

## 2021 MEPRA AWARDS ENTRY KIT







- Entry deadline: [30 September 2021] 11.59pm UTC + 4:00.
- Please note the entry deadline date is final, and there will be no extensions provided. The system will automatically prevent entry submission after the deadline.
- All entries must be for work substantially completed between 1 October 2020 and the entry deadline (30 September 2021)
- Finalists announced: [w/c 31 October 2021]
- 2021 MEPRA Awards presentation ceremony: [24 November 2021]







Due to the continuing business impacts of COVID-19, MEPRA is providing a 25% discount on all award entries for members. The price per entry is now:

- Members: AED 600 per main entry
- Members: AED 300 per additional entry for same submission in each additional category

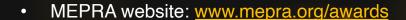
- Non-Members: AED 900 per main entry
- Non-Members AED 450 per additional entry for same submission in each additional category







SUPPORT



 Enter the 2021 MEPRA Awards here: <a href="https://mepra.awardsplatform.com/">https://mepra.awardsplatform.com/</a>

If you have any questions on the entry process, please contact the MEPRA Team:

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- The Middle East Public Relations Awards are open to all parties involved in the use of public relations for communication purposes; public relations consultancies, freelancers, in-house communications departments, digital agencies, media owners, students and academia.
- The submitting company, agency or their client must be headquartered or have an operational base within the Middle East region.
- Companies or individuals may submit entries on behalf of themselves or others. 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. For categories recognising the performance of teams or consultancies rather than individuals or campaigns, financial and other figures should relate to your most recent financial year.
- Your entry must be submitted as a two-page PDF. There is no word-count but your entry must be contained to two pages of A4 to qualify. This can be designed as you like, and the judges will welcome creativity in approach. The file should not be larger than 30MB and must be uploaded to the 2021 MEPRA Awards platform <a href="https://mepra.awardsplatform.com">https://mepra.awardsplatform.com</a>



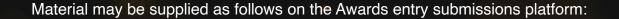




- You will also be asked to submit a 40 word and 150 word description and image for your entry which may be used for publication if shortlisted.
- You will be asked to upload your organsiations and/or client's logo to be used for publication. The logo must be submitted in a hi-res vector /ai. format
- All entries must be for work substantially completed between 1 October 2020 and the entry deadline (30 September 2021)
- Please make sure all your entry details are entered correctly, including organisation and campaign name, as this will be used in the awards presentation and engraved on trophies if selected as a finalist or winner.
- You are eligible to enter more than one category for each campaign, as long as the work submitted meets the specific criteria of each category. You will receive a 50% discount on multiple submissions for the same entry.
- Entry fees may be paid by credit card, cheque or bank transfer. An invoice will be issued at time of completing submissions. If your submissions have not been paid for within seven days of close of entry they will not be included for judging, unless otherwise agreed.
- MEPRA's Executive Director may carry out random due diligence checks on shortlisted entries, which will include confidential verification of information.









- Upload JPEG or PDF files. Maximum file size is 5MB per piece. A maximum of three supporting documents can be uploaded with your entry.
- Video attachments may be hosted on a video site such as YouTube or Vimeo please remember to provide a password if required. Do not send video via we-transfer or any link which may expire.
- Provide website URL's to the publicly accessible campaign or active URL of a landing page. Please ensure any applicable usernames and passwords are provided and active.
- Supporting documents should only serve as background information or to support the main submission, as judges will score each entry based up the main two-page submission. Your entry should be fully explained within the main submission form.







- All judges will sign confidentiality agreements prior to receiving your entries
- Organisations participating in the judging process are encouraged to enter the awards but will absent themselves from any discussion involving their organisation or any organisation in which they have an interest
- Judging criteria is clearly defined within each online entry, including score weighting
- A shortlist of the highest-scoring entries will be selected for each category. In each case, the winner will be the campaign with the highest score.
- An average score will be calculated based on the number of judges for that submission (judges will have to recluse themselves where there is a conflict of interest). 70% is required for an entry to be shortlisted. If there are more than 10 entries which receive 70% or above, only the top 10 will be shortlisted.
- An independent adjudicator will be appointed to review the judging process.
   This adjudicator will also be available to review any issues raised by entrants.
- The organisers reserve the right to publish submissions from the winners and shortlisted entrants. Where certain information is sensitive, such as budget figures, please mark 'not for publication'.









