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CALL FOR ENTRIES

CRITERIA 2021

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CALL FOR ENTRIES

This document has all the information you need to enter the Mumbrella CommsCon Awards 2021, including how entries will be scored. The assessment period covers the 12 months to March 19, 2021.

CATEGORIES 2021

CAMPAIGN CATEGORIES

- Best Social Media or Digitally-led Campaign
- Best B2C Campaign
- Best B2B Campaign
- Best Campaign with a Small Budget
- Best Use of Owned Media
- PR-led Content Creation
- Best Internal Communications or Change Management
- Launch or Relaunch Campaign of the Year
- Best Government Relations Campaign
- Best Government Sponsored Campaign
- Best Use of Technology in a Campaign
- Best PR-led Brand Partnership Campaign
- Corporate Social Responsibility
- Pro Bono Campaign of the Year
- Best Influencer Strategy
- Best Use of Research And Insights

PEOPLE CATEGORIES

- Best New PR Talent of the Year
- PR Professional of the Year
- PR Leader of the Year

BUSINESS CATEGORIES

- Best COVID-19 Response
- Best PR Employer
- Best PR Team of the Year - In-house
- PR Agency of the Year - Boutique/Small
- PR Agency of the Year - Midsize
- PR Agency of the Year - Large

CALL FOR ENTRIES CRITERIA 2021

CAMPAIGN CATEGORIES

HOW TO ENTER: A GUIDE TO CAMPAIGN-BASED CATEGORIES

In response to feedback from previous years the jury will accept a wide interpretation of what constitutes a campaign. A body of work on behalf of a client across a full year will be eligible as long as it was aimed at a unified outcome.

In **800 words or less**, tell us what the business problem was, what you did to solve it and the results.

For campaign work, we suggest this framework:

- **The brief** – summarise the business problem
- **The budget & resources** – how much was spent on the campaign, how long did it run, and what resources were applied to the work?
- **The insight** – how were media/customer/consumer insights sought to inform the campaign - what insight was derived from this?
- **The strategic solution** – Differentiate between the macro strategy and tactics. Strategy refers to the wider plan of what you will do to achieve the desired results.
- **Tactical highlights** – how did the campaign work, creatively and executionally?
- **Results** – how did the campaign impact business performance? What were the metrics used to measure the campaign results and how did it stack up?
- **Spotlight** – if you were to spotlight one area of the campaign or program, what would it be?

Please be sure to consider the percentages allocated in the scoring as you share details:

- The brief
- Budget & resources
- The insight or idea (25%)
- Strategic solution (35%)
- Tactical highlights (15%)
- Results (25%)
- Spotlight

Entries must be uploaded to **mumbrella.com.au/commsconawards** via the awards entry portal.

Where additional material is to be supplied, it must be an embedded link or uploaded attachment.

Entries should focus on the work, not the presentation.

Supporting material should be digital, not physical. You may supply up to five examples of the work. These can be images, audio or videos. Please note video links should show campaigns, not full case study videos and these should be provided via the link. (Acceptable files include: jpegs and audio files up to 5MB.)

Please note that feedback from previous years' juries strongly recommends that you do not use advertising value equivalency, as it is given little weight or credibility in the judging process.

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CAMPAIGN CATEGORIES

BEST SOCIAL MEDIA OR DIGITALLY-LED CAMPAIGN

Demonstrate a creative, fresh and innovative use of social media or other use of digital media as a critical part of a campaign.

The award is for an initiative, process change, technology implementation, or campaign which has led to a significant industry change, business methodology change, or change in public perception of a brand, individual or industry, purely or predominantly through the effective, creative use of social media.

The jury are looking to see evidence of real 'hard' business results, rather than just reach or views.

You will be scored accordingly:

- The insight or idea (25%)
- Strategic solution (35%)
- Tactical highlights (15%)
- Results (25%)

BEST B2C CAMPAIGN

A campaign targeting a consumer audience to promote a brand or product, introduce a new product or service, or connect a new audience with an existing product or service.

You will be scored accordingly:

- The insight or idea (25%)
- Strategic solution (35%)
- Tactical highlights (15%)
- Results (25%)

BEST B2B CAMPAIGN

A campaign targeting a business audience to promote a brand or product, introduce a new product or service, or connect a new audience with an existing product or service.

You will be scored accordingly:

- The insight or idea (25%)
- Strategic solution (35%)
- Tactical highlights (15%)
- Results (25%)

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CAMPAIGN CATEGORIES

BEST CAMPAIGN WITH A SMALL BUDGET

A campaign targeting a business or consumer audience to promote a brand or product, introduce a new product or service or connect a new audience with an existing product or service with a total budget of less than \$50,000 AUD.

