



## **APPENDIX**

### **SECTION ONE: ENTRY GUIDELINES**

Entry Guidelines PG 2

Example entry PG 2

### **SECTION TWO: RULES & JUDGING**

PG 5

### **SECTION THREE: SUBMITTING YOUR ENTRY**

PG 6

### **SECTION FOUR: ENTRY FEES**

PG 5

### **SECTION FIVE: AWARDS NIGHT**

PG 6

### **SECTION SIX: CATEGORIES & CRITERIA**

6.1 Business to Business PG 7

6.2 Business to Consumer PG 11

6.3 Special PG 19

6.4 Individual PG 25

6.5 Non-entered PG 29

6.6 Publishing PG 40

### **SECTION SEVEN: FINAL CHECKLIST**

PG 41



Dear PR Professional

Welcome to the PRISMS Awards 2025, Africa's premier and most coveted awards that celebrate the best of the best in the PR and Communications landscape.

2025 marks the third year since PRISA introduced the PRISMS Awards Committee, which has been strategically revitalising all aspects of the PRISMS Awards and drawing on best practices from around the world while testing, refining, and retesting.

PRISA is proud to announce that in a survey conducted in 2024, the PRISMS Awards ranking soared from position 25 to 7.

To this end, 2025 sees a few more changes, as we continue our journey to success.

Most notable changes for 2025:

- a) The announcement of the annual theme is included in the Call to Entries document.
- b) Some changes to categories: A new and exciting category has been introduced to support the annual theme; new student categories have been added; and some category parameters have been amended to align with PRISA's values and resolutions—please look out for these.
- c) Introduction of an Academic Track.
- d) From 2025 onwards, the much-anticipated Gala Awards Ceremony will be a rotational event. Regions will have an opportunity to pitch to be the host city; however, the event will not be held in the same city consecutively.
- e) The introduction of an Early Bird entry fee.
- f) Lastly, please see key timelines below:

Timeline to submit entries:	12 weeks <b>(Portal closes on 18<sup>th</sup> August @ 23:59)</b>
Judging:	4 weeks
2025 PRISMS Summit & Gala:	16 – 18 October 2025 (host city – Johannesburg)

From PRISA and the PRISMS Awards Committee, we wish you luck with your entries this year, and we look forward to seeing you in October!



CALL FOR  
**ENTRIES**



WELCOME TO

**PRISMS**  
**2025**

THIS YEARS THEME

**THE HUMAN  
FACTOR**

“The Human Factor” reimagines PR through a lens of raw humanity. Blurred, dynamic photography captures the fluidity of human connection, symbolising movement, adaptability, and the imperfect beauty of relationships. Overlay text cuts through the chaos, mirroring how stories resonate in a noisy world. The palette balances PRISA Royal Blue (trust, stability) and Yellow (energy, optimism), reflecting PR’s dual role: strategic rigor and creative passion. Together, these elements celebrate the people behind every campaign—reminding us that authenticity, empathy, and human-driven narratives are the ultimate prism for impactful communication.



## SECTION 1: ENTRY GUIDELINES

### YOUR ENTRY

Entries must be no longer than 1600 words, and the words must be allocated as per the requirements for the category you are entering:

- 100-word opening statement
- 1500 words per guidelines below (*excluding the opening statement*)

Entries will be penalised 5% for every 100 words over the allocation and will be disqualified if the entry exceeds a 2000-word count. Please note the points allocated to each section of the entry. These points are listed under the categories.

### EXAMPLE ENTRY

The example below is the format for the majority of categories, but you should check if the category you are entering has a specific format:

#### Opening statement (100 Words)

- Overall description or summary of the campaign.

#### Statement of the problem (200 words)

Start your entry by explaining the context of your entry.

- Explain the nature of the company or institution for which the campaign was conducted and the geographical area covered by the campaign.
- Indicate the specific problem or opportunity addressed by the campaign.

#### Research conducted (350 words)

Indicate research used to determine the extent of the problem or opportunity. It can be organisation-specific or a public-domain research campaign. This is a vital campaign area; sufficient attention should be focused on this aspect in your entry.

#### Planning the campaign (350 words)

This section should explain the campaign's planning.

- Indicate and motivate the overall goal, measurable output, **and outcome objectives** set for the campaign. Output objectives relate to your tactics, and outcomes relate to the knowledge, attitudes, emotions and behaviours you want to create or change. Remember to state your objectives in Specific, Measurable, Achievable, Realistic and Timebound (SMART) terms.





- Explain the target groups identified and what insights about them were considered for your campaign.
- Indicate the **key and supporting messages** communicated to the **target audience/s** to achieve the objectives.
- Motivate your choice of **communication channels** and platforms for this campaign, e.g., media type, digital (internal and/or external).
- Explain the **tactics used** in the campaign to communicate the messages to the audience, e.g. activities.
- It is essential to indicate to the judges the unique approach or tactics. The WOW factor! PRISMs are not awarded to good campaigns. They are awarded to extraordinary campaigns!
- Explain your role in the project and how you convinced management and secured support for the campaign. Indicate what was outsourced, if any.
- Also indicate any mentoring/training/skills transfer component within your campaign for students/interns/learnerships/experiential learning.
- Provide a high-level budget so that the judges can determine whether the campaign's Return on Investment (ROI) was realistic and the resources were well managed.

### Executing the campaign (350 words)

This section must explain how the project plan was put into action.

- Describe the **implementation plan**.
- Indicate and motivate **adjustments** made to the plan during its implementation, if any.
- Describe any **difficulties/challenges** encountered and how they were addressed.
- Outline the findings and recommendations made to the client, based on the campaign.

### Evaluation/Measurement (250 words)

This section covers the extent to which you achieved the goals and objectives you set for the project upfront. The judges will look for valid and reliable results demonstrating that the campaign achieved its purpose and objectives, as described in the planning section.

**Please note:** Advertising Value Equivalent (AVE) evaluation is **NOT** considered a measurement of success.

The measurement section of your submission will be evaluated along the lines of the Barcelona Declaration Principles:

- Goal setting and measurement are fundamental to communications and PR.
- Measure communications outputs, out-takes and outcomes.
- Measure impact of communications on the organisation.
- Qualitative and quantitative measurements and evaluation.



- AVEs are not the be-all and end-all.
- Social media must be measured consistently with other media channels.
- Transparent, consistent and valid measurement and evaluation is fundamental.



