

ARABIC COMMUNICATIONS MEPRA AWARDS 2022



2022

جوائز التواصل
والمحتوى العربي

جمعية الشرق الأوسط للعلاقات العامة
ARABIC COMMUNICATIONS MEPRA AWARDS

JUDGING GUIDELINES

AWARD CEREMONY: 16 JUNE 2022

STEPS TO JUDGING ENTRIES



01

Go to <https://mepra.awardsplatform.com>

02

Log in with your email ID and password: arabicawards2022 (if you have your own log in password already skip steps 2,3,4). If you have forgotten your password, hit 'reset password' on the home screen (<https://mepra.awardsplatform.com>)

03

Once logged in, click on your name (top right-hand side) and select 'Profile'. Here you can change your password, press save

04

Click on your name and select 'Log Out' then log in with your new and secure password

05

You will see the categories you have been given to judge. Clicking on the entry name will take you into the entry view.

06

When you click into an entry, you will see all the details entered by the entrant including their entry pdf. At the bottom of the page there is one score field out of 100 and one field for one mandatory comment.

07

If you wish to abstain from judging for any reason, check the box on top on the right side and you can skip scoring that entry.

08

The comment box can be seen by awards organisers and may be used publicly. Only one summary comment is mandatory this year and will be shared with the entrant. The comment will remain anonymous.

09

Once you have completed your score and comment, hit 'Save + next' to move to the next entry.



AWARDS PLATFORM NOTES:

- The status 'to be scored' refers to an entry that is yet to be scored.
- The status 'in progress' refers to an entry that hasn't had all the criteria scored yet (but has commenced).
- The status 'complete' refers to an entry that has had all criteria scored and is therefore completed.

SCORING

- Each entry will be scored by six to nine judges
- Judges have been selected at random
- You will be asked to provide one score out of 100 but your scoring should consider the scoring criteria provided for each category below
- You will be required to score entries independently from each other as you are not likely to see the full category
- 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.
- There will be an independent adjudicator appointed to review the judging process. This adjudicator will also be available to review any issues raised by judges.



CONFLICTS OF INTEREST

You have been manually recused from judging your own entries or categories you have entered in. You will however be required to judge all entries aside from your own in the People & Teams categories. If you receive an entry from any other category you have entered in, or you have received your own submission by mistake, please click the entry and select the 'abstain from judging' box on the top right corner and press save.

If you face any of the following conflicts of interest please also select the 'abstain from judging' box when you click on the entry:

- You have a personal relationship with the entrant (i.e. married /related)
- You are the client or agency partner of the entrant

YOUNG COMMUNICATOR OF THE YEAR ENTRIES

Judges for the Young Communicator of the Year category shall not, without the written permission of the entrant's company, solicit or employ any entrant of the category for a period of 12 months post the 2022 Arabic Communications MEPRA Awards.

CONFIDENTIALITY

Prior to judging your allocated entries, you will be required to tick a confidentiality clause. By ticking this clause, you pledge to the following:

As a judge of the 2022 Arabic Communications MEPRA Awards, I hereby pledge that in accepting this role:

1. I will not divulge or utilise confidential information gained from judging submissions, or discuss with any other party, any details of any award entry that I am required to judge;
2. I will perform the task required of me to the best of my ability in accordance with the procedures set down and in the spirit of the MEPRA Awards, without bias or prejudice to any entrant or entry;
3. I will declare to the awards organiser any involvement that I have had in any award entry listed for me to judge;
4. I will not copy or retain any entry material during the online or live judging process, nor remove any written notice, material, score sheet, document or part of any award entry.

IMPORTANT DATES

Round 1

Judges to review and score online submissions between 25 April - 14 May 2022

22 May 2022

Finalists announced

Round 2

Young Communicator of the Year categories will also include an in-person / virtual judging session on Wednesday, 1 June 2022.

16 June 2022

Awards presentation ceremony

16 April 2022

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



ENTRY GUIDELINES & PROCESS



The Arabic Communications MEPR 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 MEPR Awards platform <https://mepra.awardsplatform.com>

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

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.

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.

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.

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.



Useful Links

MEPRA website:

www.mepra.org/arabicawards

Register and judge the 2022 Arabic
Communications MEPRA Awards here:

<https://mepra.awardsplatform.com>

Support

If you have any questions on the
judging process, please contact: TBC

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
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- 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%

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- 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 MEPR A 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 31st July 2021. Please note, face-to-face or virtual interviews will be conducted with finalists on Wednesday 1st September 2021.

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

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

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

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

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

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

Best Use of Influencers

Recognises an outstanding campaign that worked in partnership with digital influencers

Best Use of Social Media

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

Best Website Content Creation

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

Best Use of Media Relations

Showcasing use of earned media to achieve exceptional results

Best Use of Video

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 MEPRA. 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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