



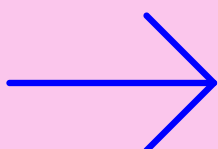
2021

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amaze:  
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    experiential  
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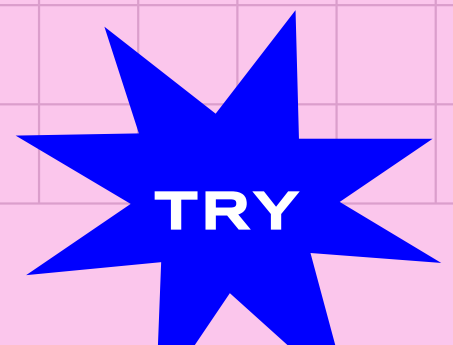
**PRESSIES**  
**PRESSIES**  
**PRESSIES**

SHARE

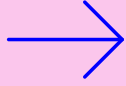
**CALL FOR ENTRIES**



Entries open: 01.09.21  
Close: 19.10.21



# CALL FOR ENTRIES



amaze:  
pr {  
  experiential  
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## WHAT ARE THE PRESSIE AWARDS ALL ABOUT?

Simply put, the annual Pressie Awards are to recognise the best PR, experiential, and social media campaigns in New Zealand.

But what they're really about is celebrating our hard work and the impact it has on brands, businesses and the community.

Now more than ever, it's important for brands to connect with people in a meaningful way and for us to connect together – both in real life and virtually.

Our to-do list is so varied – from issues management to experiential, from influencer marketing to media relations, from huge stunts to clever not-for-profit campaigns, and everything in between. We're also often the planners, the creatives, the pitchers, the copywriters, the suits and the producers. It's challenging at times, but I hope you all agree it's pretty rewarding.

Whether it's a big budget campaign or a charitable freebie, whether you're from a large agency or if you're a one-person-band, this is your chance to share and celebrate your amazing work from the past year, and what a year it has been!

Good luck and hopefully see you at our fourth Awards night in November.

Cheers, Sean



Sean Brown  
Chair  
PREScm Committee  
General Manager  
Mango

P.R.  
EXPERIEN-  
TIAL  
SOCIAL



# A WORD FROM THE COMMS COUNCIL

Loading...



**HELLO**  
MY NAME IS

**PAUL**

Paul Head  
CEO  
Commercial Communications  
Council

Welcome to the 2021 annual PRESSIE Awards; the awards programme designed to recognise and celebrate the best thinking and execution across PR, Experiential and Social campaigns.

The programme looks to recognise the best work the industry has to offer. And this year that work will again be judged against the background of a global pandemic and our industry's response to it.

And whilst this has become the new normal, it means agencies and clients have needed to innovate continually over the past 18 months, always with one eye on the possibility of another lockdown. This has had a huge impact on both the type and volume of work we've been asked to do by our clients.

Agencies across all three disciplines have had to look for new ways to engage with audiences, both during the early phases of the virus as brands and government

responded to the immediate crisis and then post lockdown, as brands looked to reengage with audiences. This has led to some really innovative solutions and the judges this year are again in for some very interesting reads in my view.

Any awards programme involves a huge amount of work to pull together, so a big thanks to Awards Chair Sean Brown, Convenor of Judges Katherine Broughton and the entire PREScom Committee for their hard work in getting our third year off the ground under what have been difficult circumstances. Their efforts are genuinely appreciated.

So, PR, Experiential and Social agencies, shake off those lockdown blues, give Covid the finger and get cracking on your entries.

Best of luck!

# THE PRESCOM STEERING COMMITTEE

TRY



Katie Walton  
General Manager  
DRUM



Sean Brown  
General Manager  
Mango



Kimberly Kastelan  
General Manager  
MKGT



Gina McKinnon  
Managing Director  
FUSE



Angelina Farry  
Managing Director  
Eleven PR



Sarah Munnik  
Managing Partner  
Pead PR



Katharine Broughton  
Katharine Broughton  
Consulting

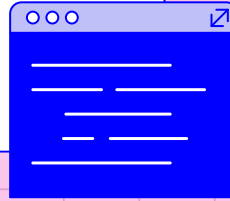


Adelle Kelly  
CEO  
Acumen Republic





## IMPORTANT DATES FOR 2021



Entry and judging will be **ONLINE** this year.  
Please load your entry to [thepressies.awardsplatform.com](https://thepressies.awardsplatform.com)  
by 4pm on Tuesday 19 October.

