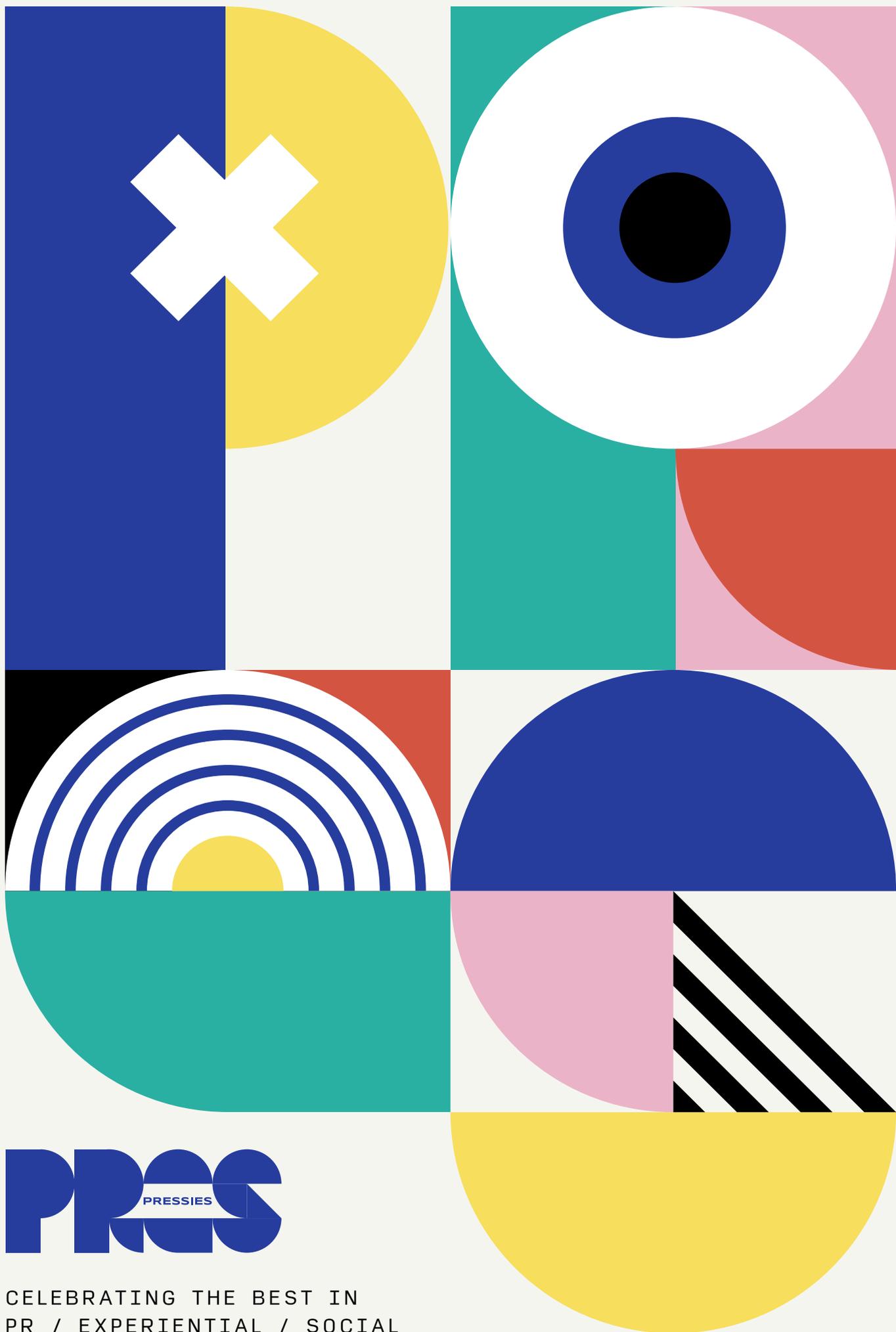
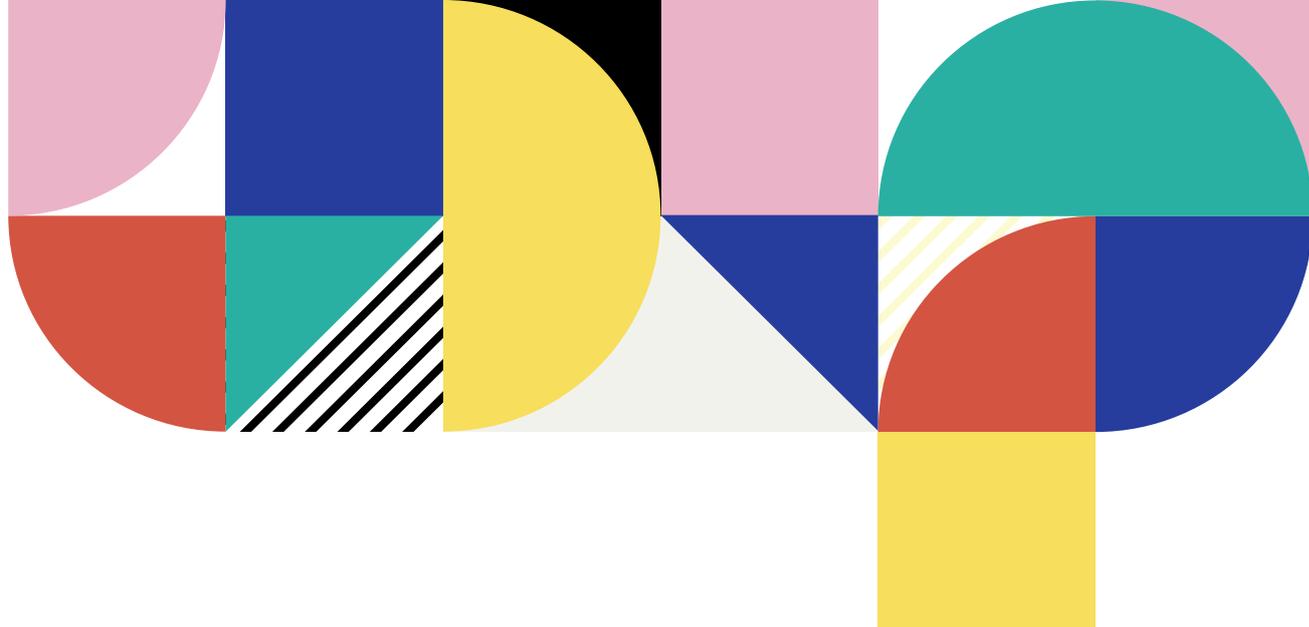