## **SECTION TWO: RULES**

In addition to the primary criteria by which the campaigns are judged, some rules must be followed in submitting an entry for evaluation.

### **Entry Document**

- The entry should not be more than fifteen hundred (1 500) words, excluding the opening statement and all entries must state word count. Failure to adhere to this rule will penalise the entry or possibly disqualify.
- The 1500-word limit excludes the 100-word opening statement.
- The opening statement may be reproduced on the PRISM website and used for social media without editing. It should provide a concise overview of the campaign and its success. (DO NOT use the words, "It deserves to win because...")
- Great care must be taken in the preparation of the entry. Grammar, spelling, typography and layout will be considered when judging your entry.
- The minimum size of typeface that may be used is 12-point.
- All entries must be written in English exclusively.
- Each entry must address each of the category guidelines and scoring criteria or it will be disqualified.
- The PRISM Awards require entries strategically guided by PR & communications principles.
- Duplicate/Exact entries submitted for different categories will be automatically disqualified.
- Each entry must be tailored specifically to its respective category. (A single campaign can be submitted into multiple categories but must be tailored to each category.)
- Budgets must be included in all entries for campaigns that utilised spending over and above agency fees. This includes PAID media, production fees, influencer fees, media buying, and other expenses. This will give the judges a clear indication of earned media and/or possible spending influence. Failure to include budgets will result in your entry being disqualified.
- Entries must be sector-relevant to the category they have entered. (For example, you cannot enter a wine campaign into the financial category simply because a financial brand sponsored it.)

### **Campaign timeline**

- Your campaign should have been completed in 2024/or the finish date should be on or before the 31st of May 2025.

### **Supporting material**



- Please submit photographs of collateral, event videos and any additional materials to showcase the excellence of your campaign and its impact to the judges.
- Embed these in the **PDF you will submit.**
- You are limited to 5 supporting elements.
- Videos should be less than 4 minutes long and uploaded with an entry.
- Maximum upload size is indicated on the submissions portal.

### Judging

- This year, PRISM judges will be invited to become judges of the prestigious PRISM Awards, which will consist of senior practitioners, category experts and CMOs from corporations in various sectors.
- Young Voice judges will participate in the judging process as a mentoring exercise, and their scores will not contribute to or influence the judges' decisions.
- 65 judges in total will make up the 2024 panel.
- Judging consists of two rounds per category; the decision is final.
- When considering entries and categories, judges may grant one, more, or no awards in that respective category.
- Due to the new PRISM Awards entry portal and volume of entries, feedback on entries is no longer disseminated after the awards. Should an agency or individual wish to receive feedback on their entries, they may request a 30-minute feedback session with a judge. Granting of such sessions remains at the discretion of the PRISM Awards.

### SECTION THREE: SUBMITTING YOUR ENTRY

- The closing date for entries is **18 August at 23:59**. No late entries will be accepted.
- **Permission to enter:** A signed letter on the client company's letterhead permitting entry into the project must be submitted. The date must be current, and the letter must be original and signed with direct contact details. Failure to include such a letter by the entry closing date will disqualify your entry.
- Entries must be submitted online, and a list of entries must be sent together with proof of payment to [prism@prisa.co.za](mailto:prism@prisa.co.za). This ensures that all entries are captured.

### SECTION FOUR: ENTRY FEES

Please note: The entry fee **does not include attending the awards/ trophy handover function.** *If you cannot attend the event, you must arrange for a courier to collect the trophy from the PRISA office at your own expense.*

### Fees





Per campaign entered and for Public Relations Professionals/Individual categories submission:

**Early Bird (before 7 July 2025)**

- Members of the PRCC: R1 450
- Members of PRISA: R1 800
- Non-members: R2 600

**Entry Fees: (before 21 July 2025)**

- Members of the PRCC: R1 650
- Members of PRISA: R2 000
- Non-members: R2 800

**Entry Fees: (21 July 2025 until closing date)**

- Members of the PRCC: R1 750
- Members of PRISA: R2 150
- Non-members: R3 000

**Enrolled students**

Free

**Multiple entries discounts**

1-5 Full price

6-10 Less 5%

11+ Less 10%

The above fees include VAT.

**Banking details:**

PRISA

Nedbank

Branch: 198765

Account No. 1965 206 298

Ref: PRISM and company/individual name

You will receive an invoice once your entry has been received and processed.  
Multiple entries from the same organisation may be paid in a single transaction.

**Please note that the entries will only be judged if full payment has been received by 18 August 2025 at the latest and please send the proof of payment to [prism@prisa.co.za](mailto:prism@prisa.co.za).**

**SECTION FIVE: THE AWARDS EVENT**



The award handover ceremony will be held on a date and venue to be announced.

- The winners will only be revealed at the PRISM Awards Event announcement.
- PRISM trophies will be presented to Gold, Silver and Bronze award winners for each category unless otherwise specified.
- The PRISM Awards may choose to announce finalists in specific categories before the Awards Event.



## SECTION SIX: CATEGORIES & CRITERIA

### 6.1 BUSINESS-TO-BUSINESS

BUSINESS-TO-BUSINESS (B2B)			
	CATEGORY NAME	DESCRIPTION	SCORING
New	<b>B2B Diversity &amp; Inclusion Campaign</b>	For a PR campaign displaying excellence in the positioning of diversity and inclusion in an organisation or business.	<i>Statement of the Problem 10</i> <i>Research 15</i> <i>Planning 25</i> <i>Execution 25</i> <i>Evaluation 25</i>
	<b>B2B Education &amp; Training</b>	For a PR campaign displaying excellence in the positioning of education & training initiatives for an organisation or business.	<i>Statement of the Problem 10</i> <i>Research 15</i> <i>Planning 25</i> <i>Execution 25</i> <i>Evaluation 25</i>
	<b>B2B Products or Services</b>	For a PR campaign displaying excellence in the positioning of products or services in the business-to-business arena.	<i>Statement of the Problem 10</i> <i>Research 15</i> <i>Planning 25</i> <i>Execution 25</i> <i>Evaluation 25</i>



