

Entry Guide available 23 August 2019 go to: [www.mpra.my](http://www.mpra.my) for download  
Online submission open 1 September 2019 go to: [www.mpra.my](http://www.mpra.my) for submission



## **MALAYSIA PR AWARDS: A CELEBRATION OF THE INDUSTRY'S BEST!**

It gives me great pleasure to officially kick-off the Malaysia PR Awards 2019 – one of the two flagship events of PRCA Malaysia.

Our recent Malaysia PR Summit on 11 July 2019 was indeed a success, bringing together a distinguished line-up of speakers and panelists. The knowledge, wisdom and expertise that was shared by our speakers have certainly helped us gain a better understanding of the challenges and opportunities arising from the continually changing mediascape and digital marketplace.

As I had mentioned during the Malaysia PR Summit, brands and reputations can be built and destroyed in a matter of minutes in this new digital age. There is no better time to be in the PR and Communications business as we build up our capability to put the strategic communications agenda right at the core of business or organisational strategies.

In this regard, the Malaysia PR Awards 2019 is a platform for us to recognise and celebrate the industry's fresh, creative and impactful work. We hope that you (in-house or agency) will use MPRA to inspire business leaders and even your peers to embrace PR as a critical component of brand building and public policy.

As in recent years, we will continue with our digital push by going online in our award submissions. Do read the guidelines for further details. It will be available for download beginning 23 August 2019 at [www.mpra.my](http://www.mpra.my) while submissions start from 1 September 2019 and end on 30 September 2019.

MPRA remains the most successful and consistent Awards event for the PR and Communications industry in Malaysia since its inception 12 years ago. Let's continue to make this event a celebration of the industry's finest work, which in turn can be the trendsetter for others to emulate.

May the best teams win!

**Andy See Teong Leng**

President

PRCA Malaysia

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## **GENERAL ENTRY RULES AND INFORMATION**

### **Malaysia PR Awards**

Malaysia PR Awards is the industry awards organised by the PRCA Malaysia, an organisation dedicated to fostering public relations excellence, to recognise successful campaigns of organisations and PR-Consultancies, as well as individuals that define the cutting edge of work in the public relations arena.

#### **Who can enter?**

The awards are open to all in-house departments in the private and government linked industry as well as to NGO's, PR consultancies, solo practitioners and Institutions of Higher Learning in Malaysia, including students work. They are open for either members or non-members of PRCA Malaysia.

#### **Eligibility period**

Except where indicated, submissions should relate to the period between **1 April 2018 to 31 August 2019.**

#### **The judging**

The awards will be independently judged by a panel of leading senior PR practitioners from in-house environments and PR-Consultancies. The judging panel will be selected by PRCA Malaysia and great care is taken in selecting a jury comprising the right balance of specialist knowledge, experience and objectivity. Strict guidelines are designed to eliminate vested interest or breaches of rules of entry. Confidentiality is key to the judging process, with judges discussing the entries but scoring independently and confidentially. Judges will vote via ballot for the Campaign of the Year.

#### **Entry Fees (Per Entry)**

PRCA Malaysia Member:	RM500.00
Non-PRCA Malaysia Member:	RM800.00
Student:	RM300.00

#### **Dates and Deadlines**

**Entry submission deadline:** Monday, 30 September 2019

**Awards presentation:** Friday, 22 November 2019

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## PREPARING YOUR ENTRY

### 1. Entry

Your entry is of utmost importance as the judges will base their initial decisions on the strength of the arguments made (supporting materials will not be reviewed until the second round of judging).

Your submission can have a maximum of 880 words and can be uploaded from 1 September 2019 until 30 September 2019. You will be guided through the upload process.

Your content of maximum 880 words should reflect the following of the work:

- Situation analysis
- Objectives
- Target/audience analysis
- Budgets
- Strategy
- Creativity and originality
- Execution/tactics
- Evaluation of success/measurement

### 2. Support Material

Ideally, entries should be supported with relevant back up material to show evidence of the success of your work. Take note that supporting materials will not be reviewed until the second round of judging.

