



2018 BIG APPLE AWARDS

BIG  MEANS BUSINESS

PRSA
Public Relations
Society of America
New York Chapter

2018 BIG APPLE AWARD CATEGORIES AND DESCRIPTIONS

NOTE: SPOTLIGHT AWARDS ARE NOW LISTED WITHIN CATEGORY GROUPS BASED ON THEMES

Spotlight Awards showcase specific, stand-alone projects or deliverables that may have been – but are not required to be – an aspect of a larger Campaign Award entry. Spotlight Award entries will be judged according to the same four pillars as the Campaign Award submissions (e.g., research, planning, execution and results). Consideration as part of a larger Campaign Award shall have no influence on the judging of independent entries in the Spotlight Award categories shown below.

REPUTATION & BRAND MANAGEMENT GROUP

1. Reputation and Brand Management

Programs that introduce, promote, or enhance the image, profile and reputation of an organization to its key constituents, either proactively or in response to an issue, event or market occurrence.

- a. Business
- b. Government, Associations and Non-Profit Organizations
- c. Campaigns with budgets of \$150,000 or less

2. Brand Engagement

Programs that effectively and consistently communicate a brand's message while engaging audiences across multiple media channels.

- a. Business
- b. Government, Associations and Non-Profit Organizations
- c. Campaigns with budgets of \$150,000 or less

3. Integrated Communications

Programs that blend various promotional strategies, tactics and tools to effectively and consistently communicate an organization's brand, products and/or services to key audiences.

- a. Consumer Products
- b. Consumer Services
- c. Business-to-Business
- d. Government, Associations and Non-Profit Organizations
- e. Campaigns with budgets of \$150,000 or less

4. Spotlight: Brand Engagement

An activity or program that effectively and consistently communicates the brand's message, engages the audience across media channels, and forms an attachment between the audience and the brand.

*Information provided by entrants in this category will be kept confidential for review only by the judging panel.

EVENTS & OBSERVANCES GROUP

5. Events and Observances (One to Seven Days)

A stunt, event or series of events (e.g., opening, celebration, etc.) that draws attention to a product, service, organization or commemorative occasion of seven days or less.

- a. Business
- b. Government, Associations and Non-Profit Organizations
- c. Campaigns with budgets of \$150,000 or less

6. Events and Observances (More Than Seven Days)

An event or series of events (e.g., festivals, year-long anniversary, etc.) that draws attention to a product, service, organization or commemorative occasion of more than seven days.

- a. Business
- b. Government, Associations and Non-Profit Organizations
- c. Campaigns with budgets of \$150,000 or less

PUBLIC SERVICE/PUBLIC AFFAIRS GROUP

7. Public Service

Programs that foster public understanding or promote a call to action regarding a societal issue or cause.

- a. Business
- b. Government, Associations and Non-Profit Organizations
- c. Campaigns with budgets of \$150,000 or less

8. Public Affairs [Eliminated Subcategory]

Programs that create public awareness of a specific issue or political candidate or that are designed to affect legislation, government regulations, or political action at the local, state or federal government level. (If federal, the candidate or issue must originate from the New York metro-area).

- a. general entries
- b. Campaigns with budgets of \$150,000 or less

CONSUMER MARKETING GROUP

9. Marketing Consumer Products

Programs that publicize and promote new or existing products to a consumer audience.

- a. Healthcare
- b. Technology
- c. Beauty
- d. Fashion
- e. Food, Beverage and Hospitality
- f. Packaged Goods
- g. Non-Packaged Goods
- h. Other
- i. Campaigns with budgets of \$150,000 or less

10. Marketing Consumer Services

Programs that publicize and promote new or existing services to a consumer audience.

- a. Healthcare
- b. Technology
- c. Finance
- d. Travel and Tourism

*Information provided by entrants in this category will be kept confidential for review only by the judging panel.

- e. Restaurant/Bar and Retail
- f. Real Estate
- g. Sports
- h. Arts, Culture and Media
- i. Other
- j. Campaigns with budgets of \$150,000 or less

BUSINESS TO BUSINESS GROUP

11. Marketing Business-to-Business

Programs that publicize and promote new or existing products or services to a business audience.

- a. Professional and Financial Services
- b. Products
- c. Other
- d. Campaigns with budgets of \$150,000 or less

12. Global Communications [ELIMINATE SUBCATEGORY]

Programs for implementation in more than one country that were planned, coordinated, and at least partially implemented by professionals in the New York metropolitan area.

- a. general entries
- b. Campaigns with budgets of \$150,000 or less

13. Crisis Communications* [ELIMINATE SUBCATEGORY] { PRSA-NY Meetup Group: 5-alarm}

Programs that deal specifically with internal or external situations that required an immediate response (includes proactive and reactive programs designed to protect and defend an individual or organization facing a public challenge to its reputation as well as programs for crisis, disaster or emergency preparedness, response and management).

