2021 MEPRA Awards:
Outstanding Student Campaign
Campaign Brief
• The Outstanding Student Campaign category will recognise excellence in a communications campaign proposal developed by currently enrolled students in response to a client brief provided by MEPRA. The entry should demonstrate creative thinking, excellence and a strong understanding of the communication profession. This category should be entered by an individual student or maximum two students per entry. The deadline for entry is 30th September 2021.

• The entrant must be an enrolled student at the time of the entry deadline 30th September 2021

• 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 https://mepra.awardsplatform.com

• You will also be asked to submit a 40 word and 100 word description and image for your entry which may be used for publication if shortlisted.

• The cost per entry is AED100

• The winner will be announced during the 2021 MEPRA Awards Ceremony on 24th November and presented with the winning trophy.
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)
Client: Middle East PR Association (MEPRA)

- Founded in the United Arab Emirates in 2001, The Middle East Public Relations Association (MEPRA) is the industry body for the public relations and communications profession in the Middle East, with more than 1,000 members from across the agency, corporate and government sectors.

- It is an association committed to promoting standards of excellence, sharing knowledge and building the capabilities of communication professionals in the region.

- 2021 marks the 20th year of MEPRA serving the communications community in the Middle East, providing access to industry insights and enabling professionals to grow their network and further their professional skills.

- The purpose of this brief is to challenge students to devise a communications campaign that elevates the MEPRA brand and delivers on our mission of building capabilities of communications professionals, sharing knowledge and promoting excellence.
MEPRA’S PURPOSE

To be the trusted, credible voice for the industry and go-to contact for industry advice and support.
OBJECTIVES & STRATEGIC APPROACH

To build loyalty and attract new members by:

• Reinforcing Professionalism
• Engaging members
• Deepening value for members
Our top line message

MEPRA is the voice of the public relations and communications profession in the Middle East

The Middle East Public Relations Association (MEPRA) is the region’s leading body for public relations and communication professionals and students. Join our community to get industry insights, network with peers and further your professional skills.
• **Advocacy**: MEPRA promotes the public relations profession and serves the interests of the communication industry by helping shape discussions on core principles, trends and standards.

• **Growth**: MEPRA is committed to advancing the public relations industry in the region, while nurturing the professional development of individuals.

• **Intelligence**: MEPRA partners with leading institutions and public relations experts to share knowledge through a wide variety of resources for communication professionals in the region.

• **INTEGRITY**: MEPRA operates with the highest professional and ethical standards and encourages integrity and respect to be at the heart of every interaction in the communication community.
MEPRA’s programme includes:

- MEPRA Awards: mepra.org/awards
- MEPRA Leadership Majlis: mepra.org/events/majlis
- REMAP Creative Congress: www.mepra.org/events/remap
- MEPRA Mentoring Programme: www.mepra.org/mentoring/
- MEPRA Wellness Programme: www.mepra.org/wellness/
- MEPRA Academy: mepra.org/events/majlis

For more information on MEPRA and its programme, visit www.mepra.org
MEPRA has over 1,000 members from communication and PR agencies, in-house teams, universities and government bodies.

MEPRA is led by a voluntary Executive Board and supported by the Strategy Board and Youth Board. All board members have committed to an industry collective goal to:

Raise awareness and build understanding of public relations in the Middle East, both as a profession and as a driver of organisational reputation. We do so by promoting industry standards, sharing knowledge and thought leadership and building the capabilities of professionals in region.
We are looking for a bold campaign which elevates the MEPRA brand, drives engagement with existing members and drives new membership. Be creative in your thinking on campaign mechanics. Judges will be looking for creative and integrated ideas which could include stunts, competitions, reports, events, digital media, new technologies. Think about what we can news jack and which third-party platforms and partnerships could and should we leverage.

Creativity and feasibility are key.

We want ideas, that:

• Demonstrate MEPRA’s leadership in the communications and business industries
• Engages existing members and encourages new members
• Builds the reputation of MEPRA within the communications industry and beyond
• Reinforces MEPRA as the leading industry body for communication professionals in the Middle East
• Supports MEPRA’s mission to build capabilities of communications professionals, share knowledge and promotes excellence
THANK YOU & GOOD LUCK

For any questions please contact the MEPRA Team

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