You will be scored accordingly:

- The insight or idea (25%)
- Strategic solution (35%)
- Tactical highlights (15%)
- Results (25%)

PR-LED CONTENT CREATION

This award will acknowledge the exceptional work of an in-house communications team or agency that has created content used in a campaign.

The content needs to have driven engagement, earned attention, and aided in the success of the campaign for the client.

You will be scored accordingly:

- The insight or idea (25%)
- Strategy solution (15%)
- The content created (35%)
- Results (25%)

BEST USE OF OWNED MEDIA

This award will go to an entry from either an in-house communications team or agency which demonstrates exceptional skill and innovative thinking in the use of an organisation's owned media properties in order to significantly boost the reputation of that organisation and it's related products and/or services.

You will be scored accordingly:

- The insight or idea (25%)
- Strategic solution (35%)
- Tactical highlights (15%)
- Results (25%)

BEST INTERNAL COMMUNICATIONS OR CHANGE MANAGEMENT

This award will be given to the entry which demonstrates exceptional skill and innovative thinking in the realm of internal communications, whether for ongoing strategic communications or short-term projects.

You will be scored accordingly:

- The insight or idea (25%)
- Strategic solution (35%)
- Tactical highlights (15%)
- Results (25%)

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CAMPAIGN CATEGORIES

LAUNCH OR RELAUNCH CAMPAIGN OF THE YEAR

The jury is seeking the best campaign to launch a new product or service into the market. Relaunches are also eligible for entry where the repositioning of the brand was significant.

You will be scored accordingly:

- The insight or idea (25%)
- Strategic solution (35%)
- Tactical highlights (15%)
- Results (25%)

BEST GOVERNMENT RELATIONS CAMPAIGN

Entries should demonstrate a successful approach to canvassing, engaging and influencing public opinion, lobbying stakeholders and government representatives.

You will be scored accordingly:

- The insight or idea (25%)
- Strategic solution (35%)
- Tactical highlights (15%)
- Results (25%)

BEST GOVERNMENT SPONSORED CAMPAIGN

Demonstrate a successful approach to canvassing, engaging and influencing a specific community, whether defined geographically or by shared interest.

Clearly state objectives, stakeholders and context of the campaign.

This category is eligible for entry from agencies working for government departments, or communications teams within governmental or publicly-funded organisations.

You will be scored accordingly:

- The insight or idea (25%)
- Strategic solution (35%)
- Tactical highlights (15%)
- Results (25%)

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CAMPAIGN CATEGORIES

BEST USE OF TECHNOLOGY IN A CAMPAIGN

A campaign that integrates cutting-edge technology in a way that moves its use beyond a gimmick and has a significant effect on overall results.

Entries should demonstrate how technology increased the success of the overall campaign, include an explanation of the metrics used to demonstrate that it was responsible for boosting the results of the campaign, and the steps required to integrate it into the campaign.

This award recognises smart integration of technology as a key tool make a campaign a success.

You will be scored accordingly:

- The insight or idea (25%)
- Strategic solution (35%)
- Tactical highlights (15%)
- Results (25%)

BEST PR-LED BRAND PARTNERSHIP CAMPAIGN

This award recognises a successful PR-led brand partnership campaign.

Entries should outline the reason for the partnership, the research and insights that lead to the partnership idea formation, the process undertaken to bring the two brands together, the outcome of the campaign and whether the partnership has led to ongoing cooperation between the two brands.

Please show evidence of where the idea for the partnership first initiated and illustrate how it came to life.

You will be scored accordingly:

- The insight or idea (25%)
- Strategic solution (35%)
- Tactical highlights (15%)
- Results (25%)

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CAMPAIGN CATEGORIES

CORPORATE SOCIAL RESPONSIBILITY

A campaign or project designed to implement and promote a position of corporate social responsibility, with emphasis on ethical, sustainability-led or community initiatives. The entry should clearly demonstrate how a business or organisation developed and communicated a program to deliver benefit with a social rather than commercial objective.

You will be scored accordingly:

- The insight or idea (25%)
- Strategic solution (35%)
- Tactical highlights (15%)
- Results (25%)

PRO BONO CAMPAIGN OF THE YEAR

This award seeks to recognise a campaign which an agency did for no cost beyond covering basic out-of-pocket expenses. Please demonstrate what the campaign achieved for the client or good cause.