BUSINESS-TO-BUSINESS (B2B)			
	CATEGORY NAME	DESCRIPTION	SCORING
New	<b>B2B Publishing, Internal Communications or PR</b>	For excellence in publishing a PR publication as part of a PR strategy, or a stand-alone PR publication within the PR and Communications industry.	<i>Statement of the Problem 10 Research 15 Planning 25 Execution 25 Evaluation 25</i>
New	<b>B2B Publishing - Custom Title</b>	For excellence in Custom Title publishing. This is a three-section entry; see judging criteria at the end of the document.	Section One 40 Section Two 40 Section Three 20
New	<b>B2B Publishing - Trade Title</b>	For excellence in Trade Title publishing. It is a three-section entry; see judging criteria at the end of the document.	Section One 40 Section Two 40 Section Three 20
	<b>Corporate Communications</b>	For excellence in enhancing a company's overall reputation through corporate communication, over at least one year and not rely solely on a launch date or campaign.	<i>Statement of the Problem 10 Research 15 Planning 25 Execution 25 Evaluation 25</i>



BUSINESS-TO-BUSINESS (B2B)			
	CATEGORY NAME	DESCRIPTION	SCORING
	<b>Crisis Management</b>	For excellence in communication and reputation management during a crisis.	<i>Statement of the Problem 20 Methodology including planning 20 Execution 40 Evaluation 20</i>
New	<b>Digital Reputation Management (Long-term)</b>	For excellence in enhancing a company's overall reputation through social media platforms, over at least one year, and not relying solely on a launch date or campaign.	<i>Statement of the Problem 10 Research 15 Planning 25 Execution 25 Evaluation 25</i>
	<b>Internal Stakeholder Engagement &amp; Communication</b>	For a creative internal communications campaign that engaged and informed internal stakeholders.	<i>Statement of the Problem 10 Research 15 Planning 25 Execution 25 Evaluation 25</i>
	<b>Investor Relations</b>	For a PR campaign displaying excellence in the positioning of investor relations for an organisation or business	<i>Statement of the Problem 10 Research 15 Planning 25 Execution 25 Evaluation 25</i>





BUSINESS-TO-BUSINESS (B2B)			
	CATEGORY NAME	DESCRIPTION	SCORING
New	<b>Thought Leadership Profiling</b>	For a PR campaign displaying excellence in the thought leadership positioning of an individual in the business-to-business arena. Can be a short-term burst, or a long-term period.	<i>Statement of the Problem 10 Research 15 Planning 25 Execution 25 Evaluation 25</i>
New	<b>Reputation &amp; Brand Management (Long-term)</b>	For excellence in enhancing a company's overall reputation through PR, over at least one year, and not rely solely on a launch date or campaign.	<i>Statement of the Problem 10 Research 15 Planning 25 Execution 25 Evaluation 25</i>



## SECTION SIX: CATEGORIES & CRITERIA

### 6.2 BUSINESS-TO-CONSUMER

BUSINESS-TO-CONSUMER (B2C)			
	CATEGORY NAME	DESCRIPTION	SCORING
New	<b>Agriculture, Fishing &amp; Forestry</b>	For an outstanding public relations campaign in the Agriculture, Fishing & Forestry industry.	<i>Statement of the Problem 10</i> <i>Research 15</i> <i>Planning 25</i> <i>Execution 25</i> <i>Evaluation 25</i>
New	<b>Beauty, Fashion &amp; Lifestyle</b>	For an outstanding public relations campaign in the Beauty, Fashion & Lifestyle industry.	<i>Statement of the Problem 10</i> <i>Research 15</i> <i>Planning 25</i> <i>Execution 25</i> <i>Evaluation 25</i>
	<b>Consumer PR for an existing product or service</b>	For excellence in public relations activities around an existing consumer product or service.	<i>Statement of the Problem 10</i> <i>Research 15</i> <i>Planning 25</i> <i>Execution 25</i> <i>Evaluation 25</i>



BUSINESS-TO-CONSUMER (B2C)			
	CATEGORY NAME	DESCRIPTION	SCORING
New	<b>Content Marketing/Brand Journalism</b>	For excellence in producing content for a PR strategy across multiple channels. Entry to include 3x content samples per channel, minimum four channels	<i>Statement of the Problem 5</i> <i>Research 10</i> <i>Planning 20</i> <i>Execution/Content 40</i> <i>Evaluation 25</i>
	<b>Corporate Communication (Business-to-Consumer)</b>	For excellence in enhancing a company's overall reputation through corporate communication, over a period of at least one year, and not rely solely on a launch date or campaign.	<i>Statement of the Problem 10</i> <i>Research 15</i> <i>Planning 25</i> <i>Execution 25</i> <i>Evaluation 25</i>
New	<b>CRM/Customer Loyalty Campaign</b>	For excellence in public relations activities around a CRM or Customer Loyalty programme.	<i>Statement of the Problem 10</i> <i>Research 15</i> <i>Planning 25</i> <i>Execution 25</i> <i>Evaluation 25</i>



BUSINESS-TO-CONSUMER (B2C)			
	CATEGORY NAME	DESCRIPTION	SCORING
	<b>Education</b>	For an outstanding public relations campaign in the Education sector.	<i>Statement of the Problem 10</i> <i>Research 15</i> <i>Planning 25</i> <i>Execution 25</i> <i>Evaluation 25</i>
	<b>Environmental, Renewable Energy and Technology</b>	For an outstanding public relations campaign in the Environmental sector, renewable energy, or technology servicing this sector.	<i>Statement of the Problem 10</i> <i>Research 15</i> <i>Planning 25</i> <i>Execution 25</i> <i>Evaluation 25</i>
	<b>Financial</b>	For an outstanding public relations campaign in the financial sector or related to a financial product or service.	<i>Statement of the Problem 10</i> <i>Research 15</i> <i>Planning 25</i> <i>Execution 25</i> <i>Evaluation 25</i>



BUSINESS-TO-CONSUMER (B2C)			
New	<b>FMCG</b>	For an outstanding public relations campaign in the FMCG sector.	<i>Statement of the Problem 10</i> <i>Research 15</i> <i>Planning 25</i> <i>Execution 25</i> <i>Evaluation 25</i>
	<b>CATEGORY NAME</b>	<b>DESCRIPTION</b>	<b>SCORING</b>
	<b>Food &amp; Beverage</b>	For an outstanding public relations campaign in the Food & Beverage sector.	<i>Statement of the Problem 10</i> <i>Research 15</i> <i>Planning 25</i> <i>Execution 25</i> <i>Evaluation 25</i>
New	<b>Beverage (Alcohol)</b>	For an outstanding public relations campaign in the Beverage sector for the alcohol industry.	<i>Statement of the Problem 10</i> <i>Research 15</i> <i>Planning 25</i> <i>Execution 25</i> <i>Evaluation 25</i>





