



ENTRY INSTRUCTIONS FOR PROJECTS

How to Prepare Your Phoenix Awards Project Entries

Requirements for Project Entries:

- **Prepare a One-page Project Summary.** A concise summary no longer than one page must be uploaded as a PDF. The one-page summary is the single most important component of the Phoenix Award entry. Judges evaluate the tactic on four key areas — **planning/content, creativity/quality, technical excellence and results.** (Media relations categories are not judged on technical excellence.) Within these areas, the summary must include **measurable objectives, target audiences, budget and any other specific information requested in the individual category.**
 - The one-page summary should have no smaller than a 10-point typeface and one-inch margins.
 - Results – qualitative, quantitative or both – should provide evidence of how the stated measurable objectives were met, and how the entry impacted the success of a broader or ongoing program.
- **You may upload up to five supporting materials.** Upload only the materials requested for each individual category. Examples of files accepted for supporting materials include, but are not limited to: Word, Excel, PowerPoint, PDF, JPEG, and .MOV.
 - Relevant links to videos or other materials can be listed in a Word document.
 - If you want to include examples of promotional objects, creative direct mail pieces, etc., include a photograph or image of it.
 - Quality is more important than quantity. For example: only include e-mails or meeting notes if they contain relevant information that judges need to evaluate the planning and successful execution of the program; and there is no need to include duplicate press clippings when a representative sample and summary of coverage will suffice.
- **Judges have the right to deduct two points for each instance in which the above instructions are not followed (technical violation).**

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Project Entry Checklist

Questions to help you prepare a strong Project entry:

1. PLANNING/CONTENT

- Is the measurable objective or goal of the entry thoughtfully considered, clearly stated and attainable?
- Is the audience identified?
- Is a clear strategy stated or implied?
- What was your budget?

Comment: The two items on this list that often trip up submissions are measurable objectives, and budget. Quantifiable objectives are much stronger than “soft” ones. Also, some agencies and companies prefer not to submit budgets for proprietary reasons, but your entry will be much stronger if you do, and you may specify that budget information you supply remain confidential.

2. CREATIVITY/QUALITY

- Do messages tie to objectives?
- Is content substantive, understandable, consistent and appropriate for the stated audience?
- How is your entry unique?
- How is the tactic used imaginatively to achieve program goals?

3. TECHNICAL EXCELLENCE

(Media Relations categories are not judged on technical excellence.)

- How good is the piece in terms of how well it has been crafted? *(For written pieces, for example, was the topic clearly presented? Is the piece grammatically correct and of good structure? How captivating was the headline, body or conclusion?)*
- How do communication elements set your entry apart?
- How do graphic elements, if present in the tactic, set your entry apart?
- How is the quality of work product superior, based on budget and scope of the project?

Comment: Judges will be evaluating your entry for overall quality of the work product.

4. ASSESSMENT/RESULTS

- What effort was made to assess whether the objective or goal was met?
- Did the entry meet its stated intent?
- Are there other indicators of success, quantitative or qualitative, in meeting objectives?
- How efficient was the execution of the tactic in relation to resources (personnel and budget)?

Comment: The strongest competitors offer measurable results that compare to measurable objectives; in other words, just naming a result is less effective than comparing how it stacked up against the measurable objectives you had set at the beginning.

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A note about proprietary information:

Judges will be asked to abide by the PRSA Code of Ethics and respect the confidentiality of any proprietary information provided. Please mark such information: "Proprietary information -must remain confidential."