2022



PRCS
PRESSIES

CELEBRATING THE BEST IN
PR / EXPERIENTIAL / SOCIAL



WHAT ARE THE PRESSIE AWARDS ALL ABOUT?

The annual Pressie Awards recognise the best PR, experiential, and social media campaigns in New Zealand.

This is our fifth year and we're proud to celebrate the hard work and the impact our work has on brands, businesses, and the community. At the heart of our work is the role we play in connecting brands with people in a meaningful way— both in real life and virtually.

Our to-do list is so varied - from issues management to experiential, from influencer marketing to media relations, from huge stunts to clever not-for-profit campaigns, and everything in between. We're also often the planners, the creatives, the pitchers, the copywriters, the suits and the producers. It's challenging at times, but I hope you all agree it's rewarding.

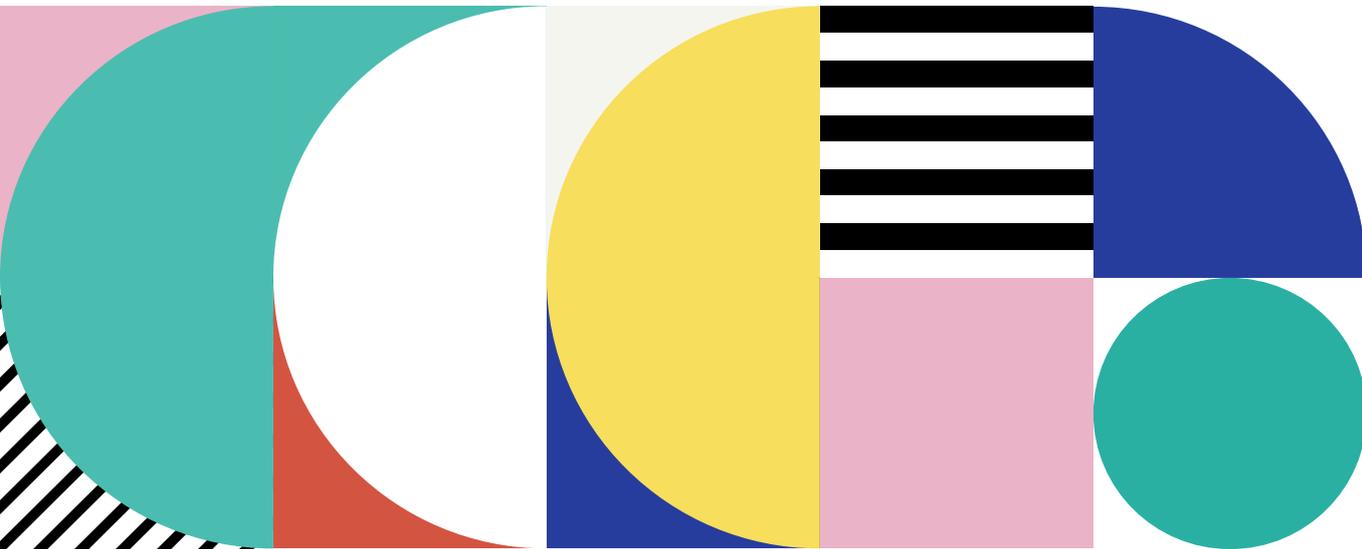
These awards recognise the agencies, brands, and people at the top of their game; independents and agencies, big budget or charitable freebie, this is your chance to share and celebrate your amazing work from the past year.