BUSINESS-TO-CONSUMER (B2C)			
	<b>Gaming &amp; Virtual Reality</b>	For an outstanding public relations campaign in the Gaming & Virtual Reality space.	<i>Statement of the Problem 10</i> <i>Research 15</i> <i>Planning 25</i> <i>Execution 25</i> <i>Evaluation 25</i>
	<b>Healthcare &amp; Related Industries</b>	For an outstanding public relations campaign in the healthcare, pharmaceuticals or medical insurance industry.	<i>Statement of the Problem 10</i> <i>Research 15</i> <i>Planning 25</i> <i>Execution 25</i> <i>Evaluation 25</i>
	<b>CATEGORY NAME</b>	<b>DESCRIPTION</b>	<b>SCORING</b>
New	<b>Industrial, Manufacturing &amp; Resources</b>	<p>For an outstanding public relations campaign in the industrial, manufacturing, and mining sectors. This category recognises strategic communication that supports innovation, ethical production, responsible resource use, and sustainable industrial practices.</p> <p>All entries must align with PRISA's commitment to ethical communication and environmental, social, and governance (ESG) principles. Campaigns that</p>	<i>Statement of the Problem 10</i> <i>Research 15</i> <i>Planning 25</i> <i>Execution 25</i> <i>Evaluation 25</i>



BUSINESS-TO-CONSUMER (B2C)			
		misrepresent environmental impact or contradict these principles may be disqualified at the judging panel's discretion.	
	<b>Launch of a New Product or Service</b>	For an outstanding public relations campaign to launch a new product or service.	<i>Statement of the Problem 10</i> <i>Research 15</i> <i>Planning 25</i> <i>Execution 25</i> <i>Evaluation 25</i>
New	<b>Professional Services</b>	For an outstanding public relations campaign in the Professional Services industry.	<i>Statement of the Problem 10</i> <i>Research 15</i> <i>Planning 25</i> <i>Execution 25</i> <i>Evaluation 25</i>
	<b>CATEGORY NAME</b>	<b>DESCRIPTION</b>	<b>SCORING</b>
New	<b>Property &amp; Construction</b>	For an outstanding public relations campaign in the Property & Construction industry.	<i>Statement of the Problem 10</i> <i>Research 15</i> <i>Planning 25</i> <i>Execution 25</i> <i>Evaluation 25</i>



BUSINESS-TO-CONSUMER (B2C)			
New	<b>Publishing - Consumer Titles</b>	For excellence in Consumer Title publishing. It is a three-section entry, see the judging criteria on page 40.	Section One 40 Section Two 40 Section Three 20
New	<b>Radio As a Primary Tool</b>	For an outstanding public relations campaign that utilised audio as a primary platform. Can be any form of audio and must still include a PR strategy.	<i>Statement of the Problem 10</i> <i>Research 15</i> <i>Planning 25</i> <i>Execution 25</i> <i>Evaluation 25</i>
New	<b>Reputation &amp; Brand Management (Long-term)</b>	For excellence in enhancing a company's overall reputation through PR, over a period of at least one year, and not rely solely on a launch date or campaign.	<i>Statement of the Problem 10</i> <i>Research 15</i> <i>Planning 25</i> <i>Execution 25</i> <i>Evaluation 25</i>



BUSINESS-TO-CONSUMER (B2C)			
	CATEGORY NAME	DESCRIPTION	SCORING
New	<b>Retail</b>	For an outstanding public relations campaign in the Retail industry.	<i>Statement of the Problem 10</i> <i>Research 15</i> <i>Planning 25</i> <i>Execution 25</i> <i>Evaluation 25</i>
	<b>Social Media As A Primary Tool</b>	For an outstanding public relations campaign that utilised social media as a primary platform. Eligible platforms include: Facebook, Instagram, X, TikTok, LinkedIn, YouTube, and the campaign must demonstrate the PR strategy utilised.	<i>Statement of the Problem 10</i> <i>Research 15</i> <i>Planning 25</i> <i>Execution 25</i> <i>Evaluation 25</i>
	<b>Sponsorship</b>	For an innovative public relations campaign and/or brand's leveraging campaign to support a sponsorship. Entry to include sponsorship & leveraging budgets.	<i>Statement of the Problem 10</i> <i>Research 15</i> <i>Planning 25</i> <i>Execution 25</i> <i>Evaluation 25</i>



BUSINESS-TO-CONSUMER (B2C)			
	CATEGORY NAME	DESCRIPTION	SCORING
	<b>Sport</b>	For the successful use of public relations in the sporting industry or to promote a specific sport or sporting community.	<i>Statement of the Problem 10</i> <i>Research 15</i> <i>Planning 25</i> <i>Execution 25</i> <i>Evaluation 25</i>
	<b>Technology</b>	For an outstanding public relations campaign in the Technology industry.	<i>Statement of the Problem 10</i> <i>Research 15</i> <i>Planning 25</i> <i>Execution 25</i> <i>Evaluation 25</i>
	<b>Travel &amp; Tourism</b>	For an outstanding public relations campaign in the Travel & Tourism industry.	<i>Statement of the Problem 10</i> <i>Research 15</i> <i>Planning 25</i> <i>Execution 25</i> <i>Evaluation 25</i>





BUSINESS-TO-CONSUMER (B2C)			
New	<b>Digital Reputation Management (Long-term)</b>	For excellence in enhancing a company's overall reputation through social media platforms, over a period of at least one year, and not rely solely on a launch date or campaign.	<i>Statement of the Problem 10</i> <i>Research 15</i> <i>Planning 25</i> <i>Execution 25</i> <i>Evaluation 25</i>