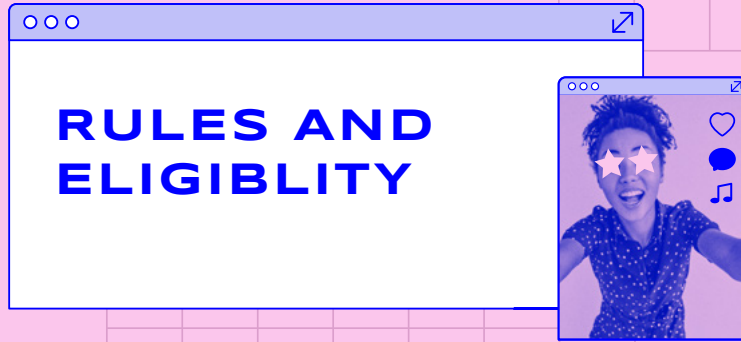
Call for entry open:	Wednesday, 1 September 2021
Entries close:	Tuesday, 19 October 2021
48hr late penalty deadline:	Thursday, 21 October 2021
Category judging:	Tuesday, 9 November (Online)
Executive judging:	Monday, 16 November 2021 (Auckland)
The Pressies Show:	W/C 22 November 2021, Venue TBC

# AUG20- SEP21

### ELIGIBILITY PERIOD

All campaigns (& results) that ran in NZ between August 2020 to September 2021 will be eligible to enter.





Please ensure that you use the correct entry form and tailor your entry so that it squarely addresses the requirements of that category. There is a separate entry form for each entry category. Entry forms will then need to be copied into the awards entry platform.

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 August 2020 – End September 2021. 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 are 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.





### 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.



### 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.



### 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.



### Best Community Management Impact

This category will celebrate the success of exceptional community management that has had impact on a brand, organisation or community. Community management has increasingly become a powerful engagement tool for consumers. Judges will be looking for an effective strategy that reflects the company's personality, position and business objectives. Campaigns will need to show that they have delivered engagement, sentiment change or a positive impact on objectives for the business or community organisation. Judges will look for entries that define the role of CM and an effective and robust implementation plan that shows a profound effect on the campaign.





A-L 

### Most Innovative Campaign

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



### 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.



### 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.



### 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. This bravery will have manifested itself in one of the following areas: media relations, a sponsorship or partnership, an outstanding experiential campaign, a public relations activation, an influencer marketing campaign or a social media campaign.



### 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 in to but will be awarded by the Executive Judging Panel



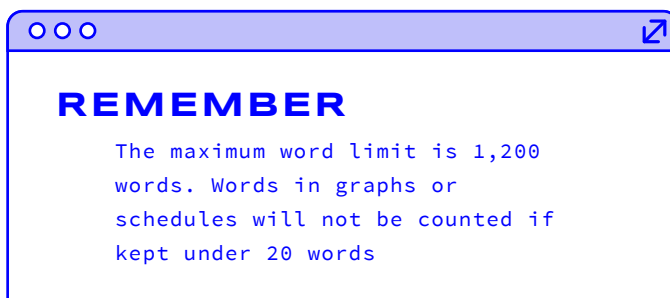


The entrant grants The Comms Council permission to show the entries at The Pressies. It is a condition of entry that The Comms Council reserve the right and shall be permitted at all times to use at their discretion any material or part material submitted for The Pressies on the Commercial Communications Council website, in promotional and educational articles and such other means as they deem appropriate for learning and educational purposes.