You will be scored accordingly:

- The insight or idea (25%)
- Strategic solution (35%)
- Tactical highlights (15%)
- Results (25%)

BEST INFLUENCER STRATEGY

This award seeks to recognise a campaign for which an agency or an in-house team has effectively used an influencer to promote a product, service or offering.

An influencer, may be a celebrity/media personality, a blogger or a social media personality. Entries should outline the objective, insight, research and strategy used to address the issue and outcome, with a clear explanation of metrics used to demonstrate success.

Please demonstrate how the campaign best used the influencer's own channels such as their social media accounts (Twitter, Instagram) or a blog or website to distribute the campaign and engage with the influencer's audience.

You will be scored accordingly:

- The insight or idea (25%)
- Strategic solution (35%)
- Tactical highlights (15%)
- Results (25%)

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CAMPAIGN CATEGORIES

BEST USE OF RESEARCH AND INSIGHTS

This category is to recognise a campaign or activity built upon a solid, actionable insight or piece of research revealing something new about a consumer or audience. The jury will be looking for evidence of insight, quality of thinking and the development of a strategy, with a clear explanation of the research process and audience demographic.

In no more than 800 words, summarise:

- **The brief** – what is the business problem
- **The budget & resources** – how much was spent on the work, over what time period, and what resources were applied to the work? How did the work integrate with other communications or PR activity?
- **The insight** – how were media/customer/consumer insights sought to inform the campaign?
- **The strategic solution**
- **Tactical highlights** – how did the campaign work, creatively and executionally?
- **Business and campaign results** – how did the campaign impact business performance? Please provide any other evidence of success.

You will be scored accordingly:

- The insight (60%)
- The strategic solution (20%)
- Tactical highlights (10%)
- Business and campaign results (10%)

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PEOPLE CATEGORIES

HOW TO ENTER: A GUIDE TO PEOPLE-BASED CATEGORIES

These categories can be self-entered or put forward by the person's organisation. Please limit your entry to 800 words or less.

Entries should be structured under the following headings:

- Biographical details on career to date
- Achievements internally and on behalf of clients
- Three testimonials from colleagues, managers, media contacts, clients or other stakeholders. Testimonials are not included in the 800 word limit but each testimonial has its own limit of 150 words. If the testimonial is via an audio or video file, it should be no longer than 60 seconds. Judges reserve the right to contact the providers of the testimonials for verification (Please note where no testimonials are provided a score of '0' will be recorded)

Entries must be uploaded to **mumbrella.com.au/commsconawards** via the awards entry portal.

Where additional material is to be supplied, it must be an embedded link or uploaded attachment. Entries should focus on the person's work, not the presentation.

Supporting material should be digital, not physical. You may supply up to five examples of the work. These can be images, audio or videos. Please note video links should show campaigns, not full case study videos and these should be provided via the link. (Acceptable files include: jpegs and audio files up to 5MB.)

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PEOPLE CATEGORIES

BEST NEW PR TALENT OF THE YEAR

This category is to recognise an individual who has been working in the PR or communications industry for three years or less by the awards' closing date and who demonstrates exceptional ability and potential.

You will be scored accordingly:

- Achievements internally and on behalf of clients (70%)
- Three testimonials from colleagues, managers, media contacts, clients or other stakeholders (10% x 3 = 30%)

PR PROFESSIONAL OF THE YEAR

This category seeks to recognise a great PR professional who works in a PR agency, within the PR team of a communication agency or in-house.

Previously, there has been a separate category for agency professionals and in-house professionals. This year, the category has been merged into one, but if the jury so wish, they may decide to award an in-house winner as well as an agency winner in the event of strong entries from each.

You will be scored accordingly:

- Achievements internally and on behalf of clients (70%)
- Three testimonials from colleagues, managers, media contacts, clients or other stakeholder (10% x 3 = 30%)

PR LEADER OF THE YEAR

This category is designed to recognise an individual who has taken a leadership role within the industry; for example, an agency head, internal head of comms or the head of an association. The jury is seeking a PR leader who has made a significant contribution to the industry over a number of years, consistently inspiring others and portraying the industry in a positive light.

You will be scored accordingly:

- Achievements internally and on behalf of clients (45%)
- Contribution to the industry (25%)
- Three testimonials from colleagues, managers, media contacts, clients or other stakeholders (10% x 3 = 30%)

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BUSINESS CATEGORIES

As supporting material, you may supply up to five examples of the work. These can be images, audio or videos. Please note video links should show campaigns, not full case study videos and these should be provided via the link. (Acceptable files include: jpegs and audio files up to 5MB.)

