THE PRESSIES AWARDS
CALL FOR ENTRY

What are The Pressies all about?

We started The Pressies in 2018 to celebrate our specific craft after finding a lack of awards that were actually relevant to us. We wanted to bring to light all the great work we were doing, judge it on our terms and have it recognised at a national level.

The line between marketing, media, PR and advertising has become blurred over the years and these disciplines are increasingly intertwined. The impact on our industries has meant we have become multi-skilled in all fields, from social media experts to content marketers to trend spotters.

Moving forward as the industry focuses on the importance of storytelling it’s important to celebrate what we do and how effective we are [normally with much smaller budgets!].

The Awards will be overseen and judged by a jury panel of industry experts working on leading global brands and the best agencies in the country.

Why you should enter The Pressies

• Prove that you are the best in the industry
• Motivate your team
• Win new business
• Impress and showcase your clients
• Recruit amazing new talent and retain your best
• Celebrate your work
• Attend the networking and celebration event of the year!

The Pressies are open to all NZ-based agencies and in-house communication teams both Comms Council members and non-members.

And lastly, best of luck!

From,

Gina McKinnon
Chair PREScom Committee

The Communication Council’s PR, Experiential and Social Media Committee (PREScom) was established in 2008 to raise awareness of the value of PR, Experiential and Social Media.
A WORD FROM THE COMMS COUNCIL

Last year we launched the PREScom Awards, designed to recognise and celebrate the best thinking and execution across PR, Experiential and Social campaigns. The awards were a resounding success and were well supported by the industry. So this year they’re back, rebranded The Pressies, and again we’re looking to recognise the best work the industry has to offer.

All three disciplines included in the awards have grown significantly over recent years and have become increasingly important components of client campaigns so it’s only fitting they have their own awards programme locked in to the Comms Council calendar. It’s a programme that will shine a light on great work that sometimes can get lost in the crowd at other awards.

Any awards programme involves a huge amount of work to pull together, so a big thanks to Awards Chair Gina Mckinnon, Convenor of Judges Sean Brown and the entire PREScom Committee for their hard work in getting our second year off the ground. Their efforts are genuinely appreciated.

So, PR, Experiential and Social Agencies, this is your moment to shine; get cracking on those entries and get ready to celebrate with your peers.

Best of luck!

From,

Paul Head
CEO Commercial Communications Council
THE PRESSIES STEERING COMMITTEE 2019

Rewa Willis
Director
Sherson Willis PR

Tasha McDonald
Senior Producer
Copper Brand Experiences

Katharine Broughton
Katharine Broughton Consulting

Kimberly Kastelan
General Manager
MKGT

Sean Brown
General Manager
Mango Communications

Angelina Farry
Managing Director
Eleven PR

Angela Spain
Head of PR, Activation & Social - FCB

Dallas Gurney
Managing Director
Spark PR & Activate

Gina McKinnon
Managing Director
FUSE
ELIGIBILITY PERIOD:

All campaigns (& results) that ran in NZ between 1 August 2018 to 30 September 2019 will be eligible to enter.
Please ensure you use the correct entry form and tailor your entry so it squarely addresses the requirements of that category. There is a separate entry form for each entry category.

Judges will be instructed to evaluate entries against specific criteria for the category.

ENTRY RULES

- All entries to be a MAXIMUM of 1,200 words.
- The eligibility period for submissions should relate to the period 1 August 2018 – 30 September 2019. 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 is 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.

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 SPONSORSHIP OR 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 IMPLEMENTATION OR PRODUCTION**

Some successful campaigns aren’t necessarily about whiz-bang creative or long-term strategies, but rely on superb execution. From implementing a challenging media relations or stakeholder plan, to producing a logistically-complex activation or event, or producing engaging content using creative provided to you. This category recognises entries that excel at implementation and/or production. Judges will be looking for evidence that shows the challenge and complexity of the brief and how the excellent implementation or production led to the success of the campaign. They will also need to understand the context as to why your implementation or production was so exceptional.

I. **MOST INNOVATIVE CAMPAIGN**

This category recognises campaigns led by PR, Experiential or Social that paved new ground, used emerging technologies, methods or ideas that achieve the campaign’s objectives and delivered outstanding results. The judges will be looking for disruptive thinking, revolutionary ideas and forward-thinking techniques that were implemented in new or unexpected ways.
**SECTION 2**

**RULES AND ELIGIBILITY**

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. **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. Judges will be looking for evidence of how client bravery brought these campaigns to life. What client decisions were key? What risks were taken and why? What made the client brave in this instance? They will need to understand the client/agency working dynamic and how decisions the client made in partnership with the agency, delivered outstanding campaign results.

M. **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 but will be awarded by the Executive Judging Panel.
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 Convenor and the Comms Council 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.
- PowerPoint, additional information, binding of entry etc. will not be accepted.
- Graphs may be inserted into the main body of the entry.
- All text must be in a standard black font. All entries must be submitted in 10pt minimum font. Handwritten submissions will not be accepted.
- Entries must be emailed to awards@commscouncil.nz and the whole entry must be completed on the official entry form.
- Please ensure you have filled in the compulsory front/header sheet for each entry.

