



# Public Relations Council of India

Invites Entries for

## 12<sup>th</sup> PRCI Excellence Awards 2022

For Corporate Collaterals

To be Presented at the  
16th Global Communication Conclave at Kolkata

**CUSTODIANS OF REPUTATION :  
BUILDING NEW NARRATIVE**

November 11<sup>th</sup> & 12<sup>th</sup>, 2022

### 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 2022. There are 57 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 the 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. The entry form is attached. The last date for receipt of entries is 30th August 2022. Winners will be informed two weeks in advance to attend the function. The awards will be presented at the PRCI 16th Global Conclave to be held on 12th November 2022 at Fairfield by Marriott, New Town, Kolkata. Timings: 5:30 pm to 7:30 pm



Last Date for Submission of Entries - **August 30<sup>th</sup>, 2022**  
Awards Ceremony - **12<sup>th</sup> November, 2022**  
Venue - Fairfield by Marriott, Kolkata

## 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 50 Chapters across the country and seven International Chapters under WCC.



Internationally renowned, the top professional body PRCI has its publication wing which brings out its professional publication once in three 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

It's about time that PR professionals grab their rightful place as custodians of reputation. The paradigm shift in the way we need to communicate with various stakeholders in the new era, particularly post the pandemic, has thrown up multiple challenges.

Communication is no more a simple exercise. It's about presenting a new narrative - simple, straight forward and convincing. With increasing work pressures, ever-changing dynamics in the context of hybrid work culture, and above all overload of communication from multiple sources, it is highly challenging to grab the eyeballs for our narrative.

Hence this topic - Custodians of Reputation: Building A New Narrative.

Come, let us brainstorm and learn from each other's experiences and help one another in drawing up a new roadmap.

## 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 relation campaign which promotes a consumer product or service in any sector

### 4. CORPORATE SOCIAL RESPONSIBILITY CAMPAIGN

This award recognizes a successful public relation 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 relation 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 relation 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. VISIONARY LEADERSHIP CAMPAIGN OF THE YEAR

### 10. TRAVEL, LEISURE AND HOSPITALITY CAMPAIGN

This award recognizes a successful public relation campaign or project undertaken by, or on behalf of, a company operating specifically in the travel, leisure and hospitality sectors, as well as those that promote a travel, leisure and hospitality service, product or initiative in any sector

### 11. MOST INNOVATIVE APP OF THE YEAR



## ANNUAL EXCELLENCE AWARDS CATEGORIES

### 12. BEST BLOG OF THE YEAR

This award recognises the Best dynamic blog, with great power on the original content, research, links and images

### 13. 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

### 14. 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

### 15. 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.

### 16. 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)

### 17. 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)

### 18. HOUSE JOURNAL - Print (Regional)

Languages other than English. (Recent three consecutive issues to be sent with the entry Form hard and soft copies)

### 19. DIGITAL NEWS LETTER

Aimed at the employee Customers. Links to be submitted plus CD submission with minimum 3 recent issues in PDF format

### 20. 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

### 21. CORPORATE BROCHURE 2021

(Specimen to be sent)

### 22. WALL CALENDAR - For the year 2022

### 23. TABLE CALENDAR - For the year 2022

### 24. DIARY 2022

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

### 25. DIARY 2022 Small Size

Below A4 (Specimen to be sent)

## ANNUAL EXCELLENCE AWARDS CATEGORIES

### 26. A4 Planner

### 27. CORPORATE FILMS

Film in this category made in 2021 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.

### 28. TELEVISION COMMERCIALS

Made in 2021 to promote a product or service. Duration 10 secs to 1 minute

### 29. RADIO

Ad Campaign on Radio-Made in 2021 recognizing Advertising/Promotional campaigns that has shown measurable or proven impacts on a client's business in terms of consumer behaviour, brand image and sales

### 30. PUBLIC SERVICE ADVERTISEMENTS

Made in 2021 for a cause or for public awareness/ education. Duration: 10 sec-1 min. Any language

### 31. MUSIC VIDEO

Made in 2021 for a cause public awareness/ Education. Duration: 10 sec-1 min Any Language

### 32. GOVERNMENT COMMUNICATION FILMS

Films made in 2021 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

### 33. HEALTH CARE COMMUNICATIONS FILMS

Films made in 2021 for patient Education, hospital communication, Health awareness, Publicity for a Hospital/Health care Institution. Films should have unique concepts and strong messaging impact

### 34. MOTIVATIONAL FILMS

Films made in 2021 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

### 35. PR CASE STUDY

Includes a case study concerning a 2021 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)

### 36. START-UP IDEA OF THE YEAR 2021

For a great communication campaign idea showcasing creativity and novelty.