## SECTION SIX: CATEGORIES & CRITERIA

### 6.3 SPECIAL



SPECIAL		
CATEGORY NAME	DESCRIPTION	SCORING
Special PRISMS 2025 Category:  The Human Factor	For an exceptional PR campaign in any sector that is considered to have had a significant impact on <i>The Human Factor</i> in any manner.	<i>Consideration 25</i> <i>Research 15</i> <i>Campaign 35</i> <i>Impact 25</i>
Arts & Entertainment	For an outstanding public relations campaign in the Arts & Entertainment industry.	<i>Statement of the Problem 10</i> <i>Research 15</i> <i>Planning 25</i> <i>Execution 25</i> <i>Evaluation 25</i>
Communication Research	For research conducted for the development of business/communication strategies.	Statement of the Problem 10 Research 25 Planning 25 Execution 20 Evaluation 10
Community Relations	For an outstanding community relations campaign conducted by or on behalf of a corporate or government institution.	<i>Statement of the Problem 10</i> <i>Research 15</i> <i>Planning 25</i> <i>Execution 25</i> <i>Evaluation 25</i>



SPECIAL		
CATEGORY NAME	DESCRIPTION	SCORING
Corporate Citizenship	For an outstanding public relations campaign demonstrating excellence and leadership in social investment.	<i>Statement of the Problem 10</i> <i>Research 15</i> <i>Planning 25</i> <i>Execution 25</i> <i>Evaluation 25</i>
Digital Campaign	For an outstanding public relations campaign that utilised digital channels as a primary platform to drive earned media results.	<i>Statement of the Problem 10</i> <i>Research 15</i> <i>Planning 25</i> <i>Execution 25</i> <i>Evaluation 25</i>
Event Management	For the planning and delivery of a successful eventing programme within a broader public relations campaign.	<i>Statement of the Problem 10</i> <i>Research 15</i> <i>Planning 25</i> <i>Execution 25</i> <i>Evaluation 25</i>



SPECIAL		
CATEGORY NAME	DESCRIPTION	SCORING
Influencer Management	For an outstanding public relations campaign that utilised influencers as a primary platform for driving the campaign and definitive brand impact.	<i>Statement of the Problem 10</i> <i>Research 15</i> <i>Planning 25</i> <i>Execution 25</i> <i>Evaluation 25</i>



## SPECIAL

Institute Of Higher Learning (Impact Fundraising)

This category recognises impactful fundraising initiatives by higher education institutions that prioritise societal impact while addressing institutional needs. Successful entries will demonstrate how fundraising efforts create transformative change through:

- Donor relations strategies focused on addressing pressing societal challenges and responding effectively to donor concerns
- Long and short-term gift and pledge campaigns that uplift students, surrounding communities and diverse stakeholders.
- Stewardship and public relations activities that showcase the tangible social benefits of donor contributions

*Statement of the Problem 10*

*Research 15*

*Planning 25*

*Execution 25*

*Evaluation 25*





<p>Institute Of Higher Learning (Higher Education Strategic Enrolment &amp; Outreach)</p>	<p>This category recognises impactful recruitment campaigns by higher education institutions that build compelling brand narratives and influence prospective students' decision-making. Successful entries will demonstrate innovative approaches to creating distinctive brand positioning that resonates with both prospective students and their influencers (family and friends).</p> <ul style="list-style-type: none"> <li>• Developing integrated multi-channel campaigns that effectively communicate institutional value propositions while utilising data-driven insights to optimise recruitment messaging and conversion strategies</li> </ul>	<p><i>Statement of the Problem 10</i>  <i>Research 15</i>  <i>Planning 25</i>  <i>Execution 25</i>  <i>Evaluation 25</i></p>
---	---	--



SPECIAL		
CATEGORY NAME	DESCRIPTION	SCORING
SMARTGEN Student Campaign Of The Year	<p>The total word count for the document is 500 – 800 words, and the supporting material should not exceed four pages. The students should be registered as final year students or at the postgraduate level in the SADC region. Entries to be a PR and communication campaign for any consumer products/services/ non-profit/or social cause. Student groups may not enter this award more than once.</p> <p>Names of entrants Institution name Position Contact details (Please include a photograph of each student and their names and surnames and a 100-word motivation from your lecturer or HOD)</p> <p>Campaign Synopsis This category celebrates PR and communication management campaigns conceptualised by students for any brand, product, service or cause.</p>	<p>Judging criteria include based on requirement:</p> <ul style="list-style-type: none"> <li>• Research and Situational analysis. SMART objectives 30 points</li> <li>• Audience analysis, Strategic approach, creative concepts, channel selection (PESO) and Budget 40 points</li> <li>• Measurement and Evaluation criteria 20 points</li> <li>• Supporting documentation: and Quality of reference: 10 points</li> </ul>



## SPECIAL

	<ul style="list-style-type: none"> <li>• Open to student teams from all PR and communication qualifications, this category showcases emerging talent through implementable campaign concepts. Successful entries will demonstrate:               <ul style="list-style-type: none"> <li>• Fresh, innovative approaches that reflect contemporary audience insights and cultural relevance. Strategic thinking that addresses real-world PR and communication management challenges</li> <li>• Creative execution that stands out in today's complex media landscape</li> <li>• While campaigns need not have been executed, they must demonstrate practical implementability with realistic budgets and resources.</li> </ul> </li> </ul>	
International Campaign	For a coordinated public relations campaign in more than one country.	<i>Statement of the Problem 10</i> <i>Research 15</i> <i>Planning 25</i> <i>Execution 25</i> <i>Evaluation 25</i>



SPECIAL		
CATEGORY NAME	DESCRIPTION	SCORING
NGO/NPC Campaign	For an effective public relations or engagement campaign by a charity or non-profit organisation, targeting a specific issue.	<i>Statement of the Problem 10</i> <i>Research 15</i> <i>Planning 25</i> <i>Execution 25</i> <i>Evaluation 25</i>
PR On A Shoe-String Budget	For an outstanding public relations campaign that was delivered on a small budget.	<i>Statement of the Problem 10</i> <i>Research 15</i> <i>Planning 25</i> <i>Execution 25</i> <i>Evaluation 25</i>



## SPECIAL

### Public Affairs

A well-planned and orchestrated public affairs (lobbying) campaign that influenced or changed public policy.

