

PRISM AWARDS 2021



**Celebrating Excellence in PR
1st December 2021**

Entry Kit

Early bird entries/nominations deadline: 2359, Friday, 1 October 2021

Final entries/nominations deadline: 2359, Friday, 29 October 2021

Qualifying Period of entries: From 1 July 2019 to 30 June 2021

Guidelines & Details

What is the Prism Awards?

Established in 1987, the Institute of Public Relations of Singapore (IPRS) PRISM Awards programme is one of the oldest and most prestigious in the industry.

PRISM (which stands for 'Public Relations in the Service of Mankind') recognises industry-leading organisations and practitioners for their excellence in communications practice across all sectors of the economy – commercial, government and not-for-profit.

Aim

The PRISM Awards are presented to organisations and individuals in recognition of their outstanding contributions and achievements in the practice of PR and Communication so as to raise the level of professionalism in the PR industry.

The PRISM Awards are part of IPRS' ongoing goal of enhancing the standard of PR practice in Singapore and the region through the recognition of best effort.

Eligibility

Entries are welcome from all corporate and not-for-profit organisations, government agencies, tertiary institutions, associations, and individuals based in Singapore, or where the work was demonstrably and primarily planned and conceived in Singapore.

Qualifying Period

The qualifying period for the work submitted for consideration for all award categories is from 1 July 2019 and 30 June 2021. All campaigns, programmes or initiatives must have been executed during this period.

Each campaign can be nominated for up to three categories of awards. Each organisations or individuals may submit a maximum of two entries per category. These will be considered as individual entries and a separate entry fee will be charged for each.

Guidelines & Details

Entry Submission

The following are the rules and guidelines of the PRISM Awards 2021. Failure to comply with these rules and guidelines will lead to a disqualification of the entry.

- Entries are to be summarised in maximum 1000 words, minimum: 11pt font, addressing three key areas:
 - Summary and scope of the project that is subject of nomination (i.e. Why did you do what you did?)
 - What did you do and how did you do it?
 - Share the outcomes.
- Entries must be accompanied by up to three attachments to show evidence of the outcomes.
- Entries must be accompanied by a one to two-minute video or three to five pages PowerPoint slides used to showcase the entry if awarded.
- If an entry is for a project on behalf of a client, a statement from the client consenting to the nomination for the project must be enclosed.
- All Entries are to be uploaded only via the online application form. Please upload the entry and documents in a Zipped Folder (no larger than 100MB) with your name and project title.
- Please keep to the following formats:
 - Documents
 - File size: Less than 5MB
 - File formats: .doc, .ppt, .pdf
 - Pictures/Photographs
 - At least 300dpi,RGB
 - File size: Less than 5MB
 - File formats: .jpg, .png, .gif
 - Audio
 - File size: Less than 5MB
 - File formats: .mp3
 - Videos
 - File size: Less than 25MB
 - File formats: .mp4.
- Entries will only be accepted upon receipt of Nomination Fee.
- All entries and entry fees are non-returnable and non-refundable.
- The decision of the Judges and the IPRS Council is final. No appeals will be entertained.
- IPRS reserves the right to retain and use the entries for educational and other purposes, including publicity.
- Award winners will be required to assist the Organising Committee in providing the necessary materials and information for publicity and educational purposes.
- Entrants will assume full responsibility for the authenticity and accuracy of information and contents provided, and for obtaining any consent for publication of the projects, if selected.

Guidelines & Details

Award Nomination Fee

1st Entry/Nomination - \$250

Subsequent Entries/Nominations - \$200
(IPRS Member)

1st Entry/Nomination - \$300

Subsequent Entries/Nominations - \$250
(Non-Member)

Early Bird Specials

All entries/nominations submitted by 2359, Friday,
1 October 2021 will enjoy the following special rates!