Supporting materials may vary depending on the category, but can range from branded media coverage, photographs, internet coverage, attitudinal research, media evaluation, sales figures, detailed market share, share price movement, etc.

In the case of internal audiences, consider staff retention rates and productivity analysis. Please consider that it is better to be targeted than copious.

Required Formats	
Images	.jpg format, minimum 300 DPI.
Videos	AVI/MP4/MPEG format or alternatively upload to YouTube. (Judges will only have the opportunity to watch approximately one minute of each video, so be relevant and concise.)
Internet-based material (including websites)	Submit via URL/landing page AND these must be made available till 9 <sup>th</sup> November.

Entries submitted by PR agencies, should not have agency names or logos on the written text or on any support material. **Materials with agency names or logos will be automatically disqualified.** Your company name will be registered at the beginning of the online submission.

## RULES OF ENTRY

In case you are a PR agency it is your sole responsibility to obtain approval from your client to submit the campaign. PRCA Malaysia does not take any responsibility for any client complaints. If approval is not obtained, such campaigns would be automatically disqualified.

- Each entry must also include a 100 word summary of the submission and either photos (a minimum of two) or video(s). **Entries without the 100 word summary and either photos (a minimum of three) or video(s) will be disqualified.**
- Each entry must indicate the name of the client.
- Multiple entries: there is no limit to the number of categories that can be entered, but no single campaign may be entered into more than three categories. For each category entered there must be one full set of documentation and support material.
- Entries are non-returnable.
- Judges may move entries between categories if deemed to be unsuitable for the category entered.
- Awards will be granted solely at the discretion of the judges, no feedback or correspondence will be entertained as the results and the judges' decisions are final.
- After judging, all entries that have not been shortlisted as finalists will be destroyed. All other entries will be destroyed after the awards ceremony has taken place.
- The organisers reserve the right to publish all entries wholly or in part, as case studies or for publicity purposes.
- Entrants may mark various sensitive parts of their submission as "Not for publication" and tick the "Confidentiality request" box on the entry form, provided these restrictions are not used excessively.

## **CATEGORIES**

### **General Consumer Awards**

#### **1. Product Brand Development Award**

This award recognises outstanding success in the ongoing development, repositioning, reinvigoration, or re-launch of an established consumer brand (either a product or a service) through the use of PR.

#### **2. Consumer Launch Award**

This award is for the launch of a new product or service through the use of PR. The ability to create buzz and brand recognition, as well as evidence of sales/usage, are all essential factors in determining the winner.

### **Industry Market Awards**

#### **3. Healthcare Award**

This category covers ongoing work or one-off projects undertaken on behalf of a pharmaceutical company relating to ethical (prescription only) drugs. Campaigns can be at any stage in a product lifecycle and include communications with target audiences such as prescribers, primary care teams, patient groups and specialist media as well as disease awareness and direct-to-consumer work. A campaign on behalf of a health-related cause (for example, set by a government agency), however, should enter the Public Sector Award.

#### **4. Technology Award**

Both business-to-business and consumer campaigns are eligible, provided they are focused in the area of technology. These may include, but are not limited to, product launches or innovations, uses and applications of technology, or technological issues and advancements.

### **Targeted Audience Awards**

#### **5. Employee Communications Award**

An award recognising skill in communicating a merger or acquisition, change management, rebranding, restructuring, layoffs, or other issue/problem of an internal communications nature.

### **Corporate Awards**

#### **6. Corporate Branding Award**

Honours the most outstanding use of PR in the launch of a new company or an ongoing corporate reputation campaign, or in a corporate rebranding initiative. The winner will demonstrate effective recognition beyond mere brand name recognition to show an appreciation and understanding of key message points among the target audience.

### **7. Public Affairs Award**

Entries should relate to the most effective use of public affairs to change/enlist political and/or public opinion. Although advertising materials will be considered, the judges will also be looking for evidence of work in research, media relations, grassroots community activity, and lobbying.

### **8. Financial Communications Award**

This award will be given to the most effective ongoing campaign or one-off project in the financial sector during the year. Judges will be concentrating on work that is primarily targeted at investors or other financial industry audiences and not personal finance campaigns.

