

PRCA SEA Awards 2019

Entry Form

Please fill out the following details, and email this entry form along with your entry documents to awards@prca.seasia.global.

Submissions must be received by close of business on Monday, 28th January, 2019. The Awards ceremony will be held on Tuesday, 19th March, 2019.

TERMS AND CONDITIONS

Please make sure that your submission accompanying this form complies with the following conditions:

- Maximum 1,000 words – minimum font size 10.
- Maximum size of entry, two sides of A4.
- All entries are required to have a 200 word entry summary. This is not counted in your 1000 word entry
- Optional supporting materials in the form of data, cuttings, testimonies, info-graphics, pictures or video content will be accepted - maximum of two sides of A4. The supporting documents are not mandatory but will support the judging panel to get a better idea of the campaign submitted and the results. If these are submitted in a PowerPoint it must be no more than **10 slides**.
- All entries must relate to the time frame 01 September 2017 to 30 September 2018.
- The same campaign can be submitted for as many categories as you wish, but should be adjusted to suit the entry criteria.
- Entries must be submitted in a word document or PDF format.
- **Please Note:** To ensure objective judging based on content, entries for Team Awards (Consultancy of the Year, In-house Team of the Year), must not include any branding or mention of company name
- Where the campaign was undertaken in conjunction with a third party please provide details.
- It is the entrants' responsibility to seek and ensure permission has been granted for the right to use the intellectual property of the brand or client entered.
- There will be a Consultancy winner and an In-house winner for each of the Campaign Categories
- The Southeast Asia Campaign of the Year winner will be chosen from the list of Campaign Category winners
- The entry fee of 270 SGD or 360 SGD must be paid at the time of submission. Once you have paid for your entry, please send your entry, entry form and all supporting materials to awards@prca.seasia.global
- The Judges' decision is final.
- Each entry should be saved with the **company name and award category**.

Feedback on Entries

Due to the volume of entries and demands on judges' time, we are unable to guarantee feedback on entries. Where you would like feedback, please let us know, and if we are able to provide it, we will do so.

JUDGING CRITERIA

Entries will be judged on the following criteria:

- Entries in the Campaign Categories should demonstrate; strategy and research; execution; creativity; originality; and evaluation.
- Entries in the Team/Consultancy Categories, judges will mark your entry on the following criteria; clients; staff; financial; and innovation:
 - Clients: retention, growth and performance
 - Staff: retention, approach and diversity
 - Financial: performance, growth, acquisitions must be disclosed
 - Innovation: for example, investment in infrastructure, new client products, new approach to staffing
- In the Individual Categories, judges will mark your entry on the following criteria; leadership; initiative; performance and contribution; colleague/client references.
- For a full description of all the categories, please visit our website.

DETAILS

Your name:

Your organisation:

E-mail address:

Telephone number:

Category:

Campaign title (if applicable):

Date: