



**PUBLIC RELATIONS  
SOCIETY OF THE  
PHILIPPINES**



Presented annually by the Public Relations Society of the Philippines (PRSP), the ANVIL AWARDS is the symbol of EXCELLENCE in Public Relations.

The ANVIL is awarded to outstanding public relations programs and tools after careful screening by select PR professionals and judging by senior PR professionals and a distinguished multi-sectoral jury.

### DATES TO REMEMBER

Entry submission opens: **September 2, 2024**

Entry submission closes: **November 15, 2024**

Araw ng Parangal: **January 28, 2025**

### ELIGIBILITY

Any public relations program or tool implemented from **October 1, 2023 to September 30, 2024**, where impact and results were achieved during the time frame, is eligible for submission as an entry to the 60<sup>th</sup> Anvil Awards.

### NOMINATION

Any company, agency, or individual, whether a PRSP member or non-member, can nominate and submit an unlimited number of entries to the different categories.

Agency executives, public relations consultants, stakeholder or beneficiary organizations may submit a nomination on behalf of their client, as long as the entries are submitted along with a signed letter of authorization from the client/campaign proponent.

### AN ENTRY SUBMISSION IS COMPOSED OF:

1. Entry Form [to be filled up online]
2. 150-word Executive Summary
3. PR Program or PR Tool document
4. Digital copy of Supporting Documents and Samples (maximum total size of 100 mb per entry)
5. Signed Authorization Letter (for Agencies, Consultants)
6. Photo (300 dpi), logo or visual that represents your entry.

You may download required forms from the PRSP website:

- Entry Form (Needed by all entries)
- PR Campaign/PR Tool Plan
- Letter of Authorization (From the client, if submitted by an agency, consultant or beneficiary)

### AN ENTRY MAY BE DISQUALIFIED IF THE ENTRY :

- does not follow the official format and rules.
- exceeds maximum number of words in the Executive Summary.
- is missing any of the submission requirements, or if any of the required items is incomplete
- misrepresents facts or is suspected of plagiarism.
- is poorly written

An entry may also be disqualified if the proponent has outstanding payables with PRSP, including but not limited to, ANVIL-related outstanding obligations.

### ANVIL AWARDS AT STAKE

GRAND ANVIL AWARD (PR PROGRAM)

PLATINUM ANVIL AWARD (PR TOOL)

GOLD ANVIL AWARDS

SILVER ANVIL AWARDS

SPECIAL AWARDS

- HALL OF FAME
- COMPANY OF THE YEAR
- AGENCY OF THE YEAR

### ENTRY FEE and PAYMENT INSTRUCTIONS

#### Entry Fees:

PHP 10,000	PRSP Members
PHP 12,000	Non-PRSP Members

Checks may be deposited to PRSP's bank account or sent to the PRSP Secretariat

- Checks should be made payable to:  
**Public Relations Society of the Philippines, Inc.**
- For bank deposits:  
Account name - Public Relations Society of the Philippines, Inc.  
Account number - 0321- 0261-33  
Bank name - Bank of the Philippine Islands (BPI)  
Branch: Legazpi Columns