*Statement of the Problem 10*  
*Research 15*  
*Planning 25*  
*Execution 25*  
*Evaluation 25*



SPECIAL		
CATEGORY NAME	DESCRIPTION	SCORING
Public Sector	For an effective public sector campaign by or on behalf of a government structure, council, department, municipality or government authority. The communication should have employed public relations tactics to increase awareness or understanding of an issue, influence behaviour, or inform external or internal stakeholders on behalf of the government. Entries are segmented and judged according to whether the Government entry is local, provincial or national. Please indicate this clearly.	<i>Statement of the Problem 10</i> <i>Research 15</i> <i>Planning 25</i> <i>Execution 25</i> <i>Evaluation 25</i>
Video Communication	For the production of outstanding video communication as a critical element in an exceptional public relations campaign.	<i>Brief 10</i> <i>Ideation 15</i> <i>Planning 25</i> <i>Execution 25</i> <i>Evaluation 25</i>



## SPECIAL

Visual Communication	For the production of outstanding visual communications as a critical element in an exceptional public relations campaign.	<i>Brief 10</i> <i>Ideation 15</i> <i>Planning 25</i> <i>Execution 25</i> <i>Evaluation 25</i>
----------------------	--	--

## SECTION SIX: CATEGORIES & CRITERIA

### 6.4 INDIVIDUAL

## INDIVIDUAL

AWARD NAME	REQUIREMENTS	MOTIVATION	CRITERIA
<b>THE EDITOR OF THE YEAR</b> (New)	<p>The total length of the Word document is five pages, with supporting material of five pages.</p> <p>This category is open to editors in all publishing categories.</p> <ul style="list-style-type: none"> <li>Name of entrant</li> <li>Please include a photograph of the nominee</li> </ul>	<p><b>Section One:</b></p> <p><b>Editorial Leadership:</b> Has the editor demonstrated excellence in guiding the vision, direction and tone of the publication?</p> <p><b>Innovation and Creativity:</b> Have they introduced new concepts, formats or strategies that enhance the publication's value and relevance?</p>	<p><b>Motivation:</b></p> <ul style="list-style-type: none"> <li>Two sections of 500 words per section (80 points in total)</li> <li>Supporting materials (20 points)</li> </ul>





## INDIVIDUAL

	<p>Name of publication and publishing category</p>	<p><b>Commitment to Quality:</b> Does the editor uphold high standards in content selection, research integrity and factual accuracy?</p> <p><b>Mentorship and Team Development:</b> Are they able to inspire, develop and support editorial staff and contributors?</p> <p><b>Contribution to the Industry:</b> Does this editor have a recognised influence on the broader publishing landscape, including advocacy for ethical standards, diversity and inclusion?</p> <p><b>Section Two:</b> <i>Creating an environment for advertisers.</i></p> <p><b>Leadership in Ethical Advertising:</b> Does the editor exhibit leadership in enforcing ethical advertising standards that respect the publication's integrity and the audience's trust?</p> <p><b>Innovative Revenue Generation:</b> Do they have innovative strategies for revenue generation that do not compromise editorial content?</p> <p><b>Ad Partner Relationships:</b> Have they built and maintained strong relationships with advertisers, ensuring mutual respect for content integrity?</p>	
--	--	--	--



## INDIVIDUAL

		<p><b>Transparency and Accountability:</b> Does the editor maintain transparency with the audience about advertising practices and accept accountability for adhering to ethical standards?</p> <p><b>Balancing Editorial and Commercial Interests:</b> Have they shown exceptional skill in balancing editorial independence with commercial interests, ensuring the publication remains both profitable and respected?</p>	
--	--	--	--



## INDIVIDUAL

### BEST PUBLIC RELATIONS STUDENT OF THE YEAR

The total length of the Word document is four pages, and the supporting material is four pages.

The student should be registered as a third-year student or at the postgraduate level.

The student may be involved in PR campaigns within their Institution/ Community/ NGO/ Consultancy/ Government etc. Students may not enter this award more than once.

- Name of entrant
  - Institution name
  - Position
  - Contact details
- (Please include a photograph)

#### Motivation:

250–500 words to motivate the student's contribution and achievements. Include measurable achievements and the impact of the achievement/s in the motivation. Please provide supporting documentation where applicable.

Reference from an institution/supervisor/head of department and client/head of the project/ journalist/listeners/readers etc. (Any one or more.)

#### Motivation:

- Based on requirement: 80 points
- Judging criteria include career progress, initiative, future career plans, continuous professional development, measurable career achievements and life philosophy.
- Supporting documentation: 10 points
- Quality of reference: 10 points



<b>BEST PUBLIC RELATIONS INTERN OF THE YEAR</b>	<p>The total length of the Word document is four pages, with supporting material of four pages.</p> <p>After completion of a qualification, the intern should have been working as an intern for a minimum period of six months and a maximum of two years. The intern may be doing their internship at a consultancy, corporate, NPO or within government or any other organisation. The intern may not enter this award more than once.</p> <ul style="list-style-type: none"> <li>• Name of entrant</li> <li>• Company name</li> <li>• Position</li> <li>• Contact details</li> </ul> <p>(Please include a photograph)</p> <p>Entry must be submitted by the employer.</p>	<p><b>Motivation:</b></p> <p>250-500 words to motivate contribution and achievements. Include in the motivation – measurable achievements and the impact of the achievement.</p> <p>Please provide supporting documentation where applicable.</p> <p>Reference from a superior/head/manager/client/journalist. (Any one or more.)</p>	<p><b>Motivation:</b></p> <ul style="list-style-type: none"> <li>• Based on requirement: 80 points</li> <li>• Judging criteria include career progress, initiative, future career plans, continuous professional development, measurable career achievements and life philosophy.</li> <li>• Supporting documentation: 10 points</li> <li>• Quality of reference: 10 points</li> </ul>
---	---	---	--



<p><b>BEST UP-AND-COMING PUBLIC RELATIONS PROFESSIONAL</b></p>	<p>The total length of the Word document is four pages, with supporting material of four pages.</p> <p>After an internship, the public relations professional should have been practising public relations for a maximum of two years. The public relations professional may be employed by a consultancy, corporate, NPO or within government or any other organisation. The award may not be entered more than once.</p> <ul style="list-style-type: none"> <li>• Name of entrant</li> <li>• Company name</li> <li>• Position</li> <li>• Contact details</li> </ul> <p>(Please include a photograph)</p> <p>Entry must be submitted by the employer.</p>	<p><b>Motivation:</b></p> <p>250-500 words to motivate contribution and achievements. Include measurable achievements and the impact of the accomplishment in the motivation. Please provide supporting documentation where applicable.</p> <p>Reference from a superior/head/manager/client/journalist. (Any one or more.)</p>	<p><b>Motivation:</b></p> <ul style="list-style-type: none"> <li>• Based on requirement: 80 points</li> <li>• Judging criteria include career progress, initiative, future career plans, continuous professional development, measurable career achievements and life philosophy.</li> <li>• Supporting documentation: 10 points</li> <li>• Quality of reference: 10 points</li> </ul>
--	--	---	--



## INDIVIDUAL

### BEST PUBLIC RELATIONS PROFESSIONAL

The Word document is five pages long, with five pages of supporting material. This category is not open to agency stakeholders, founders, or directors.

