



# MEPRA AWARDS 2023

## ENTRY KIT



## IMPORTANT DATES

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Entry opening:

**22nd June 2023**

Entry Closing :

**7th September 2023**

- Please note that the entry deadline is **final** and there will be no extensions provided. The system will automatically prevent entry submissions after the deadline.
- All entries must be for work completed between **1st September 2022** and the entry deadline **7th September 2023**
- Finalists announced WC **23rd November 2023**
- The 2023 Awards presentation ceremony: **23rd November 2023**

## ENTRY COST

**MEPRA** members benefit from the exceptional **20% discount** on all award entries.

**Members:** AED 865 per main entry

**Members:** AED 435 per additional entry for the same submission in each additional category

**Non members:** 1295 AED per main entry

**Non members:** 649 AED per additional entry for the same submission in each additional category



# ENTRY GUIDELINES AND PROCESS



The Middle East Public Relations Awards are open to all parties involved in the use of public relations for communications 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 and be readable to qualify. We suggest using size 11 font and above. 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 2023 MEPRA Awards platform <https://mepra.awardsplatform.com>

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 organisations and/or client's logo to be used for publication. The logo must be submitted in a hi-res vector /ai. format.



# ENTRY GUIDELINES AND PROCESS



All entries must be for work substantially completed between 1 September 2022 and the entry deadline (7th September 2023).

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.

The MEPRA team may carry out random due diligence checks on shortlisted entries, which will include confidential verification of information.

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# SUPPORTING DOCUMENTS

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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
- 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 on the main two-page submission. Your entry should be fully explained within the main submission form.



# 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 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 recuse 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'.



# CATEGORIES & SCORING



## BEST CAMPAIGN IN [MARKET]

A campaign implemented in one of the  
following markets:

**Bahrain, Egypt, Jordan, Kuwait, Oman, Qatar,  
Saudi Arabia, UAE, Lebanon.**



## 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 communications 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? Score weighting: 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)?
- What was the impact on the business?



# PEOPLE AND TEAMS



## Large Agency of the Year

For agencies with 51+ full time employees  
Must also be able to demonstrate offices  
around the region

## Medium Agency of the Year 16-50

For agencies with 16-50 full time employees

## Small Agency of the Year

For agencies with under 15 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.

For all agency of the year submissions, all shortlisted will be expected to experience verification of information submitted in the entry form. This may include fact checking and client references. Any agency found to be untruthful in their entry submission will be disqualified from the awards.



# Your main submission should include the following: \_\_\_\_\_

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

Examples could include:

- Time or services committed to MEPRA or other industry communities, which has sought to drive 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.
- Culture and Mental Health Support.



# PEOPLE AND TEAMS

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## In-House Team of the Year

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## 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, 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 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
- Culture and personal support

### Overall: Score weighting: 25%

Examples could include:

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



## PEOPLE AND TEAMS

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### **“Dave Robinson” Awards for Outstanding Young Communicator of the Year (In- House OR Agency)**

To be eligible to enter you must be under 30 years of age (29 and under) at the entry deadline 7th September 2023. Please note, face-to-face or virtual interviews will be conducted with finalists in October.



## 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,
- 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 – to commitment 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



# SECTOR AND SERVICES

## Best Sports & Recreational Campaign

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

## 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 Arts & Culture Campaign

Showcasing excellence in communications for arts & culture events or organisations.

## 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 Technology Campaign

Showcasing excellence in campaigns promoting tech products, applications and services.



# SECTOR AND SERVICES



## Best Retail Campaign

Showcasing excellence in campaigns promoting retail outlets.

## Best Transportation & Logistics Campaign

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

## Best Government Communications & Public Affairs Campaign

## Best Travel, Tourism & Hospitality Campaign

Illustration of exceptional work in across travel, tourism and hospitality

## Best Financial Services Campaign

Demonstrating brilliance across the financial services sector

## Best Healthcare Campaign

Sharing excellence for communications work in healthcare

## Best F&B Campaign

This campaign demonstrates excellent communications campaigns across the food and beverage sector.



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- How was this a forward-thinking bold campaign?
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## Results & Evaluation: Score weighting: 20%

- What was the evaluation method and why?
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# TECHNIQUES

## 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 or Brand Ambassador

Any campaign that worked in partnership with media influencers.

## Best Use of Digital Communications

Showcasing use of digital media to execute or support a PR campaign.

## Best Use of Thought Leadership

Showcasing a campaign which established a brand, organisation or individual as a clear thought leader.

## Best Sustainability, Social Responsibility or ESG campaign

Showcasing excellence in sustainability and/or environmental communications.

## Best Sustainability Stakeholder Engagement Campaign

These campaigns have received recognition for their successful engagement of stakeholders, aligning sustainability goals with business strategies, and creating positive social and environmental impacts.

## Best campaign demonstrating DE&I Initiatives

Showcasing the best campaigns that exemplify diversity, equality and inclusion initiatives

## Best campaign demonstrating Environmental Initiatives

Campaigns with environmental initiatives to raise awareness and display impact



# TECHNIQUES

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

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

## **Best Use of 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 Content - Creative, Editorial or Video**

Best use of creative, video or editorial materials in a communications campaign.

## **Best Corporate Reputation Campaign**

Illustration best use of managing corporate reputation

## **Best Crisis Communications /Issues Management Strategy**

Demonstration of crisis communications

## **Best Internal Communications or Change Management Campaign**

Showcasing the impact on an internal communications campaign

## **Best Collaborative Campaign**

This category demonstrates the work completed in partnership with other agency's on the same project to achieve a common goal.



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# THANK YOU & GOOD LUCK

For any questions please contact the MEPRA Team

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