

## 2021 Campaign Categories

That moment when everything clicks... The release, the Tweet, the event all come together to form the perfect campaign. We've got 12 categories to celebrate your campaign achievements this year. And we're happy to provide you with the inside scoop on what the judge's will be looking for.

### **C-1 External Relations- Corporation/ Government**

### **C-2 External Relations- Non-profit/ Association**

- *Categories C-1 and C-2 are for programs designed to improve relationships or correct misunderstanding with selected audiences or those that target a specific group. Also included are programs aimed at community betterment through informational activities, developing greater goodwill or creating a clearer public identity.*

### **C-3 Internal Relations**

- *Programs designed to improve relationships or correct misunderstanding with groups that are included within an organization or corporation, such as employees, donors, alumni, members, etc.*

### **C-4 Investor Relations**

- *Programs designed to inform shareholders, potential investors, financial analysts and the investment community.*

### **C-5 Public Affairs**

- *Programs designed to promote public or government support or opposition to an issue before a legislative body or a government agency. Programs that involve employees or other key audiences in political or government activities can also be included in this category.*

### **C-6 Crisis Communication- Corporate/Government**

### **C-7 Crisis Communication- Nonprofit/Association**

- *Categories C-6 and C-7 are for programs developed to help organizations deal with an unplanned event, requiring an immediate response. The programs should be designed to communicate effectively with various audiences, including the media, during a crisis or emergency situation.*

### **C-8 Brief Special Events/Observances- Corporate/Government**

### **C-9 Brief Special Events/Observances- Nonprofit/ Association**

- *Categories C-8 and C-9 are for programs or events scheduled for one to seven consecutive days. Events may be openings, observances, commemorations, celebrations or other special activities.*

### **C-10 The Great Idea**

- *Creative and effective public relations programs produced on a budget of \$2,000 or less.*

### **C-11 Integrated Marketing**

- *Programs, which successfully unite various areas or disciplines (pr, advertising, marketing)*

### **C-12 Social Media Campaign**

- *A public relations campaign with more than 70% of campaign work performed through social media strategies and tactics.*

## **2021 Outstanding Elements**

Say you hit it out of the park with a single release. You killed it with that annual report. That one single podcast was epic! Not all efforts fit into a campaign, but that doesn't mean they aren't worthy of the award-winning accolades they deserve. Enter your best individual element in Audio Visual, Print or Social Media.

### **Print**

**P-1** Story Pitch and placement

**P-2** Annual Reports

**P-3** Books and booklets

**P-4** Media Kit

**P-5** Branding Image Design (logos, business cards, corporate identify manuals, kit folders)

**P-6** News Releases

**P-7** Feature Stories

### **Social Media**

**SM-1** Blog

**SM-2** Social media channel: Facebook, Twitter, YouTube, Instagram, Pinterest, Google+, etc

**SM-3** Online Video

**SM-4** Online newsroom

**SM-5** Infographic

**SM-6** Social media advertisements

**SM-7** Other- Any other single-use of new media created to promote an organization's goods services or image as part of an overall campaign.