## **Best Campaign in [Market]**

A campaign implemented in one of the following markets: Bahrain, Egypt, Jordan, Kuwait, Lebanon, Qatar, Saudi Arabia, Oman, UAE and Best Campaign Middle East





## Identification of Issue & Objective Setting: Score weighting 15%

- Was the issue/challenge identified and explained clearly both from a business and communication perspectives?
- · How were the objectives set?
- Were the objectives relevant to the original challenge/issue?

#### Research & Data: Score weighting: 15%

- What research was done to develop the strategy /objectives
- Was a variety of data from different sources considered?

#### **Strategy & Planning: Score weighting: 15%**

- Was there a clear strategy outlined?
- What was the rationale behind the strategy?
- Is the tactical plan reflective of the strategy?

#### **Execution: Score weighting 15%**

- How faithful was the execution to the strategy?
- Did the team demonstrate capable progressive and creative execution where relevant?
- · What makes the execution of this campaign stand out?
- How effective were they in overcoming unforeseen challenges?
- Was any paid media (including paid influencer and social) used to supplement the campaign?

#### Was the campaign a game changer? 20%

- How did this campaign impact the community or other stakeholders?
- How was this a forward-thinking bold campaign?
- Did the campaign incorporate new technologies or innovations?

#### **Results & Evaluation: Score weighting 20%**

- What was the evaluation method and why?
- Are there clear outputs, outcomes, KPIs and metrics (traditional, digital & social)







## People's Choice Best Middle East Campaign of the Last 20 years

This category has been developed to celebrate MEPRA's 20th anniversary. Submit a communications campaign developed and implemented in the Middle East between 2001-2021

The top five campaigns will be put to a public vote to select the winner for this category.





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#### **Results & Evaluation: Score weighting 20%**

- What was the evaluation method and why?
- Are there clear outputs, outcomes, KPIs and metrics (traditional, digital & social)







- Best Internal Communications Response During COVID-19
  Showcasing excellence in employee communications during
  COVID-19 to keep team members safe and informed.
- Best Social Impact Campaign in Response to COVID-19
  Showcasing excellence in external communications which informs communities and helps change behaviours
- Best COVID-19 Crisis Management
   Showcasing effective management of an issue or crisis relating to the pandemic.
- Best Creative Approach During COVID-19
   Showcasing quick-thinking, creativity and transformation of a campaign following restriction measure imposed for COVID-19





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### Large Agency of the Year

For agencies with 21 or more full time employees

### Small Agency of the Year

For agencies with up to 20 full time employees

### Best Home-Grown Agency of the Year

For independent agencies established and developed in the Middle East region. Please note this category excludes agencies which are partially or fully owned by international agencies from outside the region.





## Contribution to the Industry: Score weighting: 15%

Examples could include:
 Time or services committed to MEPRA or other industry communities, which has sought to dive the communications profession forward in the Middle East

#### **Client Retention: Score weighting: 20%**

Examples could include:

- Proven satisfaction from clients i.e. testimonials
- Long term client relationships
- Turnover & retention of clients (%)

#### **New Business / Growth: Score weighting: 25%**

Examples could include:

- Percentage of revenue growth
- Examples of new business won
- Examples of organic growth

#### **Examples of Campaigns / Case Studies: Score weighting: 20%**

 Provide one or more examples of your most creative and impactful campaign(s) with details of the brief, objectives, strategy, tactics, output, outcomes and budget

#### **People & Culture: Score weighting: 20%**

Examples could include:

- Satisfaction of employees provided through surveys, reports and testimonials
- Staff performance examples
- · Turnover and retention of staff
- Commitment to staff development e.g. how many hours do you commit for training,
- What mentoring programmes are available?
- What policies and structures are in place to ensure you provide an inclusive and diverse environment? i.e. through flexible working arrangements, maternity policies, prayer rooms etc.
- CSR initiatives supported by the agency and staff
- Examples of agency-wide awards both local and international
- COVID-19 Response Measures & Mental Health Support







- Large In-House Team of the Year
   For teams with 6 or more employees
- Small In-house Team of the Year
  For teams with 5 or less employees





#### **Performance: Score weighting: 25%**

Examples could include:

- Delivery project delivery on time and within budget
- Operations policies, systems, control
- Creativity and innovation industry or market firsts, innovative use of technologies, creativity or methodologies, embracing risk and learning from failure

#### **Stakeholder Management: Score weighting: 25%**

Examples could include:

- Satisfaction long term relationships, praise from relevant stakeholders (internal or external)
- Systems procedures, reporting, feedback

#### **Team: Score weighting: 25%**

Examples could include:

- Satisfaction of team members, low turnover
- Assessment structured, regular, transparent
- Development clear career paths, training, mentoring
- COVID-19 Response Measures & Mental Health Support 5%

#### **Overall: Score weighting: 25%**

Examples could include:

- Contribution to organization as a whole
- CSR, community activities
- Passion for their work, for excellence







"Dave Robinson" Awards for Outstanding Young Communicator of the Year (select In-House OR Agency)

To be eligible to enter you must be under 30 years of age (29 and under) at the entry deadline 30th September 2021. Please note, face-to-face or virtual interviews will be conducted with finalists on Tuesday 2nd November.





