures sometimes make more of a statement. Clear evaluation metrics can tell a story and support why your entry may have been so successful.



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AWARD CATEGORIES

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CAMPAIGN AWARDS

JUDGING CRITERIA

Entries in the Campaign Categories should demonstrate: strategy and research, execution, creativity, originality, and evaluation.

Both consultancies and in-house teams, or a combination of the two, may enter this category.

Best Use of Video in a Campaign

This category is aimed at establishing the most creative and effective use of video in a digital PR campaign or programme. This could be short or long-form and/or live. Judges will be looking for examples of work that have engaged online audiences and can prove ROI. Details of the campaign, including outcomes achieved and approximate budget, should be included in the submission.

Best Use of Paid Media in a Campaign

This category is aimed at establishing the most creative and effective use of paid media in a digital PR campaign or programme. Details of the campaign, including outcomes achieved and approximate budget, should be included in the submission.

Best Use of Reporting and Measurement in a Campaign

This category is aimed at establishing the best digital or social campaign or programme that has used reporting and measurement. You should detail how the reporting or measurement programme was innovative, how it was conceived and the benefits gained. This could be a one-off campaign or for an ongoing programme. Details of the campaign, including outcomes achieved and approximate budget, should be included in the submission.

Best use of Audio in a Campaign

This category is aimed at establishing the most creative use of audio as a communication tool in a digital campaign. This could be (but is not limited to) short or long-form podcasts and/ or live recordings. Details of the campaign, including outcomes achieved and approximate budget, should be included in the submission. Both consultancies and in-house teams, or a combination of both, may enter this category.

Best Use of a Communication Tool in a Campaign

This category is aimed at establishing the most creative use of a communication tool in a brand campaign. This could be (but is not limited to) Snapchat, Pinterest, Facebook Live,

or chat bots. Details of the campaign, including outcomes achieved and approximate budget, should be included in the submission.

Best Use of Content Marketing in a Campaign

This category is aimed at establishing the best campaign or programme that has used content marketing (defined as a marketing activity that has a hero or hub piece of content at its core). The judges will need to see evidence of the strategy, production, and execution of the campaign. This could be a one-off campaign or an ongoing content programme. Details of the campaign, including outcomes achieved and approximate budget, should be included in the submission.

Best Use of Social Influencers in a Campaign

An influencer is an individual who has the power to affect decisions of others because of his/her authority, knowledge, position or relationship with his/her audience.

This category is aimed at establishing the best campaign or programme that has used social influencers. Details of the campaign, including outcomes achieved and approximate budget, should be included in the submission.

Best Social Media Campaign

This category is aimed at establishing the best campaign or programme that has used social media channels. Details of the campaign, including outcomes achieved and approximate budget, should be included in the submission.

Best Digital Marketing Campaign

This category is aimed at establishing the best campaign or programme that has used digital marketing. In particular the judges will be looking for campaigns or ongoing programmes that demonstrate innovative uses of digital advertising, SEO/PPC, websites/microsites, mobile apps, chat bots etc. Details of the campaign, including outcomes achieved and approximate budget, should be included in the submission.



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INDIVIDUAL AWARDS

JUDGING CRITERIA

In the Individual Categories, judges will mark your entry on the following criteria: leadership, initiative, performance and contribution, and colleague/client references.

Digital Professional of the Year

This prestigious category is aimed at identifying and celebrating the overall best digital PR and communications professional of the year. Entries should be sanctioned by the nominee's director or immediate line manager. Endorsements from colleagues will be taken in to account. As part of the entry the nominee's CV should be included.

TEAM AWARDS

JUDGING CRITERIA

Entries in the Team Categories will be marked on the following criteria: clients, staff, financial, and innovation.

- *Clients: retention, growth, and performance*
- *Staff: retention, approach, and diversity*
- *Financial: performance, growth, and acquisitions must be disclosed*
- *Innovation: investment in infrastructure, new client products, and/or new approach to staffing*

In-house Digital Team of the Year

Awarded to the in-house digital/communications team which has made an outstanding contribution towards achieving the objectives of their employer. Details of digital-related projects, campaigns undertaken, and outcomes achieved, should be included in the submission.

Digital Agency of the Year

This prestigious category is aimed at identifying and celebrating the overall top consultancy that performs digital and social media activities for its clients. Factors which will be taken in to account during judging this award will include growth in digital fee income, client and staff satisfaction, and retention. Endorsements from clients and details of other awards won will be taken in to account.