Good luck and hopefully see you at our fifth Awards night in November.



Sean Brown
Chair
PREScam Committee
Managing Director
Mango

P.R.
EXPERIENTIAL
SOCIAL



A WORD FROM THE COMMS COUNCIL:



Simon Lendrum
CEO
Commercial Communications
Council

Welcome to the 2022 annual PRESSIE Awards; the awards programme designed to recognise and celebrate the best thinking and execution across PR, Experiential and Social campaigns.

The programme looks to recognise the best work the industry has to offer. It's once again been a challenging time for our industry and clients, however the work we deliver continues to break ground, and led with innovative and creative solutions.

Agencies across all three disciplines have continued to be challenged by residue of the pandemic, however adapting to the new norm has become the norm and we're excited about the new ways brands are engaging with audiences. This industry keeps pushing the boundaries and we've seen some innovative and creative solutions and I'm in no doubt the judges this year will be in for some very interesting reads in my view.

Any awards programme involves a huge

amount of work to pull together, so a big thanks to Awards Chair Sean Brown, Convenor of Judges Katharine Broughton, and the PREScom Committee for their hard work in getting our fifth year off the ground. Their efforts are genuinely appreciated.

So, PR, Experiential and Social agencies, shine the light on the great work you're doing and get cracking on your entries.

Best of luck!

THE PRESCOM COMMITTEE 2022



Katie Walton
General Manager
DRUM



Gina McKinnon
Managing Director of Content
Omnicom Media Group



Katharine Broughton
Katharine Broughton Consulting



Sean Brown
Managing Director
Mango



Angelina Farry
Managing Director
Eleven PR



Kelly Grindle
Head of PR & Influence
Special



Adelle Kelly
CEO
Acumen Republic



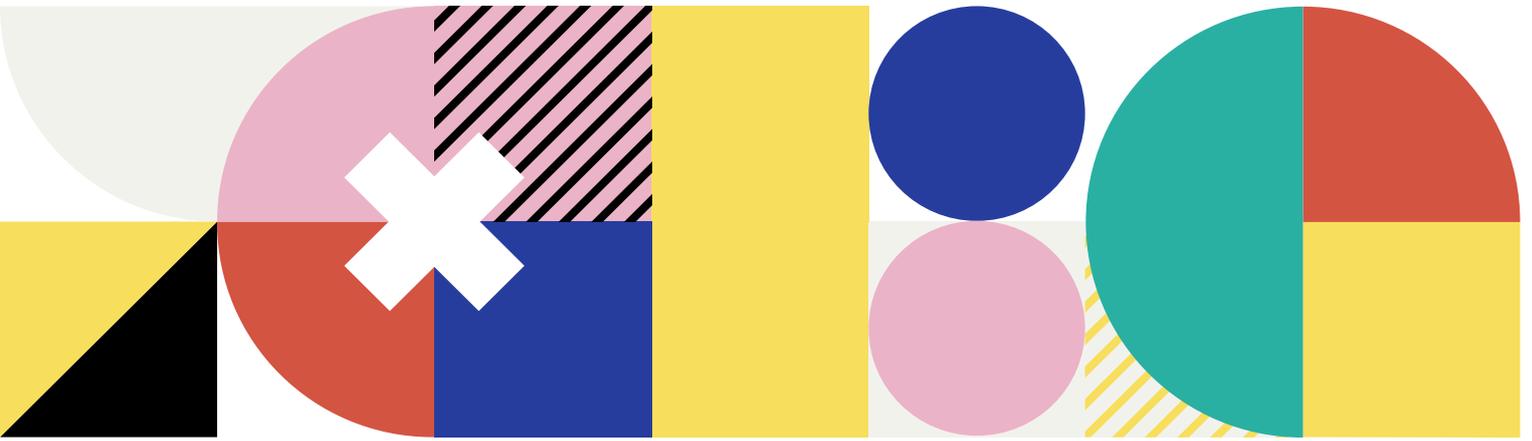


IMPORTANT DATES FOR 2022

Entry Writing Workshop:	Wednesday 14 September
SCHOOL HOLIDAYS:	Saturday 1 Sunday 16 October
Entries close:	Tuesday 18 October
Late penalty deadline:	Thursday 20 October
LABOUR DAY:	Monday 24 October
Category Judging Online:	Tuesday 1 – Monday 8 November
Category Judging in Person:	Tuesday 9 November
Executive Judging Online:	Thursday 11 – Wednesday 16 November
Executive Judging:	Thursday 17 November
PRESSIE Awards Show:	Thursday 24 November

ELIGIBILITY PERIOD

All campaigns (& results) that ran in NZ between August 2021 to September 2022 will be eligible to enter.