- a. general entries
- b. Campaigns with budgets of \$150,000 or less

14. Issues Management* [ELIMINATE SUBCATEGORY]

Programs that deal with issues that could extraordinarily affect ongoing business strategy consistent with an organization's mission, values, vision and best practices.

- a. general entries
- b. Campaigns with budgets of \$150,000 or less

15. Internal Communications [ELIMINATE SUBCATEGORY]

Programs that enhance an organization's relationship with its employees and publics directly allied with the organization, such as members, affiliated dealers and franchisees.

- a. general entries
- b. Campaigns with budgets of \$150,000 or less

16. Investor Relations [ELIMINATE SUBCATEGORY] { PRSA-NY Meetup Group: #SocialWallStreet}

Programs that effectively communicate an organization's financial story and maintain relations with its shareholders, industry analysts, investment community and local business community.

- a. general entries
- b. Campaigns with budgets of \$150,000 or less

17. Annual Reports

Creative print and/or digital representation of Annual Reports for businesses, foundations, academic institutions,

*Information provided by entrants in this category will be kept confidential for review only by the judging panel.

organizations or other agencies; Sustainability Reports; Corporate Social Responsibility (CSR) Reports; and other documents designed to showcase organizational excellence to key audiences and the public at large.

18. Legal Marketing & Communications [New Category]

Programs that promote and publicize legal products and services.

TARGETED MARKETING GROUP

19. Targeted Marketing to Women [Eliminate subcategory]

Programs that publicize and promote new or existing products or services specifically directed to women.

- a. general entries
- b. Campaigns with budgets of \$150,000 or less

20. Targeted Marketing to Men [Eliminate subcategory]

Programs that publicize and promote new or existing products or services specifically directed to men.

- a. general entries
- b. Campaigns with budgets of \$150,000 or less

21. Targeted Marketing to Millennials [Updated Name – formally Youth]

Programs that publicize and promote new or existing products or services specifically directed to millennials.

- a. general entries
- b. Campaigns with budgets of \$150,000 or less

22. Targeted Marketing to Baby Boomers [New Category]

Programs that publicize and promote new or existing products or services specifically directed to baby boomers.

- a. general entries
- b. Campaigns with budgets of \$150,000 or less

23. Marketing Targeted Specifically to Animal Care [Eliminate subcategory]

Programs about animals (e.g., solved a problem, changed opinions, or created business opportunities) or programs that promoted new or existing products and services for animals and their owners.

- a. general entries
- b. Campaigns with budgets of \$150,000 or less

24. Multicultural Public Relations [Eliminate subcategory]

Programs that are specifically designed to consider multiple diversities and recognize the perceptions, attitudes and behaviors of an organization's cultural publics.

- a. general entries
- b. Campaigns with budgets of \$150,000 or less

DIVERSITY & INCLUSION GROUP

25. Spotlight: Diversity and Inclusion [added subcategories]

Demonstrates diversity and inclusion through work on either an internal or external communications campaign.

- a. Business
- b. Government, Associations and Non-Profit Organizations
- c. Campaigns with budgets of \$150,000 or less

26. Diversity and Inclusion in the Workplace

Programs designed to advance diversity and inclusion in the workplace and yield measurable results.

- a. Business

*Information provided by entrants in this category will be kept confidential for review only by the judging panel.

- b. Government, Associations and Non-Profit Organizations
- c. Campaigns with budgets of \$150,000 or less

CORPORATE SOCIAL RESPONSIBILITY GROUP

27. Corporate Social Responsibility

Programs of a philanthropic nature that benefit charitable causes, the environment, consumers, communities, stakeholders and other members of the public sphere.

- a. Campaigns with Budgets over \$150,000
- b. Campaigns with budgets of \$150,000 or less
- c. Corporate/Non-Profit Partnerships [NEW CATEGORY]

28. Community Relations [ELIMINATE SUBCATEGORY]

Programs that improve or maintain an organization's relationship or image within the community (specific geographic location) in which it operates.

- a. general entries
- b. Campaigns with budgets of \$150,000 or less

MEDIA RELATIONS & CONTENT MAREKTING GROUP

29. Spotlight: Content Marketing

Programs that effectively leverage articles, videos, infographics, and other types of relevant and valuable narrative content to introduce and/or promote a brand or organization.

- a. Business
- b. Government, Associations and Non-Profit Organizations
- c. Campaigns with budgets of \$150,000 or less

30. Spotlight: Digital Media

Programs that utilize any form of digital media (social media, mobile, apps, or other technology) as the sole or primary source of outreach to generate awareness or influence behavior.

- a. Consumer Products and Services
- b. Business-to-Business
- c. Government, Associations and Non-Profit Organizations
- d. Campaigns with budgets of \$150,000 or less

31. Spotlight: Video [expanded subcategories]

Creative content and/or innovative use of broadcast, streaming or other video content including B-Roll, Internal Video, Public Service Announcement, Satellite Media Tour, Mobile, Shared or Social Media, Vlog, Viral Videos, etc.

