

MALAYSIA PR AWARDS TIPS FOR WRITING ENTRIES

I. STRATEGY

1. Research:
 - How thorough or relevant was the research to overall planning, strategy, execution, outlining desired results and success metrics?
2. Objectives:
 - Was the problem or opportunity clearly defined?
 - Are the objectives clear and concise?
 - Do the objectives match the organisation's overall goals and the brief?
 - Are the objectives measurable?
 - Did the objectives assist in shaping the tactic to achieve desired results?
3. Target Audience:
 - Was the target audience clearly stated?
 - How accurate and well defined was the target audience?
 - Were there any insights presented to support the audience definition?
4. Strategy:
 - Did the strategy reflect research findings and support the objectives?
 - Does the strategy show original thought?
 - How thorough was the strategy?
 - How well integrated was the plan?
5. Messaging:
 - Was the campaign messaging clearly defined?
 - How relevant was the messaging to the objectives and strategies?

II. EXECUTION

1. Tactics:
 - How appropriate were the tactics to achieving objectives / executing strategy?
 - How comprehensive were the tactics?
2. Integration:
 - How integrated were the above tactics with other marketing elements of the overall campaign?
 - In the case of integrated programmes, is there cohesion and continuity across the campaign?
3. Implementation:
 - How well were all the elements of the programme executed?
4. Efficiency:
 - How efficient was the execution of tactics in relation to the resources (including but not limited to budget, personnel, any other limitations outlined)
 - Do the methods deployed to execute strategy, meet objectives and generate outcomes in a cost effective manner.
5. Effectiveness:
 - Did the tactics clearly assist in achieving the desired results?
 - Are there indications that the tactics reached the stated audience effectively?

III. CREATIVITY

1. Strategy and Tactics:
 - Does the campaign reflect a creative / unique approach in the strategy and tactics?
 - How strong, breakthrough, unique and relevant is the concept of the creative campaign?
 - Is it strategically sound for the brand and the target audience?
2. Messaging:
 - How creative was the campaign, theme and messaging?
3. Appropriateness:
 - Was the use of creative techniques and tactics appropriate for the stated objectives?
 - How captivating, affecting and impactful is it relative to this category and / or target audience?

4. Tools and Resources:
 - Does the project reflect a professional use of a variety of creative tools / resources (graphics / art, photography, writing / copy, design, giveaways, visuals, etc.)?
5. Implementation:
 - Were there difficulties encountered and adjustments made during implementation that demonstrated creativity or original approaches?

IV. RESULTS

1. Measurable objectives:
 - Was there a measurable objective by which success is evaluated?
 - How innovative was the campaign in generation and measurement of results?
2. Beyond Advertising Value Equivalents (AVEs)
 - Was the only measurement of results limited to clippings and AVEs?
 - If the results included more than AVEs, were they relevant to objectives and outcomes?
3. Evaluation:
 - How thorough and relevant were the analysis and quantification of results?
 - How successful was the organization in achieving its objectives?
 - Did the campaign meet or exceed the campaign targets outlined?
4. Submission:
 - How engaging / impactful is the submission of results?
5. Supporting materials
 - Do the materials submitted support the evaluation of results?
 - Do the materials reflect a professional approach and presentation?
 - Use of creative means to present message?