



# Public Relations Council of India

INVITES ENTRIES FOR

# 15TH PRCI EXCELLENCE AWARDS 2025 FOR CORPORATE COLLATERALS

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 2025.

There are 50 categories for the awards this year. In each subject Gold, Silver and Bronze trophy is awarded for the meritorious entry selected. The jury consists of eminent persons from among the professionals in the corporate sector, mass communication and media. Over the years, the PRCI Corporate Collateral Awards have acquired a prestigious status. They are keenly contested and proudly won by those in the corporate sector.

We invite your esteemed company to participate this year too. The entry form is attached. The last date for receipt of entries is 10th August 2025.

Winners will be informed two weeks in advance to attend the function. The awards will be presented at the PRCI 19th Global Conclave to be held on 27th September 2025 at The Fern Kadamba Hotel & Spa, Velha Goa - Panjim, Goa

**27TH SEPTEMBER 2025**

**Timings: 3:00 pm - 5:00 pm**  
(Followed by  
Networking & Hi-Tea)

**Venue:**  
**The Fern Kadamba Hotel & Spa,**  
**Kadamba Plateau, Panjim, Bypass**  
**Road, Goa-403402**

**Last Date for Submission of Entries:**  
**10th August 2025**  
**Awards Ceremony:**  
**27th September 2025**



[www.prci.world](http://www.prci.world)



## ABOUT PRCI

Since April 3, 2004, the Public Relations Council of India (PRCI) has been revolutionizing the communications landscape, bringing together visionaries and innovators from diverse fields of Media and Journalism, PR and Corporate Communications, Advertising and Marketing, Digital media, Event Management, Academic and Research Institutions, Government & Public Sector, Non-Profit & Social Sector.

Headquartered in Bangalore, the PRCI has a robust presence in 59 cities across India. We provide Global Knowledge in the field of mass communication for professionals by sharing knowledge. Eighteen Global Communication Conclaves, featuring thought-provoking themes, have been held in cities such as Jaipur, Pune, Kolkata, New Delhi, Mumbai, Hyderabad, Chandigarh, and, most recently, one in Mangalore in November 2024.

PRCI promotes Daughters' Day, World Communicators' Day, Social Communication, and Green Is Forever. We pride ourselves on having a Guest Faculty Pool to supplement and complement the faculty at various institutes and universities teaching media and mass communication.

PRCI's global platform, WCC, has Chapters in Eight Countries. WCC Chapters aim to break barriers and contribute to the exchange of experiences to communicate for a better world.

## ABOUT THE THEME

### THE POWER OF PR-EMERGING WAVES OF COMMUNICATION

PR today is a constantly Evolving Ecosystem. It is not about landing a single headline—it's about creating continuous visibility, engagement, and credibility. Emerging communication waves amplify PR's reach and influence. Brands are enabled to connect with diverse audiences through innovative channels, fostering deeper engagement, and ensuring messages are heard, shared, and acted upon in today's dynamic media environment. The Influence Wave ensures the message isn't lost in the noise but builds momentum over time. This is the new PR playbook—let's start the conversation now.

## EXCELLENCE AWARDS CATEGORIES

### COMMUNICATION/ PR/ CSR CATEGORIES

#### 1. Customer Service Excellence

This Award recognizes and showcases organizations' highest achievements in customer service excellence.

#### 2. Corporate Communication Excellence

This prestigious award recognizes and honours organizations that have devised innovative communication strategies and achieved tangible success through their implementation within corporate settings.

#### 3. Community Impact Communication

This award aims to recognize organizations whose work has significantly contributed to the positive impact on society, address a social/ community issue, and bring a transformation for the better.

#### 4. Business Communication Leadership

This distinguished accolade acknowledges organizations that have demonstrated exceptional prowess in driving -impactful communication strategies in the business world, from effective internal communication initiatives to external engagement strategies.

#### 5. Digital Media Innovation

This prestigious accolade recognizes and celebrates organizations that have redefined the digital media landscape, pushing the boundaries of innovation and creativity.

#### 6. Best Startup Innovative Business

Honors trailblazing start-ups that transform the community through new products, novel strategies, or transformative social impact.

#### 7. Sustainability and Environment

This category rewards organizations from the sustainability and environmental industries that have defined social responsibility programs with excellent communications.

#### 8. PR Case Study

Recognises a case study concerning a 2025 Public Relations program.