- Name of entrant
- Please include a photograph of the nominee
- Name of company
- Example of a campaign
- Name of Client (if applicable)
- Name of the lead practitioner on the project
- How many people worked on the project?

If an employer does not submit an entry, the entry must include three contactable references.

#### **Motivation:**

250 – 500 words to support the entry. Include details of strategy development, implementation, outcomes and evaluation in the entry. Please emphasise the role that the entrant played. Please provide supporting material. Please provide the endorsement of the client / company head on the submission.

#### **Motivation:**

- As per requirement: 80 points
- Judging criteria includes career progress, the strategic focus of projects, measurable impact of projects, future career plans, recognition received for work done and contribution to the profession and life philosophy.
- Supporting documentation: 20 points



## INDIVIDUAL

### **BEST SUPPORT PROFESSIONAL** (New)

This individual award is open to all mid- to senior-level support professionals in the PR landscape (creatives, researchers, digital, etc.).

The Word document is five pages long, with five pages of supporting material. This category is not open to agency stakeholders, founders, or directors.

- Name of entrant
- Please include a photograph of the nominee
- Name of company
- Example of a campaign
- Name of Client (if applicable)
- Name of the lead practitioner on the project
- How many people worked on the project?

If an employer does not submit an entry, the entry must include three contactable references.

### **Motivation:**

250 – 500 words to support the entry.

Include the entry's details of the campaign, strategy development, implementation, outcomes and evaluation.

Please emphasise the entrant's role and contribution towards the outcomes and evaluation.

Please provide supporting material.  
Please provide the endorsement of the client / company head on the submission.

### **Motivation:**

- As per requirement: 80 points
- Judging criteria includes career progress, the strategic focus of projects, measurable impact of projects, future career plans, recognition received for work done and contribution to the profession and life philosophy.
- Supporting documentation: 20 points





## INDIVIDUAL

### RECOGNITION IN PR LEADERSHIP (New)

The Word document is five pages long, with five pages of supporting material. This category is only open to agency stakeholders/founders/directors and private consultants.

This award recognises excellence in leadership, encompassing individuals, events, programmes, projects and/or teams. Recipients are honoured for their positive impact on others and the wider industry.

- Name of entrant
- Please include a photograph of the nominee
- Name of company

#### Motivation:

250 – 700 words to support the entry.  
Please provide endorsements and material to support the entry.

#### Motivation:

- As per requirement: 80 points
- Judging criteria include, regardless of the nature of the entry scope, an aptitude and commitment to professional growth as a leader, a positive impact on others, the ability to turn values into actions by applying knowledge and skills, measurable impact, and contribution to the industry.
- Supporting documentation: 20 points



## INDIVIDUAL

### **BEST UP-AND-COMING AGENCY** (SMME; 1-5 people; less than three years trading)

1500 words in total (two sections  
of 750 each)

The PRISM judging committee will evaluate the Up-and-Coming Consultancy of the year awards against the following criteria:

1. Vision, mission, values and business strategy. Revenue, revenue growth, people growth plan, client growth plan and your BEE credentials. Future plans for the sustainability of the business. Innovation would be a valuable advantage. The above should be told in story form and not exceed 750 words (50 points of the score).
2. In addition, tell us about your significant work done in the calendar year 2023, work that embodies where the public relations industry is heading. This should include at least two projects – the client, the strategic focus, the goal and objectives and measured impact. Research-driven planning, creative execution and measurement and impact (avoid AVEs). This should be told in story form and should not exceed 750 words (50 points of the score).



## INDIVIDUAL

### **BEST SMALL PUBLIC RELATIONS CONSULTANCY** (fewer than 15 people)

1650 words in total (three sections to the entry)

The PRISM judging committee will evaluate the consultancy of the year awards against the following criteria:

1. Agency highlights in general over the previous year. Include your challenges and business strategy. Revenue, revenue growth, people numbers, client and client retention, staff turnover, staff development and your BEE credentials. Plans and any innovation you may be rolling out. This section may not exceed 750 words (50 points of the score).
2. Tell us about your significant work done in the calendar year 2024, which embodies the direction of the public relations industry. This should include two to three projects: the client, the strategic focus, the goal and objectives, and the measured impact. This section may not exceed 500 words (20 points of the score).
3. Finally, in alignment with PRISA's vision, explain how your agency embodies values within your organisation and turns them into daily actions and behaviours and how your agency, or individuals therein, positively impacts the industry. This section may not exceed 400 words (30 points of the score).



## INDIVIDUAL

### **BEST MID-SIZED PUBLIC RELATIONS CONSULTANCY** (16-39 people)

1650 words in total (three sections to the entry)

The PRISM judging committee will evaluate the consultancy of the year awards against the following criteria:

1. Agency highlights in general over the previous year. Include your challenges and business strategy. Revenue, revenue growth, people numbers, client and client retention, staff turnover, staff development and your BEE credentials. Plans and any innovation you may be rolling out. This section may not exceed 750 words (50 points of the score).
2. Tell us about your significant work done in the calendar year 2024, which embodies the direction of the public relations industry. This should include three projects: the Client, the strategic focus, the goal and objectives, and the measured impact. This section may not exceed 500 words (20 points of the score).
3. Finally, in alignment with PRISA's vision, explain how your agency embodies values within your organisation and turns them into daily actions and behaviours and how your agency, or individuals therein, positively impacts the industry. This section may not exceed 400 words (30 points of the score).