RULES AND ELIGIBILITY

Please ensure that you use the correct entry form and tailor your entry so that it squarely addresses the requirements of that category. There is a separate entry form for each entry category. Entry forms will then need to be copied into the awards entry platform. Judges will be instructed to evaluate entries against specific criteria for the category

- All entries to be a MAXIMUM of 1,600 words.
- The eligibility period for submissions should relate to the period August 2021 – End September 2022. If your campaign ran outside these dates, please only discuss the activity that took place between them.
- Judges will look for clear evidence that only because of this idea and type of campaign the business results could have been achieved.
- Companies or individuals may submit entries on behalf of themselves or others and may enter as many categories as they would like.
- Entrants may mark certain sensitive parts of their entry ‘not for publication’ (such as exact budget figures etc.), provided such restrictions are not used unreasonably.
- The Pressies are an agency-blind competition. Therefore, agency names and/or logos should not be shown in the entry form, campaign material, or on any other materials that will be seen by the judges
- Only campaigns that were produced and run in New Zealand, and therefore have local success and results, are eligible for entry.

Please note, campaigns that do not adhere to the eligibility requirements may be disqualified and fees will not be refunded.



CATEGORIES

A.

Best Use of Media Relations

This category recognises entries that deliver outstanding earned media coverage. The entry will demonstrate thinking beyond the standard media release; it will show how powerful storytelling and strong content delivered exceptional results in a competitive and cluttered market. Judges will need to understand the challenge and context, and will be looking for a clear strategy, the 'hook' and effective execution that resulted in outstanding media coverage.

B.

Best Media Partnership

This category rewards remarkable integrated PR, Experiential and/or Social campaigns that use media partnerships or sponsorships of events, content or charities to drive awareness and/or engagement. The sponsorship or partnership should be a core component of the campaign, and demonstrate how it was critical to success of the overall campaign.

C.

Best Public Affairs or Stakeholder Management Campaign

This category recognises outstanding public affairs or stakeholder management campaigns. Focusing on government relations, media communications, issues management, social responsibility or a combination. Your campaign must influence public policy, build and maintain a strong reputation and/or manage stakeholders. Judges will be looking for clever use of insights and research, along with evidence of how and why stakeholders were successfully influenced.

D.

Best Use of Social Media

This category recognises entries that deliver outstanding social media campaigns. We want to know how you brought all the pieces together to drive exceptional results. Judges will be looking for evidence of what the business challenge was and how you approached it with insights and social media strategy. Judges will look for creativity, innovation, sound communication and, of course, data and metrics, showing how your campaign measured up against objectives.

E.

Best Influencer Marketing Campaign

This category recognises entries that deliver outstanding influencer marketing campaigns. We want to know how you utilised social media influencers for the good of your brand and drove results, not just 'likes'. Judges will be looking for evidence of what the business challenge was and how you approached it using insights - right from content creative, channel planning and influencer selection. Judges will look for influencer + brand alignment, creativity, innovation, sound communication and, of course, data and metrics, showing how your campaign measured up against objectives.

F.

Best Experiential or Event Campaign

This category recognises entries that deliver outstanding experiential campaigns via live events, pop-ups, expos, product launches or large and small-scale publicity stunts and experiential campaigns. The campaign will be physical in its core but can have virtual elements around it. Judges will be looking for evidence that the experience was the central component of the campaign, rather than campaigns with an experiential/event component. They will also need to understand how the campaign integrated into the wider marketing strategy and how it was leveraged to deliver outstanding campaign results.

G.

Best Sampling or Retail Activations

This category recognises entries that deliver outstanding sampling or retail-based activations via in-store sampling, mall sampling, product demonstrations, out-of-home sampling, event sampling and/or office sampling. Sampling must be the key aspect of this campaign, but judges will also be looking how the campaign integrates and leverages other media channels for amplification. They will also need to see clear evidence of how the sampling or activation delivered business results.

H.

Best Community Management Impact

This category will celebrate the success of exceptional community management that has had impact on a brand, organisation or community. Community management has increasingly become a powerful engagement tool for consumers. Judges will be looking for an effective strategy that reflects the company's personality, position and business objectives. Campaigns will need to show that they have delivered engagement, sentiment change or a positive impact on objectives for the business or community organisation. Judges will look for entries that define the role of CM and an effective and robust implementation plan that shows a profound effect on the campaign.



CATEGORIES

I.

