



CREATIVE ABBY AWARDS @ GOAFEST : 2019

CATEGORY 12

PUBLIC RELATIONS

The definition of PR is the creative use of reputation and image management by the creation and preservation of trust and understanding between individuals, businesses or organisations and their publics / audiences.

A. SECTORS

12Aa. Consumer Durables

The category deals with goods that last for a considerable amount of time and are not purchased frequently by consumers. The following products would be part of this category:-

- Household appliances and consumer electronics
- Telecom products
- Automobile and transport
- Sports and medical equipment
- Furniture, etc.

12Ab. Consumer Non-Durables

These goods are produced for short-term use and are purchased with a greater frequency by consumers. This category mainly involves all products under the FMCG bracket:- luxury goods, fashion, beauty, food, nutrition, beverages, confectioneries, other packaged products, etc.

12Ac. Other Consumer Products & Services

Incorporates services in sectors like healthcare and well-being, media and entertainment, travel and tourism, retail and restaurants, business and home services.

It also includes B2B PR that is all about changing perceptions, driving brand preferences, creating new opportunities for business to grow, etc.

12Ad. Financial PR

PR activities undertaken for Banks, investments, loans, insurance, mutual funds, brokers, credit cards, debit cards, loyalty cards, financial consultants, cash management services, positive investor relations, etc.

12Ae. IT Services

PR to bridge the communication gap between IT and technology companies and their customers.

B. PRACTICES & SPECIALITIES

12Ba. Corporate PR

Corporate Public Relations help organizations explain their mission, combine its many visions and values into a cohesive message that is later disseminated to various stakeholders. This concept can be seen as an integrative communication structure linking stakeholders to the organisation. This requires a series of measures towards managing Corporate Reputation.

12Bb. Public Affairs & Lobbying

Public Affairs generally refers to Building & Developing relations between an organization and politicians, governments and other decision-makers. Public Affairs uses communication tactics such as Media Relations, Lobbying, monitoring and predicting political, legal, economic and social developments and providing political intelligence and strategic advice.

12Bc. Crisis Communications & Issue Management

Campaigns to plan and / or handle the consequences of a crisis or an issue that may affect a company's credibility and good reputation.

12Bd. Internal Communications

All practices designed to mobilize employees as brand ambassadors to keep them aware as well as engaged with the environment, integrity, innovation and practices followed by the organization, is broadly known as internal / employee communications. Employee Engagement measures play a vital role here.

12Be. Corporate Social Responsibility

CSR is also referred as Corporate Citizenship. It involves the combination of all initiatives undertaken to assess and take responsibility for the company's effects on environmental and social well-being.

12Bf. Events & Experiential

Involves PR campaigns that use a live event or stunt to meet their objectives. It may include a trade show, conference, product launch, field marketing activity, awards ceremony or any other event designed to build or increase the value and reputation of a brand or communication project as part of a wider public relations strategy.

C. DIGITAL PR

12Ca. Use of Social Media in PR

All measures taken to increase the brand's online presence for greater visibility and reach. This involves ventures like community building and management, audience targeting engagement, social communication and amplification, influencer communications, etc.

D. CAMPAIGN

12Da. Integrated Campaign led by PR

Campaigns with multiple elements or channels that are predominantly PR driven.

Entrants will be judged on how successfully they have integrated the chosen elements or channels throughout the campaign and must demonstrate how well the different types complement and build on each other to communicate the brand's message and / or change consumer awareness and attitudes.

(For Category 12Da the entry fee is Rs.14,000/- plus 18% GST)

PUBLIC RELATIONS SPECIALIST AGENCY OF THE YEAR AWARD : Will be adjudged from the

metal tally from the categories 12Aa to 12Da.

MATERIAL

(NO AV SHOULD BE OF MORE THAN 3 MINUTES DURATION)

PUBLIC RELATIONS :

Videos uploaded must be in mp4 format. File size should not be more than 100MB.

All entries on Case Study **AV Film in not more than 3 minutes** duration uploaded along with the presentation note will be used for Jury deliberations.

Your Presentation Note must touch upon and explain the following points : a. Category, b. Sub Category, c. Entry Details, d. Objective of entered work, e. Creative Solution, f. Results

(NO PHYSICAL ENTRY)