## CATEGORY 1: PUBLIC RELATIONS PROGRAMS

- A. MARKETING AND BRAND COMMUNICATION**  
This category recognizes PR programs designed to sell products, services, destinations, organizations, or ideas to external audiences; generally delivered through a variety of communication vehicles and channels.
- B. ARTS & CULTURE/ HERITAGE/ TOURISM**  
This category recognizes the most effective programs designed to communicate arts & culture, heritage, or tourism to identified audiences.
- C. FINANCIAL COMMUNICATIONS**  
This category recognizes the most effective ongoing campaigns or one-off projects within the financial sector during the eligibility period.
- D. TECHNOLOGY**  
This category recognizes the most effective programs to communicate products and services in the technology space to external audiences.
- E. HEALTH & WELLNESS**  
This category recognizes the most effective programs that promote health, work-life balance and overall wellness, that increases brand awareness and increases customer engagement which ultimately inspires and educates in cultivating better health and well-being.
- F. AUTOMOTIVE AND TRANSPORTATION**  
This category recognizes the most effective programs in the automotive and transport sector, including car manufacturers, trade bodies, or work that includes campaigns aimed at customers of transport and automotive services, initiatives, and products.
- G. E-COMMERCE AND RETAIL**  
This category recognizes programs that use PR strategies to improve e-commerce reach to drive business growth and increase brand, product and/or service awareness.
- H. BUSINESS TO BUSINESS COMMUNICATION**  
This category recognizes programs or campaigns whose target audience may be a niche business sector or the business community in general.
- I. EMPLOYEE ENGAGEMENT**  
This category recognizes local, regional, national, or international programs or strategies that profile the role of strategic communication as a driver in improving employee engagement.
- J. CHANGE COMMUNICATION**  
This category recognizes the most effective communication strategies that support organizational change.
- K. REPUTATION AND ISSUES MANAGEMENT**  
This category recognizes effective communications related to an issue or reputational-management work by an agency or corporate PR team, or a combination of both.
- L. PUBLIC AFFAIRS/ POLICY-SHAPING COMMUNICATION**  
This category recognizes the most effective use of PR to change/enlist political and/or public opinion using public affairs tactics.
- M. CAUSE-RELATED / PUBLIC AWARENESS / ADVOCACY**  
This category recognizes effective campaigns with original creative ideas that raise awareness or positive sentiment, towards the cause/topic, and/or contribute to behavior change that is relevant to the public - but do not fall into the "Equality & Inclusion" category.
- N. SUSTAINABILITY COMMUNICATION (CONTRIBUTING TO ANY OF THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS)**  
This category recognizes the most effective programs that promote sustainability to an identified audience with measurable results.
- O. CORPORATE SOCIAL RESPONSIBILITY/ GOOD GOVERNANCE**  
This category recognizes a campaign or ongoing project that uses or integrates social responsibility to promote or enhance a company's image or specific products or services.
- P. GOVERNMENT RELATIONS**  
This category recognizes a campaign or ongoing project that leverages Government Relations to achieve results.
- Q. INVESTOR RELATIONS**  
This category recognizes a campaign or ongoing project directed toward investors as audience.
- R. DIVERSITY AND INCLUSION**  
This category recognizes campaigns with original creative ideas that raise awareness or positive sentiment towards the cause/issue, and/or help change behaviors around equality and inclusion and promote them in an effective way.
- S. NON-PROFIT**  
This category recognizes the most effective work done for or by a charity, voluntary or not-for-profit organization in fundraising or in changing/enlisting political, public or corporate opinion.
- T. CORPORATE IDENTITY/ CORPORATE BRANDING PROGRAM**  
This category recognizes the most outstanding use of PR related to corporate branding, including the launch of a new company, rebranding and repositioning initiatives, to build corporate reputation, enhance corporate positioning, communicate with investors or other stakeholders, or achieving other corporate objectives.
- U. BEST USE OF DIGITAL**  
This category recognizes the most successful campaigns in creating omnichannel digital content across multiple digital platforms and devices that drives meaningful consumer engagement.
- V. BEST USE OF SOCIAL MEDIA**  
This category recognizes the use of social media to enhance a PR campaign and build successful brands. The strongest entries should showcase well thought out strategies that work in synergy with innovative content to achieve campaign objectives.
- W. BEST USE OF INFLUENCER MARKETING**  
This category recognizes the most effective, creative and innovative PR campaign that engages influencers and uses them as part of the PR strategy to increase brand awareness and achieve business objectives.
- X. BEST USE OF PARTNERSHIPS**  
This category recognizes programs that leverage partnerships to achieve results for a PR-led campaign.
- Y. BEST PR-LED INTEGRATED CAMPAIGN**  
This category recognizes the best holistic integrated campaign that uses at least three channels to achieve results. The campaign must be PR-led, and demonstrate the creativity, innovation, impact and effectiveness.

## CATEGORY 2: PUBLIC RELATIONS TOOLS PROGRAMS

### A. PUBLICATIONS

This category recognizes the most excellent corporate publications that include both print and digitally published material produced on behalf of an organization and targeted to either external audiences or internal stakeholders to achieve specific PR objectives.

- A. Newsletters
- B. Annual Reports
- C. Sustainability Reports
- D. Trade Publications
- E. Calendars
- F. CSR Reports, handbooks, manuals, e-books
- G. Coffee Table Books (institutional, historical, biographical, corporate)

*Except for coffee table books, only digital copies of the full publication are required for submission.*

### B. MULTIMEDIA

This category recognizes the most creative use of multimedia, balancing creativity, cost-effectiveness, and overall impact.

- A. Audio-visual presentations
- B. Online Video/Online News/Podcasts
- C. Social Media
- D. Websites, blogs (Intranet / Internet)
- E. Emerging Tools (gamification, virtual, augmented and mixed reality)

### C. SPECIAL EVENTS

This category recognizes the most effective and creative event activation through the use of innovative platforms and interactive elements that capture audience engagement in order to achieve campaign goals.

- A. Launches
- B. Milestones
- C. Conferences/Conventions
- D. Expositions

## GUIDE TO PREPARING YOUR ENTRY

1. Choose a specific sub-category under PR Programs or PR Tools.
2. Fill out the online entry form in the 60<sup>th</sup> ANVIL portal at [prsp.ph](http://prsp.ph)
3. For each entry, complete a 150-word Executive Summary that briefly describes your entry: description your entry: description of the program/tool; objectives/reason for implementation; target audience; strategy adopted, implementation stages/phases, milestones, resources, challenges and solutions; impact and results.
4. For each entry, complete the PR Program or PR Tool Plan.
5. For each entry, submit a digital copy of supporting documents and samples (maximum total size of 100 mb per entry)
6. For Agencies or PR Consultants, submit an authorization letter signed by your client
7. For each entry, submit a photo (300dpi), logo or visual that represents your entry. The logo may be used at the Gabi ng Parangal in case the entry wins.

You may submit as many entries as you want.

## SCREENING AND JUDGING OF ENTRIES

**First Tier:** The screening will ensure that only entries which comply with guidelines set for the 60<sup>th</sup> Anvil Awards will move forward to Tier 2 of the judging process.

**Second Tier:** Entries that have passed screening are evaluated by a Board of Judges composed of senior PR and communication professionals who may or may not be members of PRSP. The Board of Judges will award the Silver and Gold Awardees using rubrics created for the Anvil Awards. The decision of the Board of Judges is final.

**Third Tier:** All Gold Anvil winners are endorsed to a Panel of Jurors composed of multi-sectoral representative distinct from the Board of Judges. The Panel of Jurors will grant the two major awards: the Grand Anvil and Platinum Anvil. The decision of the Panel of Jurors is final.

The Panel of Jurors determines the winners of the two major awards, GRAND ANVIL and PLATINUM ANVIL, based on set criteria.

The decision of the Panel of Jurors is final.