BEST COVID-19 RESPONSE

This is a one off award to acknowledge the challenges faced by the PR and communications industry in light of COVID-19. Entries should detail a specific response to a challenge brought about by COVID-19 by an agency or in-house communications team.

Entries should be 800 words or less and detail a specific response to a challenge brought about by COVID-19 by an agency or in-house communications team.

The challenge is not limited to anything specific, so long as the solution was led by the agency or in-house communications team. For example, it could be a client challenge, brand challenge, technology challenge or agency staffing challenge among many other things.

Judges will be looking for a detailed account of what the challenge was and how it was connected to COVID-19, the timeframe in which the agency or in-house team had to act, the strategy put in place, the execution of the solution and the results that followed.

You will be scored accordingly and must outline the challenge clearly at first, although the challenge itself is not scored, only the response to it:

- The response time (10%)
- The strategic solution (30%)
- The execution (30%)
- The results (30%)

BEST PR EMPLOYER

This category seeks to recognise the PR agency which offers the best workplace.

In 800 words or less, please explain what makes the agency a great place to work, covering the below categories - please note the percentages indicate how you will be scored.

- Working environment and conditions (20%)
 - Communications with staff (20%)
 - Career development and training (20%)
 - Company culture and ethos (10%)
 - Three staff testimonials (10% x 3 = 30%)
- Testimonials are not included in the 800 word limit but each testimonial has its own limit of 150 words. If the testimonial is via an audio or video file, it should be no longer than 60 seconds. Judges reserve the right to contact the providers of the testimonials for verification (Please note where no testimonials are provided a score of '0' will be recorded)

CALL FOR ENTRIES CRITERIA 2021

BUSINESS CATEGORIES

As supporting material, you may supply up to five examples of the work. These can be images, audio or videos. Please note video links should show campaigns, not full case study videos and these should be provided via the link. (Acceptable files include: jpegs and audio files up to 5MB.)

BEST PR TEAM OF THE YEAR - IN-HOUSE

This category seeks to recognise the best in-house PR team. A team consists of at least two members. PR team members who have entered PR Professional of the Year are also eligible for this category.

In 800 words or less, please explain what makes the business and its communications team a great place to work, including working conditions, career development, training or other benefits.

- How the team is structured
- Challenges faced during the year of assessment and how they were met (40%)
- Upload three testimonials from clients, staff or stakeholders (20% x 3 = 60%)
Testimonials are not included in the 800 word limit but each testimonial has its own limit of 150 words. If the testimonial is via an audio or video file, it should be no longer than 60 seconds. Judges reserve the right to contact the providers of the testimonials for verification (Please note where no testimonials are provided a score of '0' will be recorded)

PR AGENCY OF THE YEAR - BOUTIQUE/SMALL

This category recognises PR consultancies and agencies ranging in size from solo operators to 6 members of staff.

In no more than 800 words: (Please note the percentages indicate how you will be scored)

- What is the agency's ethos, how does it go about business, and how does it have an impact on the wider industry? - 10%
- Please supply short case studies of two clients the agency has worked with during the judging period and what was achieved on their behalf - 40%
- What was the agency's business performance during the judging period? Please provide a statement from agency chief financial officer or equivalent, confirming the numbers - 20%
- Please state the highest and lowest staff count during the judging period and at what date those staff counts were applicable
- Three testimonials from clients, staff or other stakeholders - 10% x 3 = 30%
Testimonials are not included in the 800 word limit but each testimonial has its own limit of 150 words. If the testimonial is via an audio or video file, it should be no longer than 60 seconds. Judges reserve the right to contact the providers of the testimonials for verification (Please note where no testimonials are provided a score of '0' will be recorded)

CALL FOR ENTRIES CRITERIA 2021

BUSINESS CATEGORIES

As supporting material, you may supply up to five examples of the work. These can be images, audio or videos. Please note video links should show campaigns, not full case study videos and these should be provided via the link. (Acceptable files include: jpegs and audio files up to 5MB.)

PR AGENCY OF THE YEAR - MIDSIZE

This category recognises PR consultancies and agencies ranging in size from 7 members of staff to 25.

