



PUBLIC RELATIONS COUNCIL OF INDIA

Invites Entries for

11th PRCI Excellence Awards 2021

For Corporate Collaterals

To be Presented at the
15th Global Communication Conclave at Goa

COMMUNICATION 2021-2030

“MAPPING THE MEGA TRENDS”

May 28 & 29, 2021



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 2021. There are 50 categories for the 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 the corporate sector.

We invite your esteemed company to participate this year too. Entry form is attached. The last date for receipt of entries is 08.04.2021.

Winners will be informed two weeks in advance to attend the function. The awards will be presented at the PRCI 15th Global Conclave to be held on 29th May 2021 at Hotel Fern Kadamba, Panjim, Goa.

Timings: 6:00 pm to 7:45 pm

Last Date for Submission of Entries - 8th April 2021
Awards Ceremony - 29th May 2021
Venue - Hotel Fern Kadamba,
Panjim, Goa

ABOUT PRCI

Public Relations Council of India (PRCI) – the Premier body of Communication, PR, Media, Advertising, HR, Marketing, Communication professionals, Mass Communication teachers and Students, having 38 Chapters across the country and 4 International Chapters under WCC.



Internationally renowned, the top most professional body PRCI has its publication wing which brings out its professional publication once in 3 months to cater to the needs of Students and as reference books for Corporates. It has different wings to cater to PR training for corporate houses, Entrepreneurship programmes for Students, Professional Certification courses, Master Classes, etc.

ABOUT THE THEME

PRCI in association with WCC will hold the 15th GLOBAL CONCLAVE at Goa on May 28th and 29th with the Theme "COMMUNICATION 2021-2030 – MAPPING THE MEGA TRENDS"



Mega Trends Mapping-Future is Now The Pandemic has fast forwarded the future in technology terms and ushered in a very different world. The businesses and government organizations which spotted opportunities and embraced early the technologies acquired capabilities to cope with the unprecedented disruptions caused by the Pandemic. Online, cloud computing, collaborative platforms, AI-human interface have all become more familiar tools which have gone to mitigate the enormous cost of the disruption. Out of necessity is born a new era of invention and innovation.

ALSO FEATURING

- Prestigious Chanakya Awards for National & International Achievers
- Induction into the Hall of Fame in PR for Professional Achievers
- Kautilya National Awards for Young Achievers
- Media Awards, Academic Awards
- WCC International Awards

ANNUAL EXCELLENCE AWARDS 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

The 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 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

ANNUAL EXCELLENCE AWARDS CATEGORIES

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 2020 to December 2020 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 and 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 2019-March 2020 is eligible. Judging criteria is based on choice of theme and Graphic Design

18. CORPORATE BROCHURE 2020

(Specimen to be sent)

19. WALL CALENDAR

For the year 2021

20. TABLE CALENDAR

For the year 2021

ANNUAL EXCELLENCE AWARDS CATEGORIES

21. DIARY 2021

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

22. DIARY 2021

Small Size – Below A4 (Specimen to be sent)

23. CORPORATE FILMS

Film in this category made in 2020 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 2020 to promote a product or service. Duration 10 secs to 1 minute

25. RADIO

Ad Campaign on Radio-Made in 2020 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 2020 for a cause or for public awareness/ education. Duration: 10 sec-1 min. Any language

27. MUSIC VIDEO

Made in 2020 for a cause public awareness/ Education. Duration: 10 sec-1 min Any Language

28. GOVERNMENT COMMUNICATION FILMS

Films made in 2020 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

29. HEALTH CARE COMMUNICATIONS FILMS

Films made in 2020 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 2020 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 2020 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)

ANNUAL EXCELLENCE AWARDS CATEGORIES

32. START-UP IDEA OF THE YEAR 2020

For a great communication campaign idea showcasing creativity and novelty.

33. UNIQUE HR INITIATIVE

Companies which come out with new HR initiatives in 2020

34. RURAL OR DEVELOPMENT - COMMUNICATION

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

35. CRISIS MANAGEMENT COMMUNICATION

For recognizing excellent communications management during a crisis in 2020.