#### **Performance: Score weighting: 25%**

Examples could include:

- Delivery projects, activities, within scope, budget
- Operations follows policies, systems, controls
- Creativity and innovation industry or market firsts, innovative use of technologies, creativity or methodologies, embracing risk and learning from failure

### **Stakeholder Management: Score weighting: 25%**

Examples could include:

- Satisfaction long term relationships, praise from clients/colleagues or superiors
- Systems procedures, reporting, feedback

#### **Team: Score weighting: 25%**

Examples could include:

- Relationship with co-workers
- Assessment from line-managers
- Development commitment to continuous learning

#### **Overall: Score weighting: 25%**

Examples could include:

- Contribution to organization as a whole
- CSR, community activities
- · Passion for his/her work, for excellence







## **Independent Consultant or Freelancer of The Year**

A registered consultant or freelancer working in the Middle East communications industry





#### **Performance: Score weighting: 25%**

Examples could include:

- Delivery projects, activities, within scope, budget
- Operations follows policies, systems, controls
- Creativity and innovation industry or market firsts, innovative use of technologies, creativity or methodologies, embracing risk and learning from failure

#### Client Retention: Score weighting: 25%

Examples could include:

- Proven satisfaction from clients i.e. testimonials
- Long term client relationships
- Turnover & retention of clients (%)

## Examples of Campaigns / Case Studies: Score weighting: 25%

 Provide one or more examples of your most creative and impactful work with details of the brief, objectives, strategy, tactics, output, outcomes and budget

#### **Overall: Score weighting: 25%**

Examples could include:

- Contribution to clients as a whole
- Contribution to the industry
- Passion for his/her work, for excellence







## **Outstanding Student Campaign**

This category will recognise excellence in a communications campaign proposal developed by a currently enrolled student in response to a client brief provided by MEPRA. The entry should demonstrate creative thinking, excellence and a strong understanding of the communication profession.





## Identification of Issue & Objective Setting: Score weighting 15%

- Was the issue/challenge identified and explained clearly both from a business and communication perspectives?
- Were the objectives relevant to the original challenge/issue?
- Has the team outlined measureable communication objectives and demonstrated how the strategy will meet the needs of the brief?

#### Research & Data: Score weighting: 15%

- How has the team used research and insights to influence the communications strategy? Has the team clearly shown the judges how research was used to make their decisions?
- · Was a variety of data from different sources considered?

#### Strategy & Planning: Score weighting: 15%

- Was there a clear strategy outlined?
- Was the rationale behind the strategy clearly explained and relevant to the client's brief?
- Is the tactical plan reflective of the strategy?

#### **Channels/Tactics: Score weighting 25%**

- How relevant are the chosen channels and tactics to the client's brief?
- Has the entrant integrated the research findings fluently into the channels and tactics?
- Are the proposed tactics integrated across channels to achieve maximum engagement with target audience?
- The ideas are practical, effective and value for money.
- What makes the execution plan of this campaign stand out?

#### **Results & Evaluation: Score weighting 20%**

 The entrant clearly outlined how the proposed strategy and activities will be measured for success. Entrants should include proposed outputs, outcomes, and metrics to be evaluated (traditional, digital & social)







## **Outstanding Professor of The Year**

The purpose of the award is to provide recognition for faculty at the rank of professor or associate professor in a University based in the Middle East who performs outstanding teaching that is topical and relevant to current communications trends motivates students' interest, curiosity, and love of learning; proposes and applies new teaching concepts and methods; and serves as a mentor to stimulate students' intellectual development.





#### **Teaching Excellence (50%)**

- Shows evidence of teaching excellence demonstrated through grades, student evaluations, peer evaluations, external reviews
- Participates in professional and scholarly activities that enhance teaching ability and currency in the discipline.
- Serves as a mentor to other educational professionals.
- Engages in community activities that benefits the students or University

### **Commitment to Students (50%)**

- Participates in student orientation and university activities.
- Mentors students regarding career and graduate school considerations.
- Contribution to university or curriculum as a whole
- Encourages student participation of community activities







#### Best Sports & Recreational Campaign

Showcasing best practice in communications for campaigns relating to sports, and other recreational activities.