1st Entry/Nomination - \$200

Subsequent Entry/Nomination - \$150
(IPRS Member)

1st Entry/Nomination - \$250

Subsequent Entries/Nominations - \$200
(Non-Member)

Payment Methods

Bank transfer/ Paynow

For this option, you will have to bear ALL bank charges related to this transaction. Please indicate this to the bank when making the transfer. Upon successful bank transfer, please email a scanned copy of the bank transfer slip to finance@iprs.org.sg (cc admin@iprs.org.sg), clearly stating the invoice numbers that the payment is for.

Name of Account: Institute of Public Relations of Singapore

Bank Address: 80 Raffles Place, UOB Plaza 1, #08-00,
Singapore 048624

UEN: S70SS0043L

Bank Code: 7375

Branch Code: 001

Account Number: 101-316-919-0

SWIFT Code: UOVBSGSG

PRISM Awards 2021

Institute of Public Relations of Singapore,
43A South Bridge Road, #02-02

Singapore 058677

Email: admin@iprs.org.sg

Tel: 6236 2900

Guidelines & Details

Judging

- All submissions will be judged on their concept and planning, execution, outcomes and other factors as listed under each individual Award category.
- The Panel of Judges will comprise senior PR & Communication practitioners, leading PR and Communication academics, senior media representatives, professionals, business leaders and IPRS Council Members.
- Judges reserve the right to move an entry between the different Award categories if it was deemed to be unsuitable for the category that the entry had been entered for in the first instance.
- Awards will be made solely at the discretion of the Panel of Judges and the IPRS Council. No appeals or any correspondence will be entertained. The judges' decision and the results are final.

Awards Presentation Night

The PRISM Awards 2021 will be presented on Wednesday, 1 December 2021, 0700 PM.

Watch out for more details at www.iprs.org.sg.

Sponsorship, Table Bookings and other enquiries

For more information on sponsorship opportunities and table bookings, kindly contact:

Irene Lim (Acting Head, IPRS Secretariat)

Email: irene.lim@iprs.org.sg

Ernst Lim (Executive, IPRS Secretariat)

Email: ernst.lim@iprs.org.sg

IPRS Secretariat

Tel: 6236 2900

Email: admin@iprs.org.sg

Categories – Campaign Awards

Outstanding Overall Corporate Reputation Programme – Singapore

This award recognizes programmes that were designed to build or enhance the organisation’s overall reputation and image amongst its stakeholders during the qualifying period. This can include a corporate reputation repositioning programme designed to achieve a favourable image or perception of the organization or initiatives that were part of the organisation’s longer term strategic plan and vision.

Entries should demonstrate measurable reputation gains, preferably against set targets and supported by objective/credible market research.

Outstanding Overall Corporate Reputation Programme – International

This award recognizes successful reputation campaigns by Singapore-based companies in three or more overseas markets during the qualifying period. Entries should detail campaign objectives, the various campaign elements and programmes, budgets, resources expended, and actual quantitative and qualitative results achieved.

There should be clear statements on the short term as well as the longer-term objectives and how the campaign helped the organisation achieve a favourable image in its overseas markets.

Best COVID-19 Pandemic Campaign Pivot (NEW)

This award recognises the best pivot in messaging and execution for a PR campaign in direct response to the impact of COVID-19, after the campaign was to be or had been launched during the qualifying period and in order to stay relevant in the new and challenging environment. The campaign should clearly outline the changes to the original strategy and demonstrate the achievement of impact and outstanding outcomes.

Entries should clearly spell out campaign objective(s), duration, implementation methods, the budget and results achieved.

Outstanding Environment, Social and Governance (ESG) Communications Programme (NEW)

This award recognises excellence in an organisation’s sustainability communications, reporting and accountability programmes executed during the qualifying period. Entries should demonstrate an understanding of ESG and how ESG was effectively conveyed to investors and other stakeholders, and can include annual and sustainability reports, ESG statements, CSR reporting and events.

Categories – Campaign Awards

Outstanding Public Sector Campaign

This award recognises programmes or campaigns that advance the public's understanding of policies, societal issues or concerns, or those that seek to influence public behaviour and attitudes, that were organised by public sector organisations, or agencies on behalf of public sector organisations during the qualifying period. Entries should include the campaign objective(s), duration, implementation methods and the budget. The entries must explain how the target audiences have benefited from the campaign, with clear measurable outcomes.

