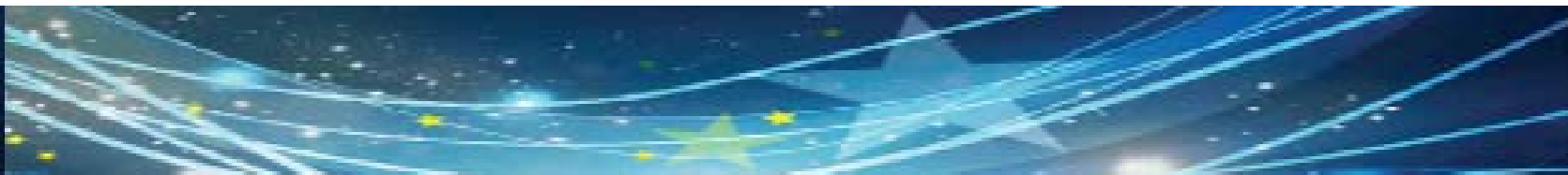


AWARDS FOR
EXCELLENCE IN
**PUBLIC
RELATIONS
2020**



- <https://youtu.be/BR0o5ZAng7I>



The Awards for Excellence in PR, 2019

Preparing the winning entry - Lessons to be learned

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Neasa Kane Fine, Chair, Judging panels

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Purpose of the Awards for Excellence

These Awards showcase Best Practice in the PR Profession

- Demonstrate the value of Public Relations
- Showcase what successful campaigns look like
- Set standards and example for others to follow



Lessons learned

Overview

- Don't assume anything – always provide context
- Be explicit in telling the judges what you (PR) did to achieve success
- Demonstrate your (PR's) strategic value to this campaign
- Strategic – PR campaign objectives linked to delivering on Business / Organisational Objectives
- Show you know your Audience
- Demonstrate the impact of the campaign's impact
- Remember, **outcomes** = results (not outputs)



Lessons learned

#1: Know your Audience

Be specific about who the campaign set out to reach

- Tell the judges who your campaign was trying to influence
- “Targeting Consumers” / “The General Public” / “Businesses” – does not define your audience
- Campaign audience should be aligned to business objectives
- If available, use data to reinforce how you defined your audience



Lessons learned

#2: Campaign Objectives = Strategy

Tell the Judges WHY you ran this Communications Campaign – show that you had a plan and it didn't just happen!

- What did you want to achieve?
- What action did you want the audience to take?
- What problem / issue were you trying to address?

What were the SMART objectives?

- Specific, Measurable, Achievable, Realistic, Timely
- When setting goals think how you will Measure them
 - How can you prove the campaign's success?
 - What are the Key Performance Indicators (KPIs)?

Barcelona Principle #1 "Goal Setting and Measurement are Fundamental to Communication and Public Relations"



Lessons learned

#3: Measurement: Show the PR worked

Remember: Media coverage is not the end in itself; outcomes are the impact of your campaign

- Winning entries demonstrated strong results in terms of PR campaign positively impacting business / organisational objectives and targets
- Provide context – demonstrate impact by stating the position before your campaign
- Then tell the judges about specific outcomes
 - Engagement - highest number of incoming calls / visits to the website during radio interviews (xxx versus daily average of yy)
 - Sales - X% increase in sales of specific product promoted during campaign; consistent growth of x% for year compared to previous year
 - Call to action - Y increase in volunteers / appointments made etc
- Back-up outcomes with evidence



Lessons learned

#4: Creativity and Hard Work

Creativity and hard work always shine through

- Original ideas for experiential campaigns are always impressive
- Show the unique creativity you applied to impact your specific audience(s)
- Be daring - push the boundaries

Demonstrate Messaging and Tactics

- Show the strategic thinking and planning you undertook

Sometimes simple hard work is a winning formula so tell the judges what you did

- Old fashioned PR = your contacts and favour bank
- Stakeholder engagement
- Involving staff / volunteers



Lessons learned

#5: Roles and Responsibilities

Tell the Judges who did what

- Demonstrate that good value was delivered
- Clarify role of PR v 3rd party spend
- Influencers are perfectly legitimate, as long as there is transparency around who did what
- Partnerships work, once you demonstrate clearly who paid for what and how it worked
- For local execution of international PR campaigns demonstrate the unique localised elements – added creativity specifically for an Ireland audience



Lessons learned

#6: Those Dirty Words...

Remember: advertising is what you say about yourself; PR is what OTHERS say about you

- Advertising Value Equivalents - AVEs - are not the value of communications
- These awards are not measuring Advertising
- In this competition, AVEs are explicitly discounted and not considered in evaluating an entry



Lessons learned

#7: Show strategic value of social media

- Measure and evaluate social media, just as you do with print/broadcast/online media coverage i.e. evaluate quality and quantity
- Link social media strategy to business / organisational goals and targets
- Focus measurement on outcomes, i.e. **engagement** - “conversations” and “communities,”
- Coverage or Likes are not results in themselves – think of these as outputs rather than outcomes

Barcelona Principle #6 “Social Media Can and Should be Measured Consistently with Other Media Channels”



Lessons learned

#8: Quality control...

You have pride in your work so show that pride in the quality of your entry!

- Review your entry thoroughly before submitting it
- Check you have covered everything required
- Check spellings and grammar carefully – read it backwards!
- Get an outsider to read it – to spot information or context gaps
- Senior Management should review and sign-off before submitting
- Is it good enough to give to your most senior client or boss? If not, fix it!



If you only remember a few things from today...

Show the judges in your entry form

- Your campaign had **clear objectives**, aligned to business/organisational objectives, and clearly identified **audience**
- **Success** is measured on **outcomes** such as awareness levels, behaviour change, sales, etc i.e. **specific** with **context** and **evidence**
- **Measurement** of PR campaign success was **not about the media coverage** - and **never** ever refer to **AVE** of media coverage, please!
- **Proof-read** and check your work
- Senior Management **Review** and sign-off



The backdrop... Barcelona Principles



1. Goal Setting and Measurement Fundamental to Communication and Public Relations
2. Measuring Communication Outcomes Recommended Versus Only Measuring Outputs
3. Effect on *Organizational* Performance Can and Should Be Measured Where Possible
4. Measurement and Evaluation Require Both Qualitative and Quantitative Methods
5. AVEs are not the Value of Communications
6. Social Media Can and Should be Measured Consistently with Other Media Channels
7. Measurement and Evaluation Should be Transparent, Consistent and Valid



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