36. BEST USE OF CSR PROJECT FOR CHILDCARE

37. BEST PSU IMPLEMENTING CSR

38. BEST CORONA AWARENESS PROGRAMME

39. BEST IN COMMUNICATION - COVID 19

(March 15th to January 2021)

40. BEST SOCIAL MEDIA USAGE - COVID 19

41. COVID MANAGEMENT IN IN PUBLIC SECTOR

42. COVID MANGEMENT IN PRIVATE SECTOR

43. INNOVATION IN CUSTOMER CARE DURING COVID 19

44. MARKETING STRATEGIES DURING COVID 19

45. HUMAN RESOURCES MANGEMENT DURING COVID 19

46. EXCELLENCE IN EMPLOYEE ENGAGEMENT

47. ANALYTICAL EXCELLENCE

Converting raw data into intelligent information for marketing excellence

48. EXCELLENCE IN DIGITAL SALES CHANNELS

Innovative use of E-commerce and omni channel sales models

49. DESIGN EXCELLENCE

Exceptional designs that attract, engage and convert

50. EMPLOYEE CHOICE AWARDS

Best company to work for

RULES AND 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. 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, 2020. Only Calendar & Diary are for the year 2021. All entries must be accompanied with the Entry Fees by a Demand Draft drawn in favour of M/s. PRINTZONE 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 8th April 2021. The envelopes should be sealed and super scribed with "PRCI Excellence Awards 2021".

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 28th & 29th May, 2021 at Hotel Fern Kadamba, 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 prciconclave2021@gmail.com Entry fee is Rs. 5,200/-(Five Thousand Two Hundred only) (Inclusive of GST 18%) (Each Entry) payable to M/s. PRINTZONE, Bangalore our official Organizers of this event. The 11th PRCI Excellence Awards Ceremony will be held on 29th May at Hotel Fern Kadamba, Panjim, Goa.

Timings: 6:00 pm to 7:45 pm

Payments to be released via NEFT:

M/s PRINTZONE, Bangalore
Name of the Bank: Shamrao Vithal Co-op Bank Ltd
Branch: Banashankari Branch, Bangalore
A/c No: 115404180000169
IFSC Code: SVCB0000154

Entries to be sent to:

Chairman Awards Committee

C/o Crateva Marketing Solutions
140/B, 5th Cross, 1st Phase, JP Nagar, Bangalore-560078
Ph No : +91 98444 44108, Email Id-saurabh@crateva.in

For further details please contact :

Dr.S.T Ramachandra Saurabh Jayaram
+91 99459 88388 +91 98444 44108
Email Id: prciconclave2021@gmail.com





ENTRY FORM

Name of the Organization/Agency :

Address with Phone No :

Email ID :

Entry Category

a) Annual Excellence Awards 2021 for Corporate No :

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

Brief Objectives :

Target Audience :

Enclosures relating to Entry :

Executed by (Designer,etc) :

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

Entry Fee Amount Rs..... Cheque No

Date Draw on

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

M/s PRINTZONE, Bangalore
Name of the Bank: Shamrao Vithal Co-op Bank Ltd
Branch: Banashankari Branch, Bangalore
A/c No: 115404180000169
IFSC Code: SVCB0000154
GSTIN: 29AIBPK7919D1Z7

Date :

Email Id :

**Note : Entry fee is Rs.5,200/- per entry
(Inclusive of 18% GST)**

Signature :

Submitted by :
(Name & Designation with Seal)

Registration and Payment confirmation by
April 08th, 2021 to prciconclave2021@gmail.com and
hard copy to Chairman Awards Committee
C/o Crateva Marketing Solutions
140/B, 5th Cross, 1st Phase, JP Nagar,
Bangalore - 560078

For any queries, Please Contact :
Saurabh Jayaram : +91 98444 44108

Payable to 'Printzone', Bangalore

Seperate entry form to be used for Each entry, For more entry forms, photo copies may be made