Advertising materials and media schedules, if any, should be included. Project sponsors or partners should also be mentioned.

Outstanding Campaign by a Non-Government Organisation (NGO) or Not-For-Profit Organisations (NPO)

This award recognises programmes or campaigns mounted by or on behalf of Non-Government Organisations (NGO) and Not-For-Profit Organisations (NPOs) to raise awareness of, explain or promote their agenda and causes during the qualifying period. These could include fund-raising and educational campaigns for social service/welfare organisations/charities. Alternatively, they could be aimed at fostering understanding of societal issues or concerns or seek to influence public behaviour and attitudes.

Entries should clearly spell out campaign objective(s), duration, implementation methods, the budget and results achieved.

Outstanding Internal Communications Campaign

This award recognises programmes that were strategically designed to reach internal stakeholders associated with the participating organisation (e.g. employees, members, franchisees, affiliates, unions and trade groups) using a diverse range of communications tools such as intranet, newsletters, corporate videos, dialogues and town hall meetings (including virtual) during the qualifying period. These can include brand/strategy launches aimed at internal audiences, change management communications, mergers and acquisitions, or initiatives designed to build company culture and resilience.

Entries should highlight tangible outcomes (e.g. employees/stakeholders' engagement or satisfaction scores) to campaign objectives.

Categories – Campaign Awards

Outstanding Campaign Celebrating Singapore's Women (NEW)

This award recognises campaigns that celebrate the contributions of Singapore's women to our society and nation. This is in support of 2021 being dedicated as the Year of Celebrating SG Women by The Ministry of Social and Family Development. The award is for excellence in programmes launched by an organisation or individual that demonstrate creativity and community engagement and showcase how we are collectively supporting women and their achievements in their life, family and friends.

Outstanding Crisis/Issues Management Programme

This award recognises programmes undertaken by organisations, industry bodies or states/nations/governments (or agencies on their behalf) to deal with a crisis or an issue that has already happened or could potentially happen during the qualifying period, and which has/would have had an outsized detrimental impact on the organisation's reputation.

These could be proactive in nature, showing how the organisation develops structures and plans to respond, and how team members are trained and readied. Alternatively, entries could describe how an organisation responds to a specific crisis and the outcomes achieved. (Due to the sensitive nature of such programmes, applicants may request to have certain sections of their submissions marked "Confidential".)

Outstanding Social/Digital Media Campaign

This award recognises programmes which made creative and effective use of digital or other online media channels such as blogs, social media, and others, to create brand awareness and/or boost sales during the qualifying period. These may include Corporate Reputation or PR-led marketing campaigns.

Entries should conclude with a clear account of the success metrics that was set at the commencement of the campaign; the results achieved; and lessons learnt. They should also include the effective monitoring of and response to stakeholders' feedback, including negative feedback. Recognising that digital and social media are critical elements of every PR campaign today, the criterion focuses specifically on aspects of the campaign that demonstrates pioneering thinking and execution in the digital space.

Categories – Campaign Awards

Outstanding Integrated Campaign - Lifestyle/Social & Physical Wellbeing

This award recognises communication campaigns designed to support the introduction of new lifestyle/social and physical wellbeing products/ services or those that promote existing lifestyle/social and physical wellbeing products/services to a consumer or business during the qualifying period.

The campaign should demonstrate the effective, successful, and creative integration of PR strategies and tactics with other promotional marketing communication programmes/activities, an indication of the campaign budget, and the measurement tools set against the objectives. Entries need to indicate and provide details if other professional assistance and resources were engaged for the campaign.

This category may include lifestyle aspects such as homes and living, fashion, fitness, travel, hospitality, retail, beauty and wellness and the arts.

Outstanding Financial Communications Campaign

A major campaign designed for or by financial institutions/fintechs or their agencies to effectively engage stakeholders, build relationships and trust, and enhance or transform a brand during the qualifying period. The campaign should demonstrate the innovative and effective use of PR and communication strategies and tactics tailored for the financial sector and its audiences. These can include IPO/M&A communications campaigns and investor relations programmes.