#### Best Sustainability Campaign

Showcasing excellence in sustainability and/or environmental communications

#### Best Business to Business Campaign

Showcasing excellence in business to business communications for products and services

#### Best Consumer Goods Campaign

Showcasing excellence in business to consumer communications for products (e.g. household products, food & drink, automotive, sportswear, fashion & clothing, toiletry, cosmetics)

#### Best Consumer Services Campaign

This category will accept nominations for campaigns on any type of consumer service produced by businesses such as delivery, transport, retail, food service and all other consumer services







## Best Corporate Reputation Campaign Showcasing excellence in raising the brand and/or reputation of a private company

- Best Crisis Communications / Issues Management Strategy
   Any campaign that focuses on a conflict/crisis and its successful resolution.
- Best Internal Communications Campaign
  Showcasing excellence in employee communications
- Best Government Communications & Public Affairs Campaign
   Showcasing projects on behalf of government agencies or programs on behalf of NGOs or private organizations intended to influence government agencies or public opinion
- Best Financial Services Campaign
   Showcasing of best practice in financial communications from financial institutions, private companies, government agencies or regulatory bodies
- Best Healthcare Campaign
   Showcasing excellence in healthcare communications including government to business, government to consumer, business to business and business to consumer





#### Best Automotive Campaign

Showcasing excellence in campaigns relating to automakers and automotive parts and suppliers.

#### Best Fashion or Beauty Campaign

Showcasing excellence in campaigns promoting fashion and beauty products and services

#### Best Food & Beverage Campaign

Showcasing excellence in campaigns promoting food and beverage companies

#### Best Retail Campaign

Showcasing excellence in campaigns promoting retail outlets

#### Best Travel & Tourism Campaign

Showcasing excellence in campaigns promoting hotels, airlines, tourism boards.

#### Best Energy or Natural Resources Campaign

Showcasing excellence in communications for energy producers, mining companies and utilities.







#### Best Technology Campaign

Showcasing excellence in campaigns promoting tech products, applications and services

#### Best Professional Services Campaign

Showcasing excellence in communications for law firms, marketing services firms, management consulting firms, etc.

#### Best Real Estate or Construction Campaign

Showcasing excellence in communications for real estate and construction organisations

#### Best Transportation & Logistics Campaign

Showcasing excellence in communications for shipping and logistics, aviation and aerospace and other transportation companies.

### Best Arts & Culture Campaign

Showcasing excellence in communications for arts & culture events or organisations

#### • Best Non-profit / Humanitarian / Charitable Campaign

Showcasing excellence in communications for organisations in the non-profit / humanitarian / charity sector





## Identification of Issue & Objective Setting: Score weighting 15%

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#### Research & Data: Score weighting: 15%

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#### **Strategy & Planning: Score weighting: 15%**

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#### **Execution: Score weighting 15%**

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- How effective were they in overcoming unforeseen challenges?
- Was any paid media (including paid influencer and social) used to supplement the campaign?

#### Was the campaign a game changer? 20%

- How did this campaign impact the community or other stakeholders?
- How was this a forward-thinking bold campaign?
- Did the campaign incorporate new technologies or innovations?

#### **Results & Evaluation: Score weighting 20%**

- What was the evaluation method and why?
- Are there clear outputs, outcomes, KPIs and metrics (traditional, digital & social)







### Best Integrated Campaign

Showcasing excellence in a strong integrated campaign of paid, earned and owned media, with focus on earned media

## Best Launch / Live Event / Stunt Showcasing excellence in professional events

Best Use of Influencers
 Any campaign that worked in partnership with media influencers.

# Best Use of Digital PR Showcasing use of digital media to execute or support a PR campaign

## Best Use of Sponsorship

Showcasing of best practice in sponsorship or partnership of an event, campaign, group or person including non-financial partnerships







- Best Use of Traditional Media Relations (Consumer/Trade)
   Showcasing use of earned media to achieve exceptional results
- Best Use of Data & Insights
   Showcasing best practice in the use of data and insights to develop a successful communications programme /campaign
- Best Use of Limited Budget
   Showcasing excellence for a communications campaign which was developed and implemented under a budget of US\$20,000 or equivalent
- Best Use of Video
   Best use of video materials in a communications campaign
- Best Use of Creative
   Best use of creative design or branding in a communications campaign





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