In no more than 800 words: (Please note the percentages indicate how you will be scored)

- What is the agency's ethos, and how does it go about business and how does it have an impact on the wider industry? - 10%
- Please supply short case studies of two clients the agency has worked with during the judging period and what was achieved on their behalf - 40%
- What was the agency's business performance during the judging period? Please provide a statement from agency chief financial officer or equivalent confirming the numbers - 20%
- Please state the highest and lowest staff count during the judging period and at what date those staff counts were applicable
- Three testimonials from clients, staff or other stakeholders - 10% x 3 = 30%
Testimonials are not included in the 800 word limit but each testimonial has its own limit of 150 words. If the testimonial is via an audio or video file, it should be no longer than 60 seconds. Judges reserve the right to contact the providers of the testimonials for verification (Please note where no testimonials are provided a score of '0' will be recorded)

PR AGENCY OF THE YEAR - LARGE

This category recognises PR consultancies and agencies with more than 25 staff. PR agencies which are part of a global network and able to call on international technology, infrastructure or resources should enter this category, regardless of the number of staff employed locally.

In no more than 800 words: (Please note the percentages indicate how you will be scored)

- What is the agency's ethos, and how does it go about business and how does it have an impact on the wider industry? - 10%
- Please supply short case studies of two clients the agency has worked with during the judging period and what was achieved on their behalf - 40%
- What was the agency's business performance during the judging period? Please provide a statement from agency chief financial officer or equivalent, confirming the numbers - 20%
- Three testimonials from clients, staff or other stakeholders - 10% x 3 = 30%
Testimonials are not included in the 800 word limit but each testimonial has its own limit of 150 words. If the testimonial is via an audio or video file, it should be no longer than 60 seconds. Judges reserve the right to contact the providers of the testimonials for verification (Please note where no testimonials are provided a score of '0' will be recorded)

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NOTES ON ENTRIES

Please limit each entry to the word limit stated for each category.

Providing financial results, percentage growth is acceptable but the more data that can be provided will be more beneficial to the agency during the judging process.

In all cases, please focus on the work, not the presentation of the entry. The jury will not be awarding points based on production values of the entry.

Supporting material should be digital, not physical.

Where appropriate, joint entries from more than one agency are welcome, and indeed encouraged. The jury does not wish to see more than one entry in the same category for the same piece of work, so solo agency entries should ensure they have client sign-off.

Care must be taken to credit collaborating partners in the entry. The jury may choose to exclude work which obfuscates or misrepresents the role of the submitting agency.

The written portion of the entry should be submitted via the online entry portal. If additional material is to be submitted, it must be supplied as a link to an online location where the work can be viewed or as a supporting document which can be uploaded.

An entry may be submitted into more than one category where relevant.

The period being judged comprises work in market during the 12 months preceding the closing date for entries, i.e. March 19, 2020 to March 19, 2021.

Work shortlisted in last year's awards cannot be entered this year unless an entry is an extension of, or refreshed version of work submitted in previous years. In this instance, the entry must provide evidence that the project is materially different and achieved results attributable to this year's entry, as distinct from the cumulative results from the previous years.

Jurors will not vote on entries in which they have a direct interest.

First Entry Deadline is March 19. Late entries (with an additional late fee) are accepted until March 26.

The decision of the jury is final, except where new information comes to light after judging, in which case a ruling may be made by Mumbrella CommsCon Awards and parent company Diversified Communications in consultation with jurors.

Where misleading information is supplied, regardless of intention, we reserve the right to disqualify entries.

All entries submitted must have been created within the context of a commercial relationship with a client, (except in the case of non-profit organisations). The client must have been invoiced for the majority of costs incurred in the creation of the work.

The scope of the awards covers teams based in, and activity conceived in, Australia and New Zealand.

We reserve the right to move entries across categories where it is appropriate to do so.

Should the entrant decide to withdraw work, the organisers must be notified in writing before the shortlist is announced. In the instance that work must be withdrawn, entry fees are non-refundable.

Information contained in the entry may be used in the voiceover at the awards presentation or elsewhere unless otherwise requested in the entry.

At least one representative of each submission must be available on the night of May 27, 2021 to collect the award if successful.

The jury will select one winner from the shortlisted entries and may also issue up to two highly commended citations in each category. In the unusual case where only one entry is shortlisted in a category, the jury will be invited to state whether this entry is awarded full winner status or is highly commended. Once a category moves past the shortlisting process a winner must be recognised.

Entries won't be returned. Cost of entry: \$299 + GST per category. Late fees are \$100 + GST.

Questions: Kristine Abalos - 0487 586 805,
kristine@mumbrella.com.au

Submissions can be made only via the Mumbrella CommsCon Awards website. Please note that the entry system has been simplified to put the emphasis on content rather than production levels for the entry. Please do not create a PDF as your main entry. However, you will have the opportunity to upload supporting documents along with your written entry.

ENTRY CRITERIA
Upload entries at
mumbrella.com.au/commsconawards