**2017 ACE AWARDS**

**CAMPAIGN ENTRY CATEGORIES**

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**[NEW] Marketing Communications Campaign of the Year**
Recognizes outstanding strategy development and implementation of integrated communications programs, including but not limited to media relations, digital media, paid media and creative material development.

**Brand Development Campaign of the Year**
Recognizes outstanding success in brand development, re-positioning, or re-branding of an established brand (either a product, service, or corporation) through the use of strategic public relations.

**New Product or Service Launch Campaign of the Year**Recognizes a new product or service launch that generated awareness and product/service recognition through the use of strategic public relations planning and execution.

**Employee Engagement / Internal Communications Campaign of the Year**
Recognizes exemplary employee engagement and/or internal communication programs that improved employee-management relations, strengthened employee communities and/or successfully administered change management.

**Community Relations Campaign of the Year**
Recognizes community campaigns related to local projects, public meetings, special interest group program(s) or ongoing community programs that are designed to establish and maintain mutually satisfactory relationships or shift community opinions.

**Government Relations / Public Affairs Campaign of the Year**
Recognizes the most effective use of government relations and/or public affairs to change/enlist public opinion in order to influence government policy and/or regulations.

**Investor / Financial Relations Campaign of the Year**
Recognizes outstanding communications work targeted toward investors, shareholders and other financial audiences.

**Crisis or Issues Management Campaign of the Year**
Recognizes effective crisis and/or issues management work through the use of strategic public relations.

**Best Use of Media Relations (Over $50,000)**
Recognizes effective and creative use of media relations to execute or support a public relations campaign with a budget over $50,000.

**Best Use of Media Relations (Under $50,000)**
Recognizes effective and creative use of media relations to execute or support a public relations campaign with a budget under $50,000.

**Best Use of Special Events**
Recognizes effective and creative use of an event or events to execute or support a public relations campaign.

**Best Digital Communications Campaign of the Year**
Recognizes exemplary digital campaigns that successfully engage with target audiences to create engaged communities, launch/raise awareness of products, or manage issues and/or crisis.

**[REVISED] Student Public Relations Communications Plan of the Year**
Recognizes a student or student group for excellence in communications planning. The entry should focus solely on the communications plan following the RACE formula, regardless of whether the plan has been implemented.

**LEADERSHIP AWARD CATEGORIES**

**CPRS Toronto Public Relations Student of the Year**

Individuals may enter themselves, or be nominated by others. This award will be presented to a CPRS Toronto full or part-time student graduating this year with a solid academic record and has demonstrated interest in professional development. The award is designed to attract, encourage and reward future talent. The winning entrant will be awarded a one-year student membership as well as entry into five selected CPRS Toronto professional development and networking events.

*Entry requirements:*

* Résumé (maximum two pages)
* A one-page endorsement from a nominator (faculty, fellow student or mentor)

**CPRS Toronto Young Public Relations Professional of the Year (Under 30 years of age)**

This award recognizes an individual who has made significant achievements in his or her career. Open to a public relations professional (under 30 years on March 2, 2017) who have been in the industry for less than three years (i.e., since March 2, 2014) (individuals may enter themselves, or be nominated by others).

*Entry requirements:*

* Nomination from employer(s) detailing nominee’s career history and professional qualifications (maximum two pages)
* A 250-word statement from the nominator outlining why this individual should be awarded this special recognition. Judges will look for evidence of outstanding achievement in supporting clients and/or senior-level staff, development of public relations strategy, business savvy, creativity, knowledge of public relations tactics, and contributions to business objectives and to the overall profession of public relations.

**CPRS Toronto Public Relations Professional of the Year**

An individual may enter themselves, or be nominated by others. The award recognizes outstanding personal achievement within the public relations industry over their career, with particular focus on their successes over the past year.

*Entry requirements:*

* Résumé (maximum two pages)
* A 250-word statement from the nominator outlining why this individual should be awarded this special recognition
* Two reference letters from past or present clients or employers

**CPRS Toronto Mentor of the Year Award**Candidates must be nominated by someone other than themselves for the award. The award recognizes a volunteer who has served as a mentor to public relations professionals or students in the year of 2015/2016.

*Entry requirements:*

* A brief description (max one page) that outlines the nominee’s volunteer involvement as a mentor within and outside CPRS (Toronto) and explains why this nominee should be honoured with this special recognition
* Names and testimonials from individuals mentored by the volunteer
* Résumé (maximum two pages)

**CPRS Toronto Volunteer of the Year Award**Candidates must be nominated by someone other than themselves for the award. The award recognizes a volunteer within CPRS Toronto during the previous year (2016/2017).

*Entry requirements:*

* A brief, one-page outline of the nominee’s volunteer/committee involvement in CPRS Toronto that explains why this nominee should be honoured with this award
* List of the CPRS Toronto committees for which this volunteer provided assistance
* Résumé (maximum two pages)

**FULL SUBMISSION REQUIREMENTS (ONLINE ENTRY)**

**Executive Summary**

* Provide a compelling overview of your program following the RACE formula. This document is the most important component of the submission, which judges use to mark the overall campaign.
* In the executive summary, demonstrate how each part of the program or project influenced the other. *How did your research and analysis affect your planning? How did you achieve results within the time and budget constraints? How did you conduct your evaluation? Did your results meet your objectives? Did you face any challenges? What did you learn?*
* Executive summary should demonstrate the use and understanding of the RACE formula (Research, Analysis, Communications, and Evaluation) and include a brief description of the strategy, quantifiable objectives, audiences, plans and tactics, budget and restraints, and the results.
* Maximum two pages typed. No less than 10 point font.
* **Note for student entries:** Executive summary must be accompanied by a letter of endorsement from course instructor.

**Supporting Documents**

* Supporting documents should support the executive summary and bring the full campaign to life for the judging team. Supporting documents should include:
* Research
* Communications materials
* Metrics, coverage clippings, measurement of results (e.g. media coverage, community engagement)
* Supporting documents must be uploaded as PDFs. A maximum of four PDFs can be submitted per entry.

**A note on Research (and the “R” in RACE)…**

* For the submission, please consider ‘research’ in the broadest sense of the word. The definition of research includes any gathering of data, information and facts for the advancement of knowledge. Research could therefore include not only ‘research’ in the traditional sense of doing a study, but also talking to key opinion leaders, the thought that is part of how your media list is compiled, etc. Thus, this section can be thought of as two “Rs” – Research and Rationale.
* The entry must demonstrate how the goals and objectives were clearly thought out, and informed by research.
* The entry’s evaluation measures can also be informed by research.

**What do the three award levels mean?**

The ACE Awards recognize three levels of achievement. The award levels are:

* Bronze: 75—79 per cent
* Silver: 80—89 per cent
* Gold: 90—100 per cent

**Best in Show Awards:**

* Campaigns strategies that implemented unique solutions and tactics to a communications challenge will be marked in the rubric as “creative.” The highest marked campaigns marked as “creative” will be eligible for the Best in Show Award presentation to the full judging panel.
* The overall highest marked campaigns will be eligible for the Best in Show Award presentation to the full judging panel.
* Eligible campaign teams will have 15 minutes to present their campaign to the judges. This presentation is a blank slate and should be presented as though the judges have no background information.