There should be an indication of the budget; the measurement tools that were employed vis-à-vis the set objectives; and an account of the results or outcomes, including the impact on business results. Entries need to indicate and provide details if other professional assistance and resources were engaged in the campaign.

Categories – Campaign Awards

Best Use of Technology (NEW)

This award recognises communication campaigns that effectively use technology tools to drive it and to engage with audiences during the qualifying period. The campaign should demonstrate the effective, successful, and creative integration of PR strategies and tactics with other promotional marketing communications programmes. There should be an indication of the budget and the measurement tools that were used vis-à-vis the set objectives and an account of the results or outcomes. Entries need to indicate and provide details if other professional assistance and resources were engaged for the campaign.

The campaign may cover event technology, interactive digital screen technology, or the use and implementation of mobile apps, Big Data, actionable metrics, SEO measurement tools and others, prior to and during the campaign.

Outstanding Integrated Campaign – Hospitality/Food & Beverage(F&B)

This award recognises communication campaigns designed to support the introduction of new products/services or those that promote existing products/ services to a consumer or business audience pertaining to the hospitality/F&B industry during the qualifying period.

The campaign should demonstrate the effective, successful and creative integration of PR strategies and tactics with other promotional marketing communication programmes/activities, an indication of the campaign budget, and the measurement tools set against the objectives. Entries need to indicate and provide details if other professional assistance and resources were engaged for the campaign.

Categories – Campaign Awards

Outstanding Integrated Campaign – Start-up (NEW)

This award recognises communication campaigns designed to support the introduction or raise awareness of a new start-up to a consumer or business audience during the qualifying period.

The campaign should demonstrate the effective, successful, and creative integration of PR strategies and tactics with other promotional marketing communications programmes. There should be an indication of the budget and the measurement tools that were used vis-à-vis the set objectives and an account of the results or outcomes. Entries need to indicate and provide details if other professional assistance and resources were engaged for the campaign.

Outstanding Healthcare Communicator Award (Organisation) (NEW)

This award recognises organisations who have contributed to the understanding of the COVID-19 pandemic from initial impact to the ensuing efforts in the treatment and care of patients and national health campaigns. Evidence of work can include articles, papers (reviewed), videos, ground, or online campaigns. These works need to show effective use of language, graphics, media channels, awareness of audience and demonstrate reach.

Outstanding Integrated Campaign – Healthcare/ Pharmaceutical

This award recognises communication campaigns designed to support the introduction of new healthcare or pharmaceutical products/services/programmes or to promote existing healthcare or pharmaceutical products/services/programmes to a consumer or business audience during the qualifying period.

The campaign should demonstrate the effective, successful, and creative integration of PR strategies and tactics with other promotional marketing communications programmes. There should be an indication of the budget and the measurement tools that were used vis-à-vis the set objectives and an account of the results or outcomes. Entries need to indicate and provide details if other professional assistance and resources were engaged for the campaign.

<https://bit.ly/PRISM2021Nominations>

Categories – Campaign Awards

Outstanding Integrated Campaign - Luxury

This award recognises communication campaigns designed to support the introduction of new luxury products/ services or to promote existing luxury products/ services to a consumer or business audience during the qualifying period.

The campaign should demonstrate the effective, successful, and creative integration of PR strategies and tactics with other promotional marketing communications programmes. There should be an indication of the budget and the measurement tools that were used vis-à-vis the set objectives and an account of the results or outcomes. Entries need to indicate and provide details if other professional assistance and resources were engaged for the campaign.

Luxury products/services could include top brands for homes and living, fashion, fitness, nightlife, travel, hospitality, retail, beauty and wellness and the arts.

Outstanding Integrated Campaign - Financial Services

This award recognises communication campaigns designed to support the introduction of new financial products/services/programmes or to promote existing financial products/services/programmes to a consumer or business audience during the qualifying period.