Most Innovative Campaign

This category recognises campaigns led by PR, Experiential or Social that paved new ground, use emerging technologies, methods or ideas that achieve the campaign's objectives and deliver outstanding results. The judges will be looking for disruptive thinking, revolutionary ideas and forward-thinking techniques that are implemented in new or unexpected ways.

J.

Best Integrated Campaign

In this category we are looking for an epic campaign that was implemented across a multitude of channels including PR, Experiential and/or Social. This category is not about simply listing multiple channels and executions. Judges are looking for evidence that the campaign was seamlessly, and cleverly, integrated across a multitude of PRES channels. Entrants will need to show that each channel or activity was deliberately selected to enhance the idea and that the core strategic and creative thinking was adapted appropriately for each channel, that components were designed to coordinate with each other, and that each component played a significant role in delivering the results.

K.

Best Strategic Thinking

This category recognises campaigns that demonstrate extraordinary insights and strategic thinking. The winning campaign will need to demonstrate the thinking process, highlight a clear strategic direction and how this directly contributed to the results. Judges will be looking for evidence of research, insight, quality of thinking and development of strategy.

L.

Non-profit

This category will recognise the most effective work for or by a charity, voluntary or not-for-profit organisation, including campaigning and patient groups. Particular attention should be paid to the cost-effectiveness of the campaign, and in the case of fundraising activities, to the monies received.

CATEGORIES

M.

Diversity, Equity & Inclusion

This category applies to any campaigns, brand or non-profit, whose success was dependent on effectively and authentically connecting with specific cultural, ethnic, or underrepresented groups or communities (example: LGBTQIA+, people with disabilities, indigenous peoples, etc.). If the entry had multiple audiences, it is necessary to demonstrate results for the specific audience detailed in the entry. Identify any elements in the creative work or strategy that are specifically directed to this community and any relevant cultural differences, dynamics and/or nuances, traditions, values, linguistic characteristics, and their significance with respect to your submission. Judges may not be familiar with your particular segment, so this is your opportunity to showcase the details that they may miss.

N.

Bravest Client

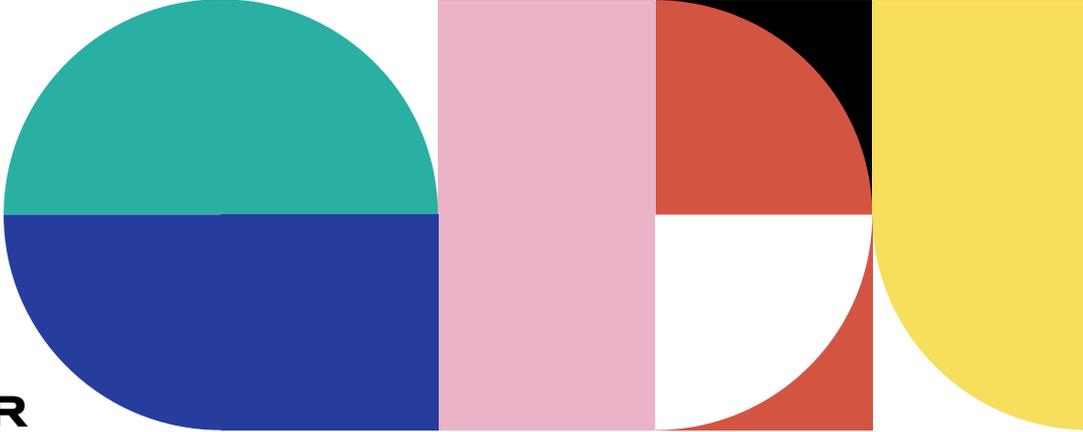
This category recognises entries that required true bravery and backing from a client who was prepared to take risks and do things differently. This bravery will have manifested itself in one of the following areas: media relations, a sponsorship or partnership, an outstanding experiential campaign, a public relations activation, an influencer marketing campaign or a social media campaign.



Grand Prix

All Gold winners will be eligible for the Grand Prix. This award is given to the campaign that achieved the best results and is considered to be the best example of PRES by the panel of Executive Judges.

Note: This category cannot be entered in to but will be awarded by the Executive Judging Panel.



HOW TO ENTER

The entrant grants The Comms Council permission to show the entries at The Pressies. It is a condition of entry that The Comms Council reserve the right and shall be permitted at all times to use at their discretion any material or part material submitted for The Pressies on the Commercial Communications Council website, in promotional and educational articles and such other means as they deem appropriate for learning and educational purposes.

All decisions of The PREScom Committee in all matters relating to the competition shall be final and binding.

Entry forms are available from www.commscouncil.nz.

- Download and save your entry forms from the Comms Council website onto your desktop.
- Please ensure you use the correct entry form for the category being entered.
- Once completed, the whole entry must be copy and pasted into the awards entry platform.
- PowerPoint, additional information, agency logos/ branding etc. will not be accepted.
- Supporting graphs may be uploaded as additional material.