- a. Video for Broadcast: Media Tour or B-Roll
- b. PSAs
- c. Social Video
- d. Internal Video
- e. Live web event
- f. Other

32. Spotlight: Blogs

Original, insightful and inspiring content published via a blog (or vlog) for the purpose of establishing authority and enhancing reputation in an industry.

33. Spotlight: Podcasts { PRSA-NY Meetup Group: SoundWave }

Audio or video delivered as part of a syndicated series that can be downloaded or streamed online. Listeners or viewers must be able to subscribe to updates that are either delivered automatically or are made available to the subscriber in some aggregated format.

*Information provided by entrants in this category will be kept confidential for review only by the judging panel.

34. Spotlight: Experiential Marketing

Programs by a brand, agency or publisher to connect with consumers and encourage brand or organizational loyalty through indoor or outdoor experiences or via social engagement such as Facebook Live or Twitter Live.

35. Spotlight: Media Relations [added subcategories]

Innovative, engaging or other successful techniques that captured the attention of influencers and media (consumer, trade, or business) and connected them with your brand or client.

- a. Cross Platform
- b. Print
- c. Broadcast (TV and/or Radio)
- d. Digital (online/social)

36. Spotlight: Influencers [added subcategories]

Creative, appropriate and effective identification, engagement and use of an ambassador, celebrity or other influencer to introduce, enhance or promote an organization or brand message to key audiences.

- a. General entries
- b. Campaigns with budgets of \$150,000 or less

37. Spotlight: Infographics

Creative graphical representation of information that might be more difficult to comprehend in another medium.

38. Spotlight: Websites

New or newly designed website that demonstrates exceptional content, design, navigation and presentation.

39. Spotlight: Analytics [New] { PRSA-NY Meetup Group: THE A/B CLUB }

Using data & insights to shape the success of a program and improve outcomes.

40. Spotlight: The Next Big Tech Thing: Innovative Technological Approaches to Execution

{PRSA-NY Meetup Group: THE A/B CLUB}

Creative use of an emerging technology, device, or mobile app in support of a communications program.

IN-HOUSE COMMUNICATIONS GROUP [ALL FREE ENTRY]

A highlight of this year's Big Apple program is a new series of awards designed to reward in-house communications teams for the great work they do as well as how they collaborate with senior agency leaders. Because the Big Apple Awards Mean Business one of our goals is to bring agencies and in-house teams closer together. These awards will accomplish this and to encourage a large group of nominees, we are making it free to enter.

Visit www.prsany.org/BAInHouse18 to enter the Big Apple In-House Communications Group Awards.

41. Best In-House team [New]

Awarded to in house teams that consistently generate results, surpass goals & objectives and promote diversity & inclusion among team members.

- a. Health (Including Medical, Pharma, Wellness, etc)
- b. Consumer (Including CPG, Technology, Travel, Food & Bev, etc)
- c. Services (Legal, Finance, Insurance, etc)
- d. Government, Associations and Non-Profit Organizations
- e. other

42. BEST PARTNERSHIP [NEW]

Celebrating the best relationship between senior leaders at an agency and end client partner.

*Information provided by entrants in this category will be kept confidential for review only by the judging panel.

MEDIA GROUP [ALL FREE ENTRY]

The PRSA-NY Chapter believes we have the best public relations practitioners in the world. One reason for that is we also offer the best in media, trade press and industry bloggers. While the media is under siege from multiple directions, we feel it is time to recognize the great work that they do and honor them for the first time as part of the Big Apple Awards. Entry is free and you can enter the media group awards at www.prsany.org/BAMedia18.

43. Best coverage of the New York PR Community by a Trade

Local or national PR trade publication covering the New York PR Community

44. Best coverage of the New York PR Community by a Blog

Local or National PR Blog covering the New York PR Community

45. Best coverage of the New York PR Community working for a trade

Local or national reporter for PR trade publication covering the New York PR Community

46. Best coverage of the New York metropolitan area by a print, broadcast or online media outlet

Print, broadcast or online reporting of the New York metropolitan area

47. Best coverage of the New York metropolitan area by a reporter/producer for a print, broadcast or online media outlet

Print, broadcast or online reporting of the New York metropolitan area by a reporter or producer

48. Best coverage of the New York metropolitan area by a print, broadcast or online media outlet for a business story

Print, broadcast or online business reporting of the New York metropolitan area

49. Best coverage of the New York metropolitan area by a reporter/producer for a print, broadcast or online media outlet for a business story

Print, broadcast or online business reporting of the New York metropolitan area by a reporter or producer

*Information provided by entrants in this category will be kept confidential for review only by the judging panel.