## ANNUAL EXCELLENCE AWARDS CATEGORIES

### 37. UNIQUE HR INITIATIVE

Companies which come out with new HR initiatives in 2021

### 38. 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.

### 39. CRISIS MANAGEMENT COMMUNICATION

For recognizing excellent communications management during a crisis in 2021.

### 40. BEST USE OF CSR PROJECT FOR CHILDCARE

### 41. BEST PSU IMPLEMENTING CSR

### 42. MOST INNOVATIVE SERVICE OF THE YEAR

### 43. MOST INNOVATIVE PRODUCT OF THE YEAR

### 44. MOST CUSTOMER FRIENDLY COMPANY OF THE YEAR

### 45. BEST E-COMMERCE BUSINESS OF THE YEAR

### 46. MOST INNOVATIVE ENVIRONMENTAL PROGRAM OF THE YEAR

### 47. CORPORATE COMMUNITY IMPACT AWARD

The Award recognizes a corporation that uses the power of sports to help advance a social issue, cause or community organization.

A community relations/corporate citizenship program that uses sports to advance a non-profit's mission. The company creates both social and business value through sports.

### 48. EXCELLENCE IN DIVERSITY, EQUITY AND INCLUSION

### 49. EXCELLENCE IN REPUTATION MANAGEMENT

### 50. MOST RESILIENT COMPANY OF THE YEAR

### 51. MOST INNOVATIVE CRISIS MANAGEMENT PROGRAM OF THE YEAR

### 52. DESIGN EXCELLENCE

Exceptional designs that attract, engage and convert

### 53. EMPLOYEE CHOICE AWARDS - Best company to work for

### 54. BEST PRODUCTION OF THE BOOK (English and Regional)

### 55. BEST COVER PAGE OF THE BOOK (English and Regional)

### 56. WEBSITE OF THE YEAR

## ANNUAL EXCELLENCE AWARDS CATEGORIES

### 54. MOST CREATIVE AD OF THE YEAR

### 55. EXCELLENCE IN CREATIVE PR SOLUTIONS

### TEAM AWARD CATEGORIES IN CUSTOMER SERVICE

### 56. BEST USE OF TECHNOLOGY IN CUSTOMER SERVICE

### 57. SUPPORT DEPARTMENT OF THE YEAR

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 M/s Crateva Marketing Solutions, 140/B, 5th Cross, 1st Phase, JP Nagar, Bangalore-560078 on or before 30th August 2022. The envelopes should be sealed and super scribed with "PRCI Excellence Awards 2022".

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 11th & 12th November, 2022 at Fairfield by Marriott, New Town, Kolkata, West Bengal.

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](mailto:prciconclave2021@gmail.com) Entry fee is Rs. 6,000/- (Six Thousand only) (Inclusive of GST 18%) (Per Entry) payable to M/s. CRATEVA MARKETING SOLUTIONS, Bangalore our official Organizers of this event. The 12th PRCI Excellence Awards Ceremony will be held on 12th November, 2022 at Fairfield by Marriott, New Town, Kolkata, West Bengal.  
**Timings: 5:30 pm to 7:30 pm**

### PAYMENTS TO BE RELEASED VIA NEFT to:

M/s CRATEVA MARKETING SOLUTIONS  
Name of the Bank: Bank of Baroda  
Branch: Oxford School Branch, JP Nagar, Bangalore  
A/c No: 7436 02 0000 0107  
IFSC Code: BARB0(Zero)VJOXFO

### ENTRIES TO BE SENT TO:

Chairman Awards Committee  
C/o CRATEVA MARKETING SOLUTIONS  
140/B, 5th Cross, 1st Phase, JP Nagar,  
Bangalore-560078

### For Further Details, Please Contact:

Mr. Ramakrishna HL  
+91 70191 50939  
Email ID: [prciconclave2022@gmail.com](mailto:prciconclave2022@gmail.com)  
Saurabh Jayaram  
+91 98444 44108

**ENTRY FORM**

Name of the Organization : .....

Address with Phone No : .....

Email ID : .....

Entry Category

Annual Excellence Awards Category : .....

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 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 :

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

Signature :

Submitted by :  
(Name & Designation with Seal)

Registration and Confirmation by:

**August 30th, 2022 to prciconclave2022@gmail.com**

**& hard copy to Chairman Awards Committee**

**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 | saurabh@crateva.in