The campaign should demonstrate the effective, successful, and creative integration of PR strategies and tactics with other promotional marketing communications programmes. There should be an indication of the budget and the measurement tools that were used vis-à-vis the set objectives and an account of the results or outcomes. Entries need to indicate and provide details if other professional assistance and resources were engaged for the campaign.

Categories – Campaign Awards

Outstanding B2B Campaign - Singapore

This award recognises outstanding campaigns in Singapore that are targeted at business-to-business audiences during the qualifying period. This could include raising awareness of the organisation, product or service or other business objectives.

Entries should clearly spell out campaign objective(s), duration, implementation methods, the budget and results achieved during the qualifying period.

Outstanding B2B Campaign - International

This award recognises outstanding multi-market PR campaigns that are conceptualised and driven in Singapore and targeted at business-to-business audiences in three or more overseas markets during the qualifying period. This could include raising awareness of the organisation, product or service or other business objectives.

Entries should clearly spell out campaign objective(s), duration, implementation methods, the budget and results achieved during the qualifying period.

Outstanding B2C Campaign - Singapore

This award recognises outstanding PR campaigns in Singapore targeted at consumers during the qualifying period. This could include raising brand awareness, promotion of a fast-moving consumer good, increasing sales or other brand objective.

Entries should clearly spell out campaign objective(s), duration, implementation methods, the budget and results achieved during the qualifying period.

Outstanding B2C Campaign - International

This award recognises outstanding multi-market PR campaigns that are conceptualised and driven in Singapore and targeted at consumers in three or more overseas markets during the qualifying period. This could include raising brand awareness, promotion of a fast-moving consumer good, increasing sales or other brand objective.

Entries should clearly spell out campaign objective(s), duration, implementation methods, the budget and results achieved during the qualifying period.

Categories – Campaign Awards

Outstanding Brand/Product/Service Launch

This award recognises communication campaigns designed to support the launch of a new product or service during the qualifying period. Entries should demonstrate the role and effective contribution of PR in the campaign in the creation of brand buzz, public awareness, enhanced online presence and an overall growth of the brand reputation.

Outstanding Brand/Product/Service Re-launch

This award recognises communication campaigns designed to support the re-launch of a product or service during the qualifying period. Entries should demonstrate the role and effective contribution of PR in the campaign in the creation of brand buzz, public awareness, enhanced online presence and an overall growth of the brand reputation.

Outstanding PR Campaign of the Year [NOT FOR ENTRY]

This award recognises a PR campaign that has clearly demonstrated smart and effective use of various communications tools and platforms, and strategies and tactics that resulted in the achievement of outstanding outcomes based on the goals set for the campaign.

This award will be selected from the winning entries in other PRISM categories and is not for entry. Selection will be by the judging panel and IPRS Council.

Categories – Team Awards

Outstanding New PR Consultancy

This award honours a highly successful, newly established (incorporated between 2017 and 2019, Singapore-based, PR consultancy, for its achievements in the local and/or regional/international industry during the qualifying period. Both local (Singaporean) as well as international or regional PR consultancies are eligible.

The achievements, which could be in Singapore or in the region, should be in at least three of the following areas: the consultancy's growth and expansion; client growth and retention; financial success; creativity of its Singapore or international PR campaigns; thought leadership; and the ability to attract top PR talent.

Entries should include an overview of the firm, including practice areas; number of employees; list of major accounts and top campaigns executed during the qualifying period; notable achievements for the period; how it is distinct from other firms of a similar size; two client testimonials; industry partnerships; details of pro bono work and other Community Relations initiatives.

Outstanding PR Consultancy of the Year

This award honours a PR consultancy that is based in Singapore for its achievements in the local and/or international industry during the qualifying period. Both local (Singaporean) as well as international or regional PR consultancies are eligible. The criteria will be on the work done in Singapore or by the Singapore office.

The achievements, which could be in Singapore or in the region, should be in at least three of the following areas: the consultancy's growth and expansion; client growth and retention; financial success; creativity of its Singapore or international PR campaigns; thought leadership; and the ability to attract top PR talent.