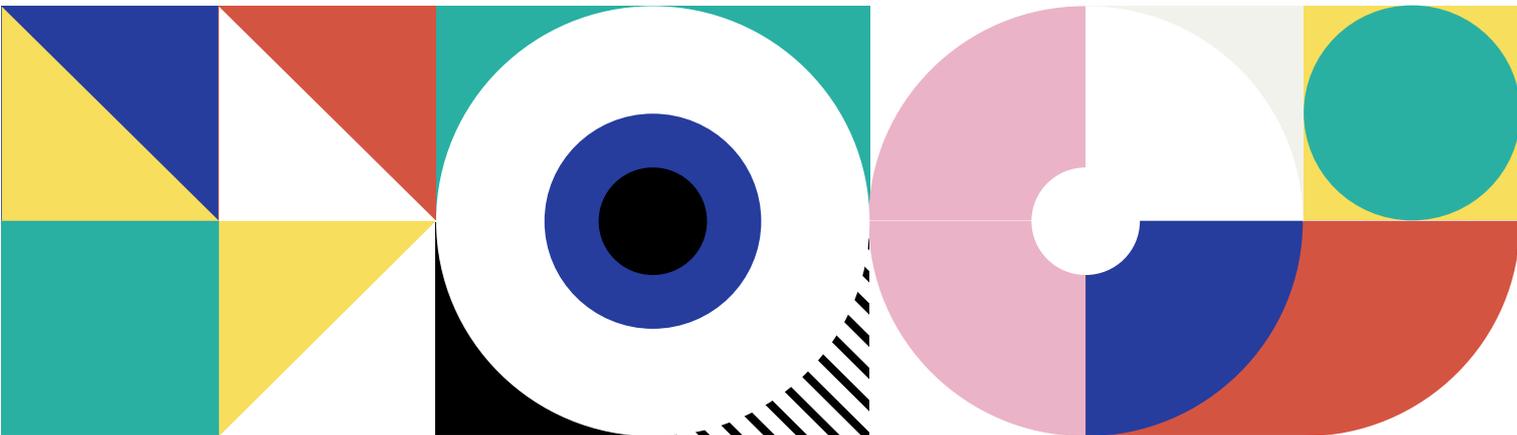
REMEMBER

The maximum word limit is 1,600 words. Words in graphs or schedules will not be counted if kept under 20 words

TO ENTER:

Entries can be cut and pasted into the awards entry platform at: thepressies.awardsplatform.com by the dates specified.

- You will be required to submit the following details with your individual entry:
 - Your agency, any supporting Agencies and Comms Council Membership status
 - By return, you will receive an email confirming your entry details
- The same entry may be submitted in more than one category but please note that each individual entry needs to have its own entry form and should be submitted separately. Each entry will have its own unique entry number.
- You will also be asked to upload up to 5 supporting pieces of campaign material at point of entry. Creative can include video, audio, Jpegs, website screen shots, social media content. **Your campaign material must be agency blind**, therefore please do not use branded material. The following formats are acceptable: PDF, JPG, MP3, MP4 or MOV.
- **All entries must be followed by full payment within a week of entry.**



THE SCRUTINEERING PROCESS

The scrutineering process is conducted by The Conference Company and will review all entries to check ONLY the following:

Correct entry form used

Please note every category has a separate (AND different) Entry Form.

Word count

maximum 1,600 words. Table/graph captions do not need to be included in the overall word count provided each caption is less than 20 words, e.g.: "Figure 1. Market share for shampoo category."

Agency blind

Any entry that cites an agency(s) name(s) in any form will be returned. Any entry that has ANY logo will be returned. Please note this includes research company logos.

Campaign material

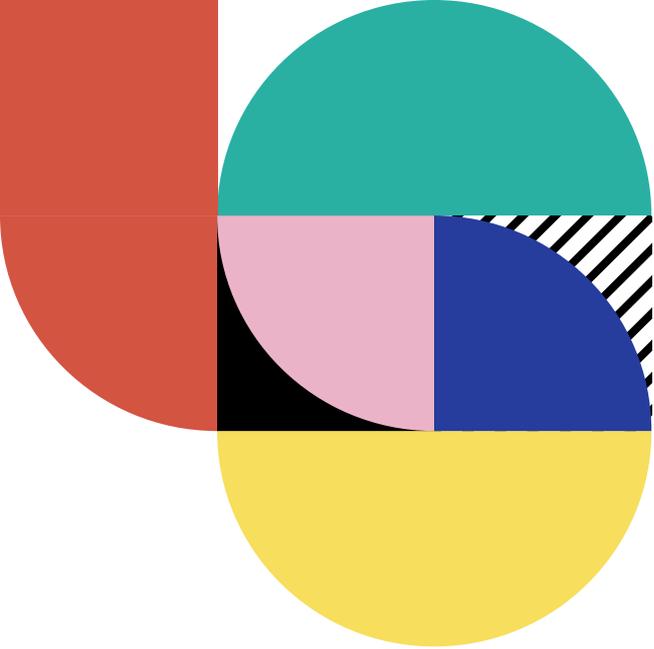
No more than five pieces of supporting campaign material, or pictorial elements, can be submitted through the portal. This includes Facebook screengrabs, illustrations, screenshots of press coverage.