## INDIVIDUAL

### **BEST LARGE PUBLIC RELATIONS CONSULTANCY** (40 plus people)

1650 words in total (three sections to the entry)

The PRISM judging committee will evaluate the consultancy of the year awards against the following criteria:

1. Agency highlights in general over the previous year. Include your challenges and business strategy. Revenue, revenue growth, people numbers, client and client retention, staff turnover, staff development and your BEE credentials. Plans and any innovation you may be rolling out. This section may not exceed 750 words (50 points of the score).
2. Tell us about your significant work done in the calendar year 2024, which embodies the direction of the public relations industry. This should include three projects: the Client, the strategic focus, the goal and objectives, and the measured impact. This section may not exceed 500 words (20 points of the score).
3. Finally, in alignment with PRISA's vision, explain how your agency embodies values within your organisation and turns them into daily actions and behaviours and how your agency, or individuals therein, positively impacts the industry. This section may not exceed 400 words (30 points of the score).



<b>AFRICAN NETWORK OF THE YEAR</b>	1700 words in total (three sections)	<p>The PRISM judging committee will evaluate the Best African Network against the following criteria:</p> <ol style="list-style-type: none"> <li>1. Evidence that the consultancies work together on common clients, evidence of training, evidence of a clear Africa vision and plan, stature and presence of each in market partnership (staff numbers, top 5 clients, length of collaboration, the credentials of the senior team). This section may not exceed 800 words (50 points of the score).</li> <li>2. Tell us about your significant work done in the calendar year 2024, where you worked together to achieve extraordinary results for clients. This may not exceed 500 words (20 points of the score).</li> <li>3. Finally, in alignment with PRISA's vision, explain how your network embodies values within your organisation and turns them into daily actions and behaviours and how your network, or individuals therein, positively impacts the industry. This section may not exceed 400 words (30 points of the score).</li> </ol>
--	--------------------------------------	--



INDIVIDUAL			
<b>2025 INDUSTRY DEDICATION AWARD</b> (FORMALLY LIFETIME ACHIEVEMENT AWARD)	1500-word submission  This award will not be presented automatically. It will be based on the nominations received.	Criteria for nominations:  <b>Years of Distinguished Service.</b> The award is for lifetime achievement rather than a single contribution, no matter how monumental. Nominees should have a minimum of 25 years of distinguished service to the public relations and communication management profession. <b>Categories of Distinction.</b> The Dedication Award is presented for leadership, volunteerism, practice/consulting, mentoring, teaching, research, and service achievements. The distinction in these categories will be judged as follows: a. <b>Impact</b> on the profession; b. <b>Leadership and volunteerism</b> (service beyond the job's requirements at national/international level), including service to PRISA or other professional bodies in their field, such as offices held and committee memberships; c. <b>Innovation</b> , including special projects, research, and publications; d. <b>Long-term vision</b> for the future of the	<b>Entry and Supporting Materials</b>  <input type="checkbox"/> <b>Entry</b> should include the name, address, and daytime telephone number of the nominee as well as the name, address, and daytime telephone number of the nominator. <input type="checkbox"/> <b>Resume.</b> The nominee's resume should detail education, work experience, national and international service, publications, conference talks, and service to PRISA or other professional organisations. <input type="checkbox"/> <b>Letters of Recommendation.</b> Three letters of recommendation should be included. One for each of the categories a. – d. above should be addressed in at least one of the letters. The nominator may write one of the letters of recommendation. Letters of recommendation should focus on the quality rather than the quantity of the nominee's performance, emphasising the distinction of the nominee's performance.





INDIVIDUAL			
		profession/industry.	<b>Nomination Procedures</b> <ul style="list-style-type: none"> <li>• Complete the entry form</li> <li>• Upload supporting documents</li> </ul>

## SECTION SIX: CATEGORIES & CRITERIA

### 6.5 NON-ENTRY AWARDS

<b>Campaign Of The Year</b>	Floating	A non-submission category. Head Judges puts forward top-scoring entries from the various categories for consideration for this award. This award is judged separately, and the judge's decision is final.
<b>Grand Prix Agency Of The Year (New)</b>	Floating	A non-submission category. One of the winning agencies in the four Agency Of The Year categories is eligible to win the prestigious Grand Prix Agency Of The Year floating trophy. The criteria are based on the agency that best embodies the best practices, values and ethics of PRISA, makes a notable impact on industry, and does so passionately. This award is judged separately, and the judges' decision is final.
<b>Presidential Awards</b>		



## SECTION SIX: CATEGORIES & CRITERIA

### 6.6 PUBLISHING

Three sections (section one and two 750 words each).

#### Section One:

##### Creating an environment for readers

- **Innovation and Originality:** How does this title bring new perspectives, insights or approaches to the industry?
- **Relevance to Industry Needs:** How does it address current challenges or opportunities within its specific market?
- **Quality of Content:** Are editorial standards, accuracy, and depth of research of high standards?
- **Design and Presentation:** Does it have visual appeal, readability and an overall design that enhances the engagement and comprehension of the intended audience?
- **Impact and Utility:** Has this title demonstrated a tangible impact on its industry, whether through influencing trends, practices or contributing to professional development?
- **Innovation in Delivery:** Are digital platforms, multimedia or interactive elements used to enhance content delivery?

#### Section Two:

##### Creating an environment for advertisers

- **Alignment with Ethical Standards:** Does the title ensure advertising content aligns with ethical standards, including transparency, honesty and respect for privacy?
- **Content Integration:** How well is advertising integrated into the publication, ensuring it complements rather than detracts from the content?
- **Value to Advertisers:** Does this title demonstrate effectiveness in reaching the target audience, providing advertisers with a valuable platform for engagement?
- **Profitability and Sustainability:** Does this title maintain profitability without compromising editorial integrity, ensuring the long-term sustainability of the publication?
- **Innovative Advertising Solutions:** Does it offer creative and innovative advertising solutions that enhance the advertiser's message while respecting the reader's experience?

#### Section Three:

Submit three outstanding features in digital format.



## **SECTION EIGHT: YOUR FINAL CHECKLIST**

**Your entry must meet the following requirements:**

**a. *Not exceeding 1 600 words***

- b. Submitted online (PDF format).
- c. Supported by a permission granting letter (from clients where applicable).
- d. Proof of payment must be sent to [annah@prisa.co.za](mailto:annah@prisa.co.za) together with a list of categories and campaigns entered.
- e. You are limited to 5 supporting elements. Videos should be less than 4 minutes and uploaded with entry.

**Please see specific criteria for Public Relations Professionals / Individual categories:**

- a. Entry (PDF format).
- b. Photograph of individual.
- c. Supporting endorsement letters.