

ARABIC COMMUNICATIONS MEPRA AWARDS 2022



2022

جوائز التواصل  
والمحتوى العربي

جمعية الشرق الأوسط للعلاقات العامة  
ARABIC COMMUNICATIONS MEPRA AWARDS

ENTRY KIT

AWARD CEREMONY: 16 JUNE 2022

# IMPORTANT DATES

## February 2022

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Entry open date

## 22 May 2022

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Finalists announced

## 16 April 2022

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Entry deadline, 11.59pm UTC + 4:00

## 16 June 2022

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The winners will be announced  
during a gala event in Abu Dhabi

## 16 April 2022

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All entries must be for work substantially  
completed between April 2021 and the  
entry deadline 16 April 2022





## ENTRY COST

### Introductory offer

Members/Non-Members: AED 400 per main entry

Members/Non-Members: AED 200 per additional entry for same submission in each additional category

## USEFUL LINKS

MEPRA website:

[www.mepra.org/arabicawards](http://www.mepra.org/arabicawards)

Register and enter the 2022 Arabic Communications MEPRA Awards here:

<https://mepra.awardsplatform.com>

## SUPPORT

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

Team:

English Support - TBC

Arabic Support - TBC



# ENTRY GUIDELINES & PROCESS



The Arabic Communications MEPRAS Awards is open to all Middle East-based public relations consultancies, freelancers, in-house communications departments, digital agencies, media owners, academics and students.

All entries must be Arabic centred campaigns; the outputs must have been published or delivered in Arabic and/or bilingual with focus on Arabic language as the primary communication. All written entries must be submitted in Arabic.

The submitting company, organization, agency or their client must be headquartered or have an operational base within the Middle East specified countries.

Organizations, 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.

Entries must be submitted as a two-page PDF. There is no word-count but the entry must be contained to two pages of A4 to qualify. This can be designed as the entrant likes. The file should not be larger than 30MB and must be uploaded to the 2022 MEPRAS Awards platform <https://mepra.awardsplatform.com>

You will also be asked to submit a 40 word / 280 character description and image for your entry which may be used for publication if shortlisted.

All entries must be for work substantially completed between 1 March 2021 and the entry deadline (16 April 2022)

Please make sure all your entry details are entered correctly, including organisation and campaign name, as this will be used in the awards presentation if selected as a finalist and used for the trophy engraving if you are selected as a 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.

# SUPPORTING DOCUMENTS INFORMATION



**Material may be supplied as follows on the Awards entry submissions platform:**

Upload JPEG or PDF files. Maximum file size is 5MB per piece. A **maximum of three supporting documents** can be uploaded with your entry.

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.

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.

If you are shortlisted, you will be asked to submit a one page visual summary on your entry, which includes brief details on your entry outlining the task, solution and results to be used for promotional purposes.

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.

# JUDGING, CONFIDENTIALITY & PUBLICATION



## 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 absente themselves from any discussion involving their organisation or any organisation in which they have an interest. (judges will have to recluse themselves where there is a conflict of interest)

An independent adjudicator will be appointed to review the judging process. This adjudicator will also be available to review any issues raised by entrants. Judges will include a diverse mix of professionals from agency, in-house, media, academia and influencers.

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.

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'.

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). The top entries which have the highest score will be shortlisted as decided by the judging panel.

# CATEGORIES & SCORING



# Best Campaign in [Market]



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

## Your main submission should include the following:

### 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: 25%

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

### Execution: Score weighting 25%

- How faithful was the execution to the original plan?
- Did you or your 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 used to supplement the campaign?

### Results & Evaluation: Score weighting 20%

- What was your evaluation method and why?
- Please include outputs, outcomes, KPIs and metrics (traditional, digital & social)
- If relevant, please highlight any challenges you faced in the evaluation process



# COVID-19 Response



## Best Creative Approach During COVID-19

Showcasing quick-thinking, creativity and transformation of a campaign following restriction measure imposed for COVID-19

## Best Social Impact Campaign in Response to COVID-19

Showcasing excellence in external communications which informs communities and helps change behaviours

## Your main submission should include the following:

### 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: 25%

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

### Execution: Score weighting 25%

- How faithful was the execution to the original plan?
- Did you or your 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 used to supplement the campaign?

### Results & Evaluation: Score weighting 20%

- What was your evaluation method and why?
- Please include outputs, outcomes, KPIs and metrics (traditional, digital & social)
- If relevant, please highlight any challenges you faced in the evaluation process

# People & Teams



## Arabic Communications MEPRA Awards Team of the Year

This award is open to organizational teams of all sizes and recognises the achievements, performance and demonstration of excellence in the field of communications over the last 12 months

### Your main submission should include the following:

#### Performance: Score weighting: 25%

Examples could include:

- Delivery – project delivery on time and within budget
- Operations – policies, systems, control
- Structure – individuals working well together

#### 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

# Outstanding Young Communicator of the Year



This award recognises the achievements and performance of young communicators who are making a valuable contributions to their organisations and showing considerable promise as future leaders.

To be eligible to enter you must be under 30 years of age (29 and under) at the entry deadline 16 April 2022. Please note, face-to-face or virtual interviews will be conducted with finalists on Wednesday 1 June 2022.

Your main submission should include the following:

## Performance: Score weighting: 25%

Examples could include:

- Delivery – projects, activities, within scope, budget
- Operations – follows policies, systems, controls
- Structure – individuals working well together

## Team: Score weighting: 25%

Examples could include:

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

## Stakeholder Management: Score weighting: 25%

Examples could include:

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

## Overall: Score weighting: 25%

Examples could include:

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

# Services

## Best Government Communications & Public Affairs Campaign

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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 Internal Communications Campaign

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This award recognises campaigns that use internal communications to engage staff, drive organisational change, deliver increased stakeholder value, or change an organisation's ethos. Entries should detail how on-going strategy has shown significant improvement and further engagement within the internal team.

## Best Community Outreach Campaign

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This category recognises the most outstanding communications campaign that has addressed social, economic or environmental issues the organisation is advocating and championing.





# Techniques

## Best Integrated Campaign

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This category recognises a successful communications campaign demonstrating integration of a range of tactics, such as elements of the Paid, Earned, Shared and Owned (PESO) media model, to achieve its objectives

## Best Launch/ Live Event / Stunt

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This category recognises excellence in a professional event which creatively and effectively engaged audiences

## Best Use of Influencers

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Recognises an outstanding campaign that worked in partnership with digital influencers

## Best Use of Social Media

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This category will highlight campaigns that include a large element of social media to execute or support a communications campaign

## Best Website Content Creation

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This category recognises excellence in website content creation which creatively and effectively engaged audiences

## Best Use of Media Relations

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Showcasing use of earned media to achieve exceptional results

## Best Use of Video

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Best use of video materials which support a communications campaign



# Students & Academia



## 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 MEPR. The entry should demonstrate creative thinking, excellence and a strong understanding of the communication profession.

### Your main submission should include the following:

#### 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 measurable 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: 25%

- 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.

## Your main submission should include the following:

### 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



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