**TO ENTER**

- Email your WORD DOCUMENT written on the entry form to awards@commscouncil.nz by the dates specified.
- You will be required to submit the following details in the email with your individual entry:
  - Your Agency, Comms Council membership status, CREDIT Information and how you wish to pay for your entries.
  - By return, you will receive an email confirming your entry details and will be given an ENTRY NUMBER for each of your entries.
  - Please type this entry number onto your entry forms before you print out and courier your hard copies.
  - 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 in a separate email.
REMEMBER

The maximum word limit is 1,200 words. Words in graphs or schedules will not be counted if kept under 20 words.

ANY ENTRY WHICH EXCEEDS THE WORD LIMIT WILL BE RETURNED TO BE CORRECTED AND YOU MAY BE CHARGED AN ADMIN FEE TO RE-SUBMIT YOUR ENTRY

Remember: Entrants can also submit an A2 Board displaying creative work plus up to 6 examples of creative on a USB Memory Stick. Boards and USB memory sticks have to be couriered to Comms Council by 4pm on Monday 21st October.

When you have emailed your entry to The Comms Council you will be sent an entry number #:

- Type this number onto your entry.
- Print out an original copy.
- Copy nine times in colour, so we can see the highlighted confidential information.
- Send the 10 hard copies by courier/drop off to the Comms Council, Level 4, 60 Parnell Road, Parnell.

- These must be received by 4pm Monday 21 October
- Each entry must have its own A2 board and USB memory stick – i.e. if you have entered it into more than one category, you need a board and a memory stick for each category.

PLEASE NOTE:

The Comms Council is not responsible for making additional copies or checking that each hard copy is complete. Please check each entry you submit.

All entries have to be followed by full payment within a week of entry.
The scrutineering process is conducted by The Comms Council and will review all entries to check ONLY the following:

- Correct entry form used – entries not entered on the correct official COMMERCIAL COMMUNICATIONS COUNCIL Entry Form, or if they are handwritten or incomplete in any way. Please note every category has a separate (AND different) Entry Form.
- Word count – maximum 1,200 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 campaign material, or pictorial elements, to be submitted in your written entry form. This includes Facebook screen grabs, illustrations, screenshots of press coverage. All creative is to be shown on the A2 Boards or loaded onto a USB stick and delivered separately with the 10 hard copies of your entries to The Comms Council.
- Should we find any entries that do not meet the entry requirements, 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 original entry fee.
The purpose of campaign material is to illustrate the campaign, and to help judges fully appreciate how your audience experienced the campaign. Campaign material should be examples of the work such as video content or social media content, audio content, JPEGs, screenshots of websites or links to apps or websites etc. This material will be shown to the judges after they have read the written entry.

- You are allowed to supply 1x A2 board with creative pasted onto the board.
- You can supply ONLY up to 6 creative examples digitally. All images loaded onto a USB must be high resolution and PC-compatible. 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 USB keys.
- The following formats are acceptable: PDF, JPG, MP3, MP4 or MOV.
- Any photos submitted on the USB stick should be JPG format, minimum 300dpi. Examples can be submitted as separate files or as a single PDF file that the judges can scroll through.
- Each entry must have its own board and USB stick for each category it is entered in. i.e. if you have entered something into three categories we need three boards and three USB Sticks separately labelled.
- Each Board and USB stick must be clearly labelled with the Entry Title and Entry Category. The USB keys should be placed in an envelope labelled with the Entry Title and Entry Category.
- The campaign material you enter becomes the property of The Comms Council and The Pressies and will not be returned.

All entrants should submit their 10x physical entry papers, A2 entry boards and memory sticks with campaign material loaded by 4pm on Monday 21st October.
Entries must be sent to The Comms Council by email before 4pm on Tuesday 15th October 2019.

Late entries **must obtain prior approval** by emailing awards@commscouncil.nz.

A payment of double the entry fee will be required if you enter late.

All late entries must be received by email by 4pm, Thursday 17th October 2019.

Entries will not be accepted after this date.

**Entry fees MEMBERS**

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<th><strong>COMMUNICATIONS COUNCIL MEMBERS AND SPONSORS PRICES</strong></th>
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<td><strong>ENTRY FEES</strong></td>
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### DATES & FEES

#### Entry fees NON-MEMBERS

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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 to the Commercial Communications Council Bank: BNZ

**Branch**: Ponsonby  
**Account**: 02 0248 023845 00  
**Reference**: THE PRESSIES + Company Name

You may also pay by 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.

**Delivery instructions**

Send all hard copy entries, A2 boards and USB sticks to:

The Comms Council

**ATTENTION:**
THE PRESSIES  
L4, 60 Parnell Road  
Phone: +64 9 303 0435  
Parnell, Auckland

**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 will appear on screen at The Pressies evening as supplied
Entries are judged in two phases by the industry’s top PR, Experiential, Social Media and industry related professionals.

The two stage judging process:

**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.

**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:

**HAVE YOU:**

- Checked you are using the correct entry form for the category you are entering?
- Added up the words in answer boxes in order to adhere to the category word count?
- Highlighted sensitive information in RED? Photocopy all entries in colour.
- Removed all agency branding and references and ensured no logos at all are included?
- Included the entry number supplied by the Comms Council onto the 10 hard copies of your entry?
- Completed a front cover for each of your entries?
- Checked that all hard copies are complete and not missing pages?
- Checked there are no creative elements in the written entry?
- Received your bill for entries and paid in full?