

Table of Contents

Overview & Entry Guidelines

- ❖ Eligibility: Who can enter?
- ❖ Entry Application Process: How does it work?
- ❖ Best Creative PR Campaign & PR Campaign of the Year

Campaign Entry Categories

- ❖ (A): Corporate/Agency
- ❖ (B): Not-for-Profit/Non-Governmental Organization
- ❖ (C): Government
- ❖ (D): Student

Preparing Your Entry - Campaign or Project Entries

- ❖ Step 1
- ❖ Step 2

Important Information for Preparing Your Entry

Leadership Awards

- ❖ Public Relations Student of the Year
- ❖ Young Public Relations Professional of the Year (Under 30 years of age)
- ❖ Public Relations Professional of the Year
- ❖ Mentor of the Year
- ❖ Volunteer of the Year

Entry Fees & 2012 Key Dates

Entry Checklist

APPENDIX

- ❖ Step 1 Submission Requirements
- ❖ What do the three awards levels mean?

Overview & Entry Guidelines

The purpose of the ACE Awards is to recognize communications excellence in the practice of public relations. Winning an ACE Award will earn you industry recognition, strengthen your strategic communication skills and get you and your work known in Toronto's public relations community. Not to mention the ACE Awards gala is the hottest PR ticket in town – a great way to celebrate with colleagues and friends!

Public relations is defined by the Canadian Public Relations Society as:

"The management function which evaluates public attitudes, identifies the policies and procedures of an individual or organization with the public interest, and plans and executes a program of action to earn public understanding and acceptance."

Who can enter?

All CPRS Toronto members and associates, as well as full-time public relations and marketing professionals in the Greater Toronto and surrounding area are eligible for the ACE Awards. Each campaign or project submitted must be planned, produced and completed within a period of two years prior to the entry deadline (between January 26, 2010 and January 26, 2012). The entrant must have executed or directly managed the project submitted.

How does it work?

The two-step entry process, introduced in 2005, requires entrants to first submit an executive summary of their project. Note that student entries are judged only on the first step of the entry application process, the executive summary and rationale.

Once the team of judges has reviewed the executive summaries and rationale, entrants who are short-listed will be asked to submit a full entry within a certain timeframe. Entrants who are not short-listed will receive feedback on how their submissions can be made stronger in the future.

Best Creative PR Campaign and PR Campaign of the Year

The four highest scoring submissions will be invited to present to the judges to compete for Best Creative PR Campaign and PR Campaign of the Year (these awards are not separate entry categories).

Campaign Entry Categories

CAMPAIGN ENTRY CATEGORY (A): Corporate/Agency

Subcategories:

❖ **Brand Development Campaign of the Year**

Purpose: Recognizes outstanding success in the ongoing development, repositioning, reinvigoration, or re-launch of an established consumer brand (either a product, service, or corporation) through the use of strategic public relations.

❖ **New Product or Service Launch Campaign of the Year**

Purpose: Recognizes a new product or service launch that created awareness and brand recognition through the use of outstanding strategic public relations.

❖ **Employee Communications Campaign of the Year**

Purpose: Recognizes exemplary communication programs that improved employee-management relations; increased employee and/or management morale, motivation, organization, awareness, or explained new policies or plans.

❖ **Community Relations Campaign of the Year**

Purpose: Recognizes exemplary campaigns related to local projects, special interest groups program(s) or ongoing community programs in areas such as the environment, education, enterprise, health, the arts, law and order, and equal opportunity that are designed to establish and maintain mutually satisfactory relationships.

❖ **Public Affairs / Government Campaign of the Year**

Purpose: Recognizes the most effective use of public affairs to change/enlist public opinion in order to influence government policy and/or regulations.

❖ **Investor/Financial Relations Campaign of the Year**

Purpose: Recognizes outstanding work that is primarily targeted at investors/stakeholders or other financial audiences.

❖ **Crisis or Issues Management Campaign of the Year**

Purpose: Recognizes effective crisis or issues management work through the use of strategic public relations.

❖ **Best Use of Communication Tools** (Internet, A/V, Research & Measurement, Print and Publications)

Purpose: Recognizes effective and creative use of specific communication tools to execute or support a public relations campaign.

❖ **Best Use of Media Relations (Over \$50,000)**

Purpose: 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)**

Purpose: 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**

Purpose: 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**

Purpose: Recognizes effective and creative use of social media, including the strategic use of blogging, social networks, webinars, podcasts, and other web and mobile based tools, to execute or support a public relations campaign.

CAMPAIGN ENTRY CATEGORY (B): Not-for-Profit/Non Governmental Organization**Subcategories:**