#### 9. Content Marketing

This category recognizes award-worthy content, including artificial intelligence-driven insights and interactive content that clicks with bloggers, brand ambassadors, and influencers and inspires them to spread the word.

#### 10. Multi-Channel Communications

This award will be given to a project that uses its diverse tools to communicate coherently with different segments of the public by integrating communication channels to create a robust 360.

#### 11. Unique HR Initiative

This award recognizes organizations that have developed HR initiatives in 2025 to encourage innovation, best practices, and continuous improvement in the field, benefiting both employees and organizations.



## EXCELLENCE AWARDS CATEGORIES

### 12. Rural Development Communication

This award recognizes Organizations that implemented communication in 2025 and helped and supported the rural community by sharing knowledge, changing attitudes, spreading awareness, and modifying behaviour and lifestyles. Authentic storytelling in all its facets.

### 13. Crisis Management Communication

This award recognizes Organizations that, through impactful efforts, responded to and emerged successfully from difficult times in 2025.

### 14. Story Telling

This category recognizes projects that use honest and authentic storytelling in all its facets.

### 15. CSR Project for Childcare

This Award recognizes organizations that, through CSR initiatives, could make an impactful difference in the lives of children, such as promoting health and nutrition, education, and gender equality in education.

### 16. Internal Channel

(Intranet, Digital Workspace, and App)  
This award recognizes an organization's (regardless of size) internal platform for exchanging opinions, news, and messages. Please provide login details for the site/app so that the jury can access it or a functioning online version that the jury can use.

### 17. Digital Publishing

(Blog, Podcast, Magazine, App)  
The award recognizes Snackable, colourful, creative Digital Publishing elements and direct, personalized communication channels with audiences that elevate the brand experience to a heightened and more direct level.

### 18. Website and Microsite

This category recognizes the most innovative and communicative websites that are comprehensive, clear, and convey the purpose, vision, and culture of the organization.

### FILMS/VIDEOS/ COMMERCIALS/ ADVERTISEMENT CATEGORIES.

### 19. Corporate Films

Films made in 2025 by any corporate for internal communications. It should have an original concept without using any stock footage. It must bring a world of emotion, excitement, conviction, and innovation to corporate messaging. Duration 3- 8 minutes.

### 20. Government Communication Films

Films made in 2025 for promoting Government schemes/ Events/ Road shows. Must provide original concepts without the use of stock footage. Duration: Not more than 8 minutes. Any language.

### 21. Healthcare Communication Films

Films made in 2025 for Patient Education, Hospital communication, Health awareness, or publicity for a hospital or healthcare institution. The films should have unique concepts and a strong messaging impact.

### 22. Motivational Films

Made in 2025, Films to provide a glimpse Into the human spirit, showcasing stories of triumph over adversity, resilience in the face of challenges, and pursuit of dreams against all odds. Duration- Not more than 15 minutes. Language- English

### 23. Music Video

Made in 2025 for the cause of Public Awareness/ Education. Must present a thoughtful and impactful video that appeals to the public. Duration: 10 secs to 60 seconds

### 24. Television Commercials

Made in 2025 to promote a product or service. Duration: 10 secs to 60 seconds. Language- English

### 25. Radio Commercials

Ad campaign on Radio- Made in 2025. Advertising/ Promotional campaigns impact a client's business regarding Consumer Behaviour/ Brand/ Image/ Sales. Language- English

### 26. Public Service Advertisement

Produced in 2025 for a cause/public awareness/ Education. Duration: 10 secs to 60 seconds. Any language.

### HOUSE JOURNALS/ ANNUAL REPORTS/ BROCHURES/ CALENDAR/ DIARIES CATEGORIES

### 27. House Journal – Print (English)

Periodical Magazine for Internal and External circulation. Recent 3 consecutive issues to be sent – hard and soft copies.

### 28. House Journal – Print (Regional)

Languages other than English Periodical Magazine for Internal and External circulation. Recent 3 consecutive issues to be sent- hard and soft copies.

### 29. Annual Report

Annual Report for the Financial Year 2024-25. Judging criteria align with the choice of Theme and Graphic Design

### 30. Corporate Brochure

Sample to be sent

### 31. Wall Calendar for the Year 2025

Sample to be sent

### 32. Table Calendar for the Year 2025

Sample to be sent

### 33. Diary 2025

Big Size - A4 and above Sample to be sent.



# EXCELLENCE AWARDS CATEGORIES

## 34. Diary 2025

Small Size - Below A4 Sample to be sent.