Entries should include an overview of the firm, including practice areas; number of employees; list of major accounts and top campaigns executed during the qualifying period; notable achievements for the period; distinction from other firms of similar size; two client testimonials; industry partnerships; details of pro bono work and other Community Relations initiatives.

Categories – People Awards

Outstanding Young PR Professional*

This award is presented to a promising, young professional with not more than four years of PR experience, who has consistently produced good quality work and is committed to building a career in Public Relations. Young PR professionals below 30 (or below 35 with not more than four years prior work experience in PR if the person has changed careers midstream to specialise in a public relations role) are eligible for consideration for this Award.

Outstanding Healthcare Communicator Award (Individual) (NEW)

This award recognises individuals who have contributed to the understanding of the COVID-19 pandemic from initial impact to the ensuing efforts in the treatment and care of patients and national health/vaccination campaigns. Evidence of work can include articles, papers (reviewed), videos, ground, or online campaigns. These works need to show effective use of language, graphics, media channels, awareness of audience and demonstrate reach.

Outstanding In-House Communications Team

This award honours an in-house communications team that is based in Singapore for its achievements in meeting organisational objectives and outstanding communications initiatives during the qualifying period. In-house communications teams from corporate, government or non-profit organisations are eligible.

Entries should include details of team structure and duties, overview of business objectives and accompanying communications strategy, list of top initiatives and campaigns executed during the qualifying period (these can include internal campaigns and achievements) as well as testimonial(s) from another department within the organisation.

*The IPRS Council reserves the right to nominate additional entries at no cost.

Categories – People Awards

IPRS Partner Of The Year*

This award is presented to IPRS partners who have consistently championed the interests of the public relations/communications community and its members and/or who have promoted and supported IPRS' work and activities.

Outstanding PR Student*

This Award is presented to a promising student studying in a PR or communications-related course at a recognised tertiary institution (polytechnic or university). The student should demonstrate leadership qualities, service to community and to his/her school, excellence in non-academic activities and an active interest in current developments pertaining to PR and communications.

The judges will consider projects related to communications, practical experience, successful completion of internship or work experience, including results achieved in any relevant work experience. Extra-curricular activities in a field related to media and communications will be advantageous.

Outstanding PR Project - Student*

This award is presented to a PR or communications student or a group of students, from a recognised tertiary institution (polytechnic or university), for the successful development and implementation of a PR or communications project. The project could be part of the tertiary institution's curriculum, an extra-curricular activity, part of an inter-school competition, or done for a not-for-profit organisation. The project should have been completed during the qualifying period.

The submission should include an overview of the project, its communication goals and objectives, the strategies and tactics employed, the measurement tools, and an evaluation of the outcomes. Testimonials to support the effectiveness of the project will be an advantage.

*The IPRS Council reserves the right to nominate additional entries at no cost.

Categories – People Awards

Outstanding PR Mentor*

This award recognises a PR practitioner who has distinguished himself/herself in effective PR mentorship, thus helping to develop and nurture PR talent and professionalism. Professional trainers will not be considered for this award.

Outstanding PR Champion*

This award honours a Chairman, CEO or senior executive who recognizes the value of PR to the success of his/her organisation. He/she has consistently supported PR agendas, budgets and activities while at the same time, committed significant human and other organisational resources towards the strengthening of corporate reputation. This individual will also need to be personally “PR-savvy”, especially in terms of media interviews and public engagements.

Lifetime PR Achievement Award*

This award honours an outstanding and well-known Singapore-based PR practitioner for his/her well-recognised contributions and achievements in reputation management over an extended period of time, typically more than 10 years. The individual could be a PR practitioner in a corporate role, senior public sector capacity, or with a not-for-profit organisation or in a voluntary capacity. The achievements would be both in the successful discharge of his/her responsibilities as well as in mentoring and sharing of best practices.

*The IPRS Council reserves the right to nominate additional entries at no cost.



www.iprs.org.sg/prism-awards-2021

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Institute of Public Relations of Singapore

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