### **9. Crisis or Issues Management Award**

This award will be given for the most effective crisis or issues management work. The objectives, strategy and method deployed should be clearly set out. Due to the sensitive nature of crisis or issues management work, entrants may mark parts of their submission as strictly confidential and not for publication.

### **10. Institutions of Higher Learning - Students**

This is a new award and will be given for the most effective and innovative PR campaign of students work who are enrolled in a higher learning institute. This can include either work on campus or any outreach programme initiated from students who are studying on the tertiary level.

## **Social Education and Philanthropy Awards**

### **11. Corporate Social Responsibility Award**

This award recognises a campaign or ongoing project that utilises or integrates a social responsibility to promote or enhance corporate image or specific products/services. This award recognises a campaign or an ongoing project that creates sustainable benefits to society while enhancing corporate reputation, employee retention and customer loyalty.

### **12. Environmental Award**

This award recognises a campaign or ongoing project that utilises or integrates environmental responsibility to promote or enhance corporate image or specific products/services. This award recognises a campaign or an ongoing project that creates sustainable benefits to the environment while enhancing corporate reputation, employee retention and customer loyalty.

### **13. Public Sector Award**

Open to government departments and public-sector agencies (e.g., federal, state, military, municipal, local or public health authorities). Judges will look for the most effective campaign or communication programme on a single topic (e.g., health, crime, defence, etc.).

## Technique Award

### 14. Best Use of Digital Award

This category covers projects primarily using online, mobile phone or other digital techniques to reach the target audience. It may be anything from the creation or upgrading of an internet or intranet website, webcasts, blogging, podcasting, mobile technology, or the use of targeted or viral e-mail or the addition of a key function such as online polling as a key PR tool.

Entry is open to clients, consultancies and specialists or a combination of the above. The judges will look for evidence of the digital project's effectiveness in its own right, as well as part of an integrated PR strategy.

## Special Awards

### 15. PRCA Malaysia Leadership Award

**This award cannot be entered directly.** It is a special prize awarded by the Executive Committee of PRCA Malaysia.

### 16. Campaign of the Year

**This award cannot be entered directly.** The judges will decide on the entry considered the best of the individual campaign winners in the General Consumer Awards, Industry Market Awards, Targeted Audience Awards, Corporate Awards, Social Education and Philanthropy Awards and Technique Award.

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## **ENTRY PROCESS go to: [www.mpra.my](http://www.mpra.my)**

Your submission process will be easy and user friendly. The given template allows you to easily transfer your prepared submission. You can prepare your written submission on a word document for easy implementation into the online template.

Once you submit online you will be guided through the template. If you do not complete the online template with the given sequence your submission cannot be successfully submitted. Please ensure to follow the given sequence of the template, it is very user friendly.

**PR Agencies are reminded that company logos have to be removed from any entries. Their entries will be properly recorded, but must be without agency logo for a proper judging process. All entries must indicate the client's name.**

## **CLOSING DATES AND PAYMENTS**

**Entry Deadline: Monday, 30 September 2019**

### **Payment methods:**

Online payment or cheque must be made payable to Public Relations Consultants' Association of Malaysia **no later than Monday, 30 September 2019** (Account No. RHB 2120 6800 052 353). All entry fees are non-refundable.

Cheques/receipts for online transfers should be emailed or faxed to the secretariat, and reach our office **no later than Monday, 30 September 2019**. One cheque/online transaction is acceptable for multiple entries. Please clearly indicate the number of entries and category on the back of your cheque/online acknowledgement receipt.

Proof of payment must be emailed to PRCA Malaysia Secretariat at [secretariat@prcamalaysia.org](mailto:secretariat@prcamalaysia.org)

### **For any queries please contact:**

The PRCA Malaysia Secretariat  
c/o Perspective Strategies Sdn. Bhd.  
3A09, Block C, Damansara Intan  
No 1, Jalan SS20/27  
47400 Petaling Jaya  
Selangor

Tel: +603-7491 3138

email: [secretariat@prcamalaysia.org](mailto:secretariat@prcamalaysia.org)