## CAMPAIGN AWARDS CATEGORIES

### 35. Diversity, Equity & Inclusion Communication

Campaign of the Year This category award recognizes the initiatives of an organization that demonstrates a commitment to fostering a more inclusive society, workplace, or community through impactful communication.

### 36. Change Communication Campaign

The best Change Communication Campaign that inspires, motivates, and reassures.

### 37. Internal Communication Campaign

This award recognizes the successful engagement of Internal stakeholders through ongoing communications for building relationships and organization objectives.

### 38. Arts, Culture, Sports Campaign

This category recognizes a successful and impactful PR campaign/project undertaken by or on behalf of a company in the Arts, Culture, Music, Dance, Theatre, or Sports sector.

### 39. Education Campaign

This category honours campaigns undertaken by or on behalf of a company that effectively promotes educational initiatives, programs, or institutions.

### 40. Marketing Campaign

This category recognizes and awards the best strategy, tactics, and channels for delivering the message, increasing email subscriptions, or growing a social media following.

### 41. Best Social Media Campaign

This category recognizes presence in social media- A campaign that has entertained, engaged, and achieved ROI.

### 42. Best PR Campaign

An effective PR campaign that positively attracts media attention and puts clients in the spotlight through creativity and exceptional use of multiple media platforms.

## EVENT AWARDS CATEGORIES

### 43. Community PR Event (Live or Virtual)

This category honours exceptional events that unite communities and foster positive engagement.

### 44. Employee Event

This category celebrates outstanding events designed to engage and inspire employees within an organization.

## CULTURE AWARDS CATEGORIES

### 45. Best Company Culture Transformation Initiative

This initiative should have transformed the workplace and positively impacted individuals, productivity, and profitability.

## START-UP AWARDS

(Companies aged 1 Year to 10 Years)

### 46. Website of the Year

### 47. Marketing Campaign of the Year

### 48. Best Social Impact Startup

### 49. Best Creative Startup

### 50. Best Digital Startup

## RULES & REGULATIONS

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. Duly 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. All entries must be accompanied with the Entry Fees by a Cheque/NEFT drawn in favour of M/s. CRATEVA MARKETING SOLUTIONS payable at Bangalore or Online transfer. All entries with enclosures should be sent to Saurabh J-M/s Crateva Marketing Solutions, 140/B, 5th Cross, 1st Phase, JP Nagar, Bangalore-560078 **on or before 10th August 2025**. The envelopes should be sealed and super scribed with "PRCI Excellence Awards 2025". Soft Copies can be sent via email to [collateralawards@prci.world](mailto:collateralawards@prci.world)

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 26th & 27th September, 2025 at The Fern Kadamba Hotel & Spa, Velha Goa - Panjim, Goa.

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 [collateralawards@prci.world](mailto:collateralawards@prci.world)

### Entry fee is Rs. 6,000/- (Plus 18% GST)

(Per Entry) payable to M/s. CRATEVA MARKETING SOLUTIONS, Bangalore our official Organizers of this event.

For further information, Please contact:

Saurabh J

Ph No: 9844444108 / 9844447909



### ENTRY FORM

Name of the Organization : .....

Address with Phone No : .....

Email ID : .....

Entry Category

Annual Excellence Awards Category : .....

Enclosures relating to Entry : .....

Entry Fee Amount Rs.....

Cheque No.....

NEFT / RTGS Transaction ID.....

Date Drawn on.....

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

**M/s Crateva Marketing Solutions, Bangalore**

**Name of the Bank: Bank of Baroda**

**Branch: Oxford School Branch, Bangalore**

**A/c No: 7436 02 0000 0107**

**IFSC Code: BARB0(Zero)VJOXFO**

**GSTIN: 29AAOFC8525G1Z2**

Date :

Email Id :

Signature :

**Note : Entry fee is Rs.6,000/per entry  
(Exclusive of 18% GST)**

Submitted by :  
(Name & Designation with Seal)

Registration and Confirmation by:

**August 10th, 2025 to [collateralawards@prci.world](mailto:collateralawards@prci.world)**

**& Hard copy to Chairman Awards Committee**

**Saurabh J - C/o Crateva Marketing Solutions**

**140/B, 5th Cross, 1st Phase, JP Nagar, Bangalore-560078**

**Please Note: Entries without payment confirmation will not be accepted.**

**For any queries, Please Contact:**

**Saurabh Jayaram: +91 98444 44108 / 98444 47909**