

Public Relations Council of India



Invites Entries For

14th PRCI Excellence Awards 2024

For Corporate Collaterals

The PRCI Annual Corporate Collateral Awards for Corporate Communications are presented annually to recognize talent and professional standards. PRCI announces its Annual Corporate Collateral Awards 2024. There are 50 categories for the awards this year.

In each subject Gold, Silver and Bronze trophy is awarded for the meritorious entry selected.

Also, if there are any extraordinary entries, they will be awarded Platinum & Crystal Awards and a trophy for the overall champions. The jury consists of eminent persons from among the professionals in the corporate sector, mass communication and media. Over the years, the PRCI awards have acquired a prestigious status. They are keenly contested and proudly won by those in the corporate sector.

We invite your esteemed company to participate this year too. The entry form is attached. The last date for receipt of entries is 30th September 2024.

Winners will be informed two weeks in advance to attend the function. The awards will be presented at the PRCI 18th Global Conclave to be held on 9th November 2024 at Hotel Moti Mahal, Mangalore, Karnataka.

November 9th 2024
Timings: 2:00 pm to 4:00 pm

Last Date for Submission of Entries:
30th September 2024

Awards Ceremony: 9th November 2024

Venue: Hotel Moti Mahal, Mangalore, Karnataka



www.prci.world

About PRCI

Public Relations Council of India (PRCI) - the Premier body of Communication, PR, Media, Advertising, HR, Marketing, Communication Professionals, Mass Communication teachers and Students, having 58 Chapters across the country and seven International Chapters under WCC.



Internationally renowned, the top professional body PRCI has its publication wing which brings out its professional publication once in three months to cater to the needs of students and as reference books for Corporates. It has different wings to cater to PR training for corporate houses, Entrepreneurship programmes for Students, Professional Certification courses, Master Classes, etc.

About the theme

This year, the Theme for the Conclave is "RECONNECT." In today's fast-paced world, marked by digital distractions and bustling routines, the significance of reconnecting with everyone and everything around us often gets overshadowed.

This Conclave will explore and provide a platform for us to nurture our mental and emotional well-being, foster empathy, promote and even strengthen our connection to the environment, and reconnect and enrich our lives in countless ways. It's an investment for your own well-being and the health of our communities and the planet.

Our speakers will share insights, expertise, and ideas, sparking imagination and fueling our ability to innovate. So, let's take the time to disconnect from the virtual and reconnect with the real.

Register now to reserve your spot in this Conclave "RECONNECT."

In Association with:



Supported by:



Excellence Awards Categories

COMMUNICATION/ PR/ CSR CATEGORIES

1. Customer Service Excellence Award

This Award recognizes and showcases organizations' highest achievements in customer service excellence.

2. Corporate Communication Excellence Award

This prestigious award recognizes and honors organizations that have devised innovative communication strategies and achieved tangible success through their implementation within corporate settings.

3. Community Impact Communication

This award aims to recognize organizations whose work has significantly contributed to the positive impact on society, address a social/community issue, and bring a transformation for the better.

4. Media Mastery Achievement Award

This esteemed award honors organizations with unparalleled mastery, innovation, and impact in the ever-evolving media landscape.

5. Business Communication Leadership Award

This distinguished accolade acknowledges organizations that have demonstrated exceptional prowess in driving impactful communication strategies in the business world, from effective internal communication initiatives to external engagement strategies.

6. Digital Media Innovation Award

This prestigious accolade recognizes and celebrates organizations that have redefined the digital media landscape, pushing the boundaries of innovation and creativity.

7. Best Startup Innovative Business

Honors trailblazing start-ups that transform the community through new products, novel strategies, or transformative social impact.

8. Sustainability and Environmental Award:

This category rewards organizations from the sustainability and environmental industries that have defined social responsibility programs with excellent communications

9. PR Case Study Award

Recognises a case study concerning a 2024 Public Relations program

10. Content Marketing Award

This category recognizes award-worthy content, including artificial intelligence-driven insights and interactive content that clicks with bloggers, brand ambassadors, and influencers and inspires them to spread the word.

Excellence Awards Categories

11. Multi-Channel Communications Award

This award will be given to a project that uses its diverse tools to communicate coherently with different segments of the public by integrating communication channels to create a robust 360.

12. Unique HR Initiative Award

This award recognizes organizations that have developed HR initiatives in 2024 to encourage innovation, best practices, and continuous improvement in the field, benefiting both employees and organizations.