Should we find any entries that do not meet the entry requirements above, that entry will be returned to you. The entrant has the option to make good their entry and re-submit their entry upon payment of an additional fixed payment of \$150 + GST.

There is no limit on the number of times the entry can be re-submitted, but the final version must be submitted within the deadline with all issues resolved otherwise it may not be included for judging.

An entry that does not pass scrutineering and is not successfully resubmitted will forfeit the entry fee





DATES AND FEES

On time Entries must be entered online thepressies.awardsplatform.com before 4pm on Tuesday 18 October.

All late entries must obtain prior approval by emailing pressies@theconferencecompany.com.

A payment of double the entry fee will be required if you enter late. All late entries must be uploaded by 4pm, Thursday 20 October. Entries will not be accepted after this date.

ENTRY FEES – PER CATEGORY

	ON TIME ENTRIES	EXTENDED & FINAL DEADLINE
Members & Sponsors	\$300+GST per entry	\$600+GST per entry
Non-Member Agencies	\$350+GST per entry	\$700+GST per entry
Scrutineering charge	\$150+GST per entry	

For campaigns entered in more than one category, a late penalty must be paid for each late entry.

You will be invoiced for your entries and your payments can be made by Bank transfer or Credit card

There will be a 3% charge for credit card. Details for credit card payment will be on the invoice.

Entries will not be processed until all monies are received. Entry Fees are non-refundable.

BANK TRANSFER

Commercial Communications Council

Bank: BNZ

Branch: Ponsonby

Account: 02 0248 0238645 00

Reference: PRESSIE AWARDS 2022 +
Company Name

Entry Queries

The Conference Company

+64 9 360 1240

pressies@theconferencecompany.com

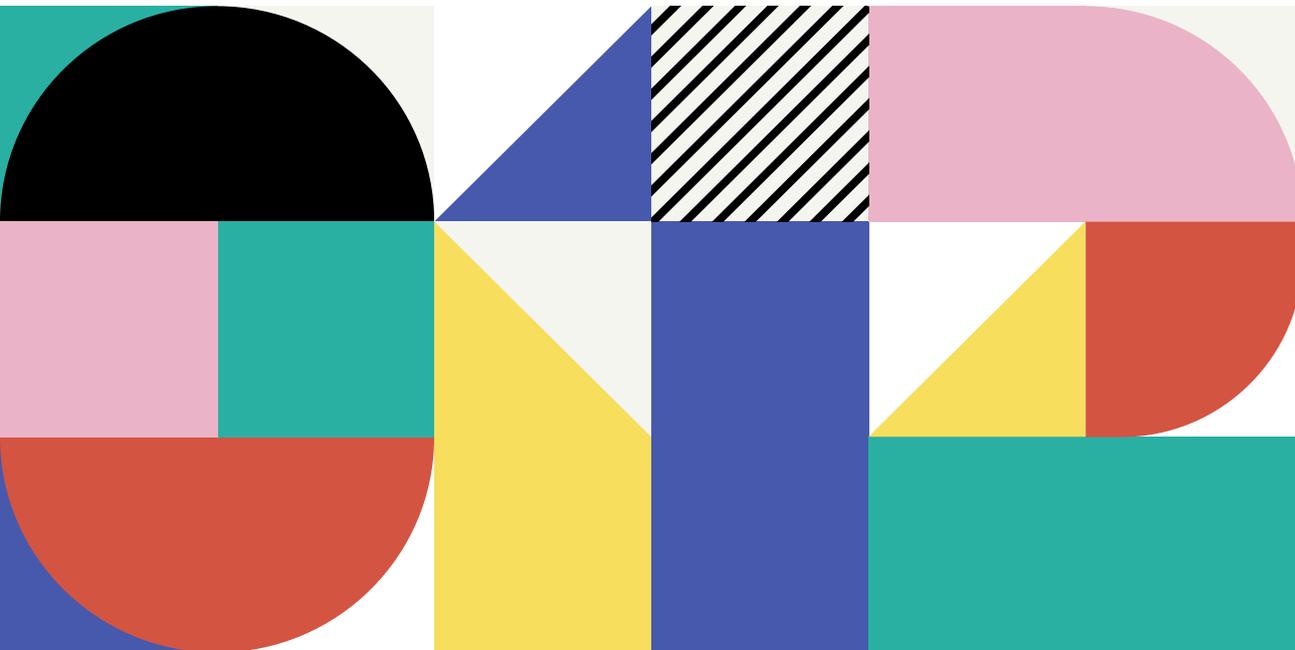
Credits

The header page of each entry form includes a credit information section that must be completed.