**All decisions of The PREScom Committee in all matters relating to the competition shall be final and binding.**

Entry forms are available from [www.commscouncil.nz](http://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.
- Once completed, the whole entry must be copy and pasted into the awards entry platform.
- PowerPoint, additional information, agency logos/ branding etc. will not be accepted.
- Supporting graphs may be uploaded as additional material.

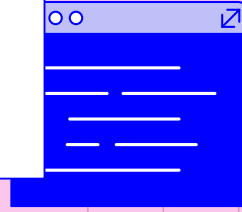


## TO ENTER:

Entries can be cut and pasted into the awards entry platform at: [thepressies.awardsplatform.com](http://thepressies.awardsplatform.com) by the dates specified.

- You will be required to submit the following details with your individual entry:
  - Your agency, any supporting Agencies and Comms Council Membership status
  - By return, you will receive an email confirming your entry details
- 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 separately. Each entry will have its own unique entry number.
- You will also be asked to upload up to 5 supporting pieces of campaign material at point of entry. 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 material. The following formats are acceptable: PDF, JPG, MP3, MP4 or MOV.
- All entries must be followed by full payment within a week of entry.

# THE SCRUTINEERING PROCESS



The scrutineering process is conducted by The Conference Company and will review all entries to check ONLY the following:

## Correct entry form

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

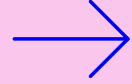
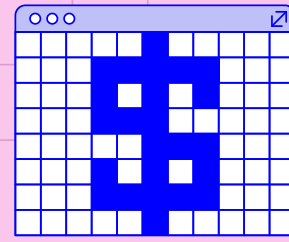
No more than five pieces of supporting campaign material, or pictorial elements, can be submitted through the portal. This includes Facebook screengrabs, illustrations, screenshots of press coverage.

Should we find any entries that do not meet the entry requirements above, 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.



Please note, campaigns that do not adhere to the eligibility requirements may be disqualified and fees will not be refunded.



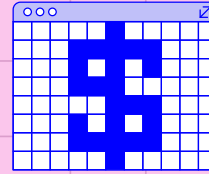
On time Entries must be entered online  
[thepressies.awardsplatform.com](http://thepressies.awardsplatform.com)  
 before 4pm on Tuesday 19 October.

19.10.21

All late entries must obtain prior approval by emailing  
[pressies@theconferencecompany.com](mailto:pressies@theconferencecompany.com).  
 A payment of double the entry fee will be required if you enter late. All late entries must be uploaded by 4pm, Thursday 21 October. Entries will not be accepted after this date.

21.10.21

COMMS COUNCIL MEMBERS & SPONSORS PRICES				
<b>ENTRY FEES</b>				
Entries received by email by 4.00pm Tuesday 19 October 2021.				
Entries	FEE		plus GST	To Pay
Per Category	\$340.00		\$51.00	\$391.00
<b>LATE ENTRY FEES</b>				
Prior approval needed. Late entries must be in by email by 4:00pm Thursday 21st October 2021				
Entries	FEE	Penalty fee	plus GST	To Pay
One Category	\$340.00	\$340.00	\$102.00	\$782.00
<b>SCRUTINEERING</b>				
Entries	FEE		plus GST	To Pay
Price for re-entry	\$150.00		\$22.50	\$172.50



<b>NON-MEMBERS</b>				
<b>ENTRY FEES</b>				
Entries received by email by 4.00pm Tuesday 19 October 2021.				
Entries	FEE		plus GST	To Pay
Per Category	\$380.00		\$57.00	\$437.00
<b>LATE ENTRY FEES</b>				
<b>Prior approval needed. Late entries must be in by email by 4:00pm Thursday 21st October 2021</b>				
Entries	FEE	Penalty fee	plus GST	To Pay
One Category	\$340.00	\$340.00	\$102.00	\$782.00
<b>SCRUTINEERING</b>				
Entries	FEE		plus GST	To Pay
Price for re-entry	\$150.00		\$22.50	\$172.50

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 or 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.