13. Rural Development Communication

This award recognizes Organizations that implemented communication in 2024 and helped and supported the rural community by sharing knowledge, changing attitudes, spreading awareness, and modifying behavior and lifestyles.

14. Crisis Management Communication Awards

This award recognizes Organizations that, through impactful efforts, responded to and emerged successfully from difficult times in 2024.

15. Story Telling Award

This category recognizes projects that use honest and authentic storytelling in all its facets.

16. Travel and Tourism Awards

This category recognizes the greatest communication projects from the travel and tourism industry. Examples include communicating the value of geographical locations and promoting the most unique aspects of a culture.

17. NGOs and Associations Awards

This category rewards the best communications from non-governmental organizations and Associations.

18. CSR Project for Childcare Award

This Award recognizes organizations that, through CSR initiatives, could make an impactful difference in the lives of children, such as promoting health and nutrition, education, and gender equality in education.

19. Data-Driven and Automated Communication Awards

This category is open to a company or agency (and their client) that has creatively and successfully used data to impact scale and enable targeted and personalized messages.

20. Internal Channel Award (Intranet, Digital Workspace, and App)

This award recognizes an organization's (regardless of size) internal platform for exchanging opinions, news, and messages. Please provide login details for the site/app so that the jury can access it or a functioning online version that the jury can use.

Excellence Awards Categories

21. Digital Publishing (Blog, Podcast, Magazine, App) The award recognizes Snackable, colourful, creative Digital Publishing elements and direct, personalized communication channels with audiences that elevate the brand experience to a heightened and more direct level.

22. Website and Microsite Award

This category recognizes the most innovative and communicative websites that are comprehensive, clear, and convey the purpose, vision, and culture of the organization,

FILMS/VIDEOS/ COMMERCIALS/ ADVERTISEMENT CATEGORIES

23. Corporate Film Awards

Films made in 2024 by any corporate for internal communications. It should have an original concept without using any stock footage. It must bring a world of emotion, excitement, conviction, and innovation to corporate messaging. Duration 3- 8 minutes

24. Government Communication Films

Films made in 2024 for promoting Government schemes/ Events/ Road shows. Must provide original concepts without the use of stock footage. Duration: Not more than 8 minutes. Any language

25. Healthcare Communication Films

Films made in 2024 for Patient Education, Hospital communication, Health awareness, or publicity for a hospital or healthcare institution. The films should have unique concepts and a strong messaging impact.

26. Motivational Films

Made in 2024, Films to provide a glimpse Into the human spirit, showcasing stories of triumph over adversity, resilience in the face of challenges, and pursuit of dreams against all odds. Duration- Not more than 15 minutes. Language- English

27. Music Video

Made in 2024 for the cause of Public Awareness/Education. Must present a thoughtful and impactful video that appeals to the public. Duration: 10 secs to 60 seconds

28. Television Commercials

Made in 2024 to promote a product or service. Duration: 10 secs to 60 seconds. Language- English

29. Radio Commercials

Ad campaign on Radio- Made in 2024. Advertising/ Promotional campaigns impact a client's business regarding consumer behavior/Brand/ Image / Sales. Language- English

30. Public Service Advertisement

Produced in 2024 for a cause/public awareness/ Education. Duration: 10 secs to 60 seconds. Any language.

Excellence Awards Categories

HOUSE JOURNALS/ ANNUAL REPORTS/ BROCHURES/ CALENDAR/ DIARIES CATEGORIES

31. House Journal – Print (English) Periodical Magazine for Internal and External circulation. Recent 3 consecutive issues to be sent – hard and soft copies

32. House Journal – Print (Regional) Languages other than English Periodical Magazine for Internal and External circulation. Recent 3 consecutive issues to be sent- hard and soft copies.

33. Annual Report: Annual Report for the Financial Year 2023. Judging criteria align with the choice of Theme and Graphic Design

34. Corporate Brochure: Sample to be sent

35. Wall Calendar for the Year 2024
Sample to be sent

36. Table Calendar for the Year 2024
Sample to be sent

37. Diary 2024: Big Size - A4 and above
Sample to be sent.

38. Diary 2024: Small Size - Below A4
Sample to be sent.

CAMPAIGN AWARDS CATEGORIES

39. Diversity, Equity & Inclusion Communication Campaign of the Year
This category award recognizes the initiatives of an organization that demonstrates a commitment to fostering a more inclusive society, workplace, or community through impactful communication.