All entrants will be encouraged to credit all strategic and production partners who contributed to the campaign. You should credit your client. You may credit an additional agency to your own if it was a joint entry.

We urge you to think carefully about your partners – Clients, Suppliers, Media Owners etc.

NB: The credit information may appear on screen at The Pressies evening as supplied



THE JUDGING PROCESS

Entries are judged in two phases by the industry's top PR, Experiential, Social Media and industry related professionals. The two stage PRESSIE Awards Judging process:

01. Category Judging

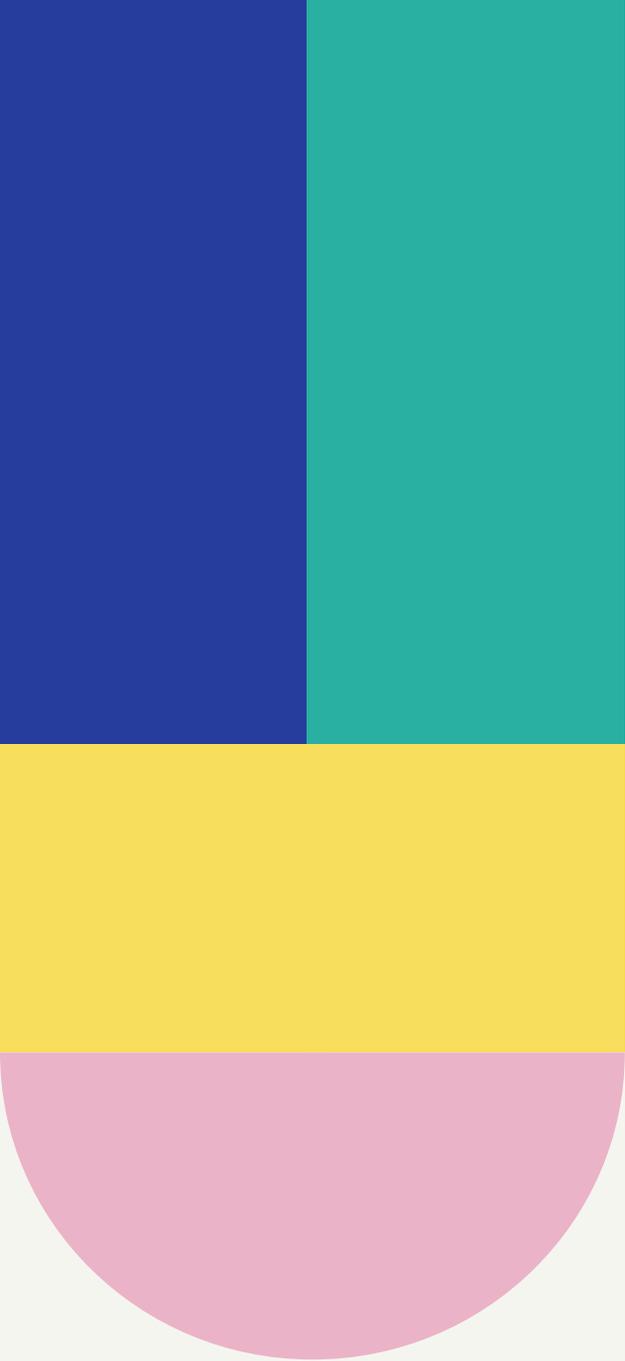
All entries are judged category by category. Groups are formed from members of the judging panel and categories assigned to those separate groups. The team leaders of each group (an Executive Judge) will moderate their group's judging session. There are several very experienced judges in each group. We try to achieve a fair spread of skills, disciplines and backgrounds of the judges in each group.

Each entry is read by each judge and scores awarded. Any conflicts are declared and those with conflicts exclude themselves from consideration of those entries

02. Executive Judging Panel

The Executive Judging Panel comprises of the team leaders from each group at Category round judging. Together they will review and debate all metal winners to ensure consistency of awards across the categories.

The Executive Judging Panel will also decide the winner of the Grand Prix award.



A final checklist to
use before submitting
your entry:

CHECKLIST

- Checked you are using the correct entry form for the category you are writing the paper for?
- Added up the words in answer boxes in order to adhere to the category word count?
- Highlighted sensitive information in RED?
- Removed all agency branding and references and ensured no logos at all are included?
- Cut and pasted your entry into awards platform?
- Uploaded up to five pieces of creative material to the awards platform for the judges to review?
- Received your bill for entries and paid in full?

Big thanks to our sponsors:

NZME. ∞ Meta Stuff radlab