## Entry Queries

Contact: [The Conference Company](#)

Email: [pressies@theconferencecompany.com](mailto:pressies@theconferencecompany.com)

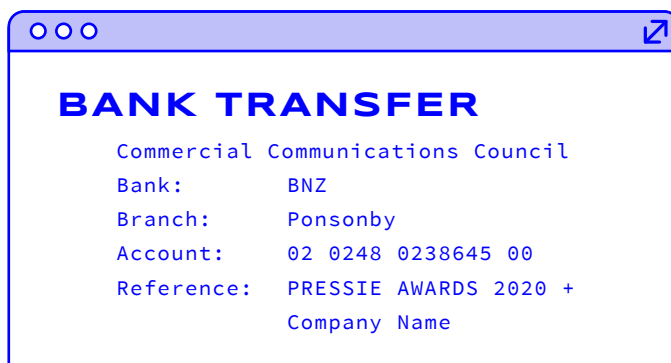
Phone: +64 9 360 1240

## 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 may appear on screen at The Pressies evening as supplied



## BANK TRANSFER

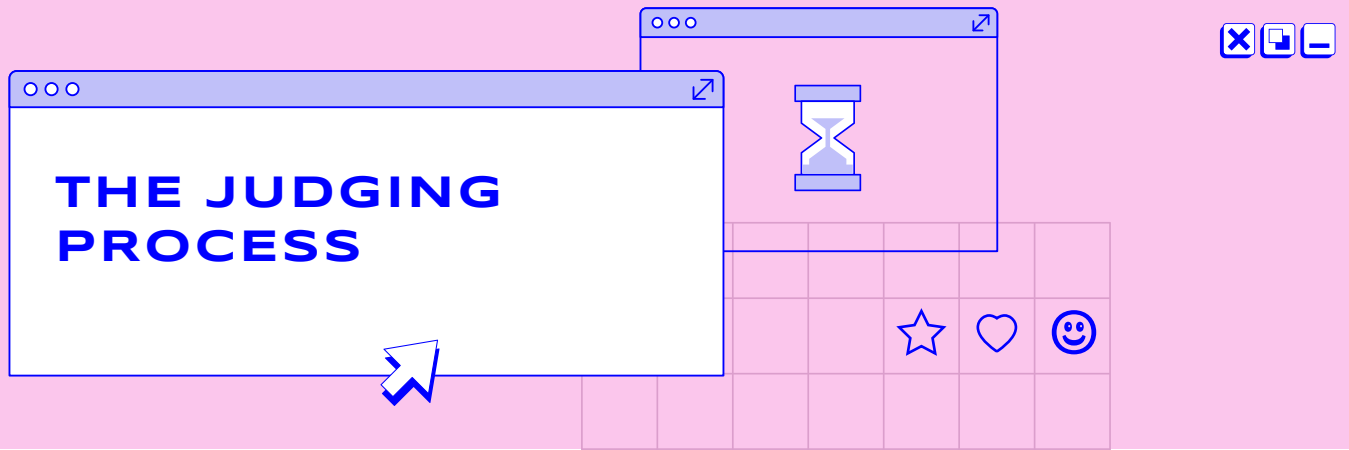
Commercial Communications Council

Bank: BNZ

Branch: Ponsonby

Account: 02 0248 0238645 00

Reference: PRESSIE AWARDS 2020 +  
Company Name



Entries are judged in two phases by the industry's top PR, Experiential, Social Media and industry related professionals.

The two stage PRESSIE Awards Judging process:

## 01. 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.


## 02. 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:



○ ○ ○ 

## CHECKLIST

- Checked you are using the correct entry form for the category you are writing the paper for?
- Added up the words in answer boxes in order to adhere to the category word count?
- Highlighted sensitive information in RED?
- Removed all agency branding and references and ensured no logos at all are included?
- Cut and pasted your entry into awards platform?
- Uploaded up to five pieces of creative material to the awards platform for the judges to review?
- Received your bill for entries and paid in full?

stay awesome  
xO

Big thanks to our sponsors: **NZME.** **FACEBOOK**