40. Change Communication Campaign Award
The Best change Communication Campaign that inspires, motivates, and reassures.

41. Internal Communication Campaign
This award recognizes the successful engagement of Internal stakeholders through ongoing communications for building relationships and organization objectives.

42. Arts, Culture, Sports Campaign Award
This category recognizes a successful and impactful PR campaign/project undertaken by or on behalf of a company in the Arts, Culture, Music, Dance, Theatre, or Sports sector.

43. Education Campaign
This category honors campaigns undertaken by or on behalf of a company that effectively promotes educational initiatives, programs, or institutions.

44. Marketing Campaign
This category recognizes and awards the best strategy, tactics, and channels for delivering the message, increasing email subscriptions, or growing a social media following.

45. Best Social Media Campaign
This category recognizes presence in social media- A campaign that has entertained, engaged, and achieved ROI.

Excellence Awards Categories

46. Best PR Campaign: An effective PR campaign that positively attracts media attention and puts clients in the spotlight through creativity and exceptional use of multiple media platforms.

EVENT AWARDS CATEGORIES

47. Community PR Event (Live or Virtual)
This category honors exceptional events that unite communities and foster positive engagement.

48. Employee Event
This category celebrates outstanding events designed to engage and inspire employees within an organization.

CULTURE AWARDS CATEGORIES

49. Best Company Culture Transformation Initiative
This initiative should have transformed the workplace and positively impacted individuals, productivity, and profitability.

50. Best Flexible Working Policy
Flexible working is not only working in a hybrid model. Employers are looking at how flexible working policies can benefit both parties.

RULES & REGULATIONS

Entries are open to all organizations, institutions, professionals, Advertising Agencies & Public Relation Firms.

In each category, three best entries, if chosen, will be given Gold, Silver and Bronze awards based on merit points.

Entries are judged based on the objectives, Creativity, execution techniques & excellence, choice of media and innovative ideas.

Each entry should be accompanied with the details as per the prescribed format. Duly filled-in Entry Form together with the specimen of the entry as indicated against each subject in the Award Listings to be sent.

Each entry should be accompanied with the entry fee. All entries must be accompanied with the Entry Fees by a Cheque/NEFT drawn in favour of M/s. CRATEVA MARKETING SOLUTIONS payable at Bangalore or Online transfer. All entries with enclosures should be sent to M/s Crateva Marketing Solutions, 140/B, 5th Cross, 1st Phase, JP Nagar, Bangalore-560078 **on or before 30th September 2024**. The envelopes should be sealed and super scribed with "PRCI Excellence Awards 2024".

The participants whose entries are selected for the Awards will be intimated. It is recommended that all participants register themselves as Delegates to the PRCI Convention to be held 8, 9 & 10 November, 2024 at Hotel Moti Mahal, Mangalore, Karnataka.

The decision of the Judges will be final and binding on all entries. The Entry specimens will not be returned. For any clarifications, please mail to **collateralawards2024@mail.com**
Entry fee is Rs. 6,000/- (Exclusive of GST 18%) (Per Entry) payable to M/s. CRATEVA MARKETING SOLUTIONS, Bangalore our official Organizers of this event.

ENTRY FORM

Name of the Organization :

Address with Phone No :

Email ID :

Entry Category

Annual Excellence Awards Category :

Enclosures relating to Entry :

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Entry Fee Amount Rs.....

Cheque No.....

NEFT / RTGS Transaction ID.....

Date Drawn on.....

Payments may also be released via NEFT to our official event organizer :

M/s Crateva Marketing Solutions, Bangalore

Name of the Bank: Bank of Baroda

Branch: Oxford School Branch, Bangalore

A/c No: 7436 02 0000 0107

IFSC Code: BARB0(Zero)VJOXFO

GSTIN: 29AAOFC8525G1Z2

Date :

Email Id :

Signature :

**Note : Entry fee is Rs.6,000/per entry
(Exclusive of 18% GST)**

Submitted by :
(Name & Designation with Seal)

Registration and Confirmation by:

September 30th, 2024 to collateralawards2024@gmail.com

& hard copy to Chairman Awards Committee

C/o Crateva Marketing Solutions

140/B, 5th Cross, 1st Phase, JP Nagar, Bangalore-560078

Please Note: Entries without payment confirmation will not be accepted.

For any queries, Please Contact:
Saurabh Jayaram: +91 98444 47909