- ❖ **Brand Development Campaign of the Year**
Purpose: Recognizes outstanding success in the ongoing development, repositioning, reinvigoration, or re-launch of an established consumer brand (either a product, service, or corporation) through the use of strategic public relations.
- ❖ **New Product or Service Launch Campaign of the Year**
Purpose: Recognizes a new product or service launch that created awareness and brand recognition through the use of outstanding strategic public relations.
- ❖ **Employee Communications Campaign of the Year**
Purpose: Recognizes exemplary communication programs that improved employee-management relations; increased employee and/or management morale, motivation, organization, awareness, or explained new policies or plans.
- ❖ **Community Relations Campaign of the Year**
Purpose: Recognizes exemplary campaigns related to local projects, special interest groups program(s) or ongoing community programs in areas such as the environment, education, enterprise, health, the arts, law and order, and equal opportunity that are designed to establish and maintain mutually satisfactory relationships.
- ❖ **Public Affairs/Government Campaign of the Year**
Purpose: Recognizes effective use of public affairs to change/enlist public opinion in order to influence government policy and/or regulations.
- ❖ **Investor/Financial Relations Campaign of the Year**
Purpose: Recognizes outstanding work primarily targeted at investors/stakeholders or other financial audiences.
- ❖ **Crisis or Issues Management Campaign of the Year**
Purpose: Recognizes effective crisis or issues management work through the use of strategic public relations.
- ❖ **Best Use of Communication Tools** (Internet, A/V, Research & Measurement, Print and Publications)
Purpose: Recognizes effect and creative use of specific communication tools to execute or support a public relations campaign.
- ❖ **Best Use of Media Relations (Over \$50,000)**
Purpose: 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)**
Purpose: 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**
Purpose: 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**
Purpose: Recognizes effective and creative use of social media, including the strategic use of blogging, social networks, webinars, podcasts, and other web and mobile based tools, to execute or support a public relations campaign.

CAMPAIGN ACE AWARDS ENTRY CATEGORY (C): Government**Subcategories:****❖ Brand Development Campaign of the Year**

Purpose: Recognizes outstanding success in the ongoing development, repositioning, reinvigoration, or re-launch of an established brand (either a product or service) through the use of strategic public relations.

❖ New Product or Service Launch Campaign of the Year

Purpose: Recognizes a new product or service launch that created awareness and brand recognition through the use of strategic public relations.

❖ Employee Communications Campaign of the Year

Purpose: Recognizes exemplary communication programs that improve employee-management relations, increase employee and/or management morale, motivation, organization awareness, or explain new policies or plans.

❖ Community Relations Campaign of the Year

Purpose: Recognizes exemplary campaigns related to local projects, special interest groups program(s) or ongoing community programs in areas such as the environment, education, enterprise, health, the arts, law and order, and equal opportunity that are designed to establish and maintain mutually satisfactory relationships.

❖ Public Affairs/Government Campaign of the Year

Purpose: Recognizes effective use of public affairs to change/enlist public opinion in order to influence government policy and/or regulations.

❖ Investor/Financial Relations Campaign of the Year

Purpose: Recognizes outstanding work primarily targeted at investors/stakeholder or other financial audiences.

❖ Crisis or Issues Management Campaign of the Year

Purpose: Recognizes effective crisis or issues management work through the use of strategic public relations.

❖ Best Use of Communication Tools (Internet, A/V, Research & Measurement, Print and Publications)

Purpose: Recognizes effective and creative use of specific communication tools to execute or support a public relations campaign.

❖ Best Use of Media Relations (Over \$50,000)

Purpose: 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)

Purpose: 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

Purpose: Recognizes effect and creative use of an event or events to execute or support a public relations campaign.

❖ Best Digital Communications Campaign of the Year

Purpose: Recognizes effective and creative use of social media, including the strategic use of blogging, social networks, webinars, podcasts, and other web and mobile based tools, to execute or support a public relations campaign.

CAMPAIGN ACE AWARDS ENTRY CATEGORY (D): Student**Subcategories:****❖ Student Public Relations Campaign of the Year**

Purpose: Recognize a student or student group for excellence in communications planning.

Preparing Your Entry

Campaign or Project Entries – Step 1

Part A: Executive Summary

- ❖ Include a copy of the executive summary of the campaign or project
- ❖ Maximum two pages typed. No less than 10 pt font
- ❖ 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
- ❖ 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?*
- ❖ **Note for student entries** executive summary must be accompanied by a letter of endorsement from course instructor

Part B: Rationale

- ❖ In less than 250 words on a separate piece of paper explain how your entry upholds the CPRS definition of public relations (see above).

How to submit

Entries will only be accepted electronically through the online entry form on the CPRS Toronto website:
<http://www.cprstoronto.com/site/ace-awards-2012-entry-form/>

In the case of technical difficulties with the only entry form, note that entries will only be accepted at
cprs.ace.awards@gmail.com.

Entrants are solely responsible for the accuracy and completeness of their entry application. The entry fee is due with the submission of the entry form and executive summary. Entries will only be accepted with a form of payment.

Step 2

Step 2 is only applicable to entrants whose campaign/project executive summaries have been short-listed by the judges and been invited for the second round of judging.

Entrants whose campaign/project executive summaries are short-listed by the judges will be invited to submit a full entry with supporting materials.

Entrants will need to score 70% on their Step 1 submission (executive summary and rationale) to be invited to participate in Step 2.

Submission with supporting materials

To illustrate and support your submission, include materials such as news releases, examples of media coverage, PSAs, and collateral materials (posters, brochures, newsletters, etc.).

How to submit

- ❖ Resubmit original or revised executive summary, rationale from STEP 1 and entry form
- ❖ All supporting material must be contained in a two-inch, three-ring binder

Important Information for Preparing Your Entry

❖ **Submitting campaigns or projects for multiple categories**

When submitting campaigns or projects into multiple categories, each entry must be submitted separately with an entry fee. Each entry fee must clearly define in the executive summary why the project should be considered for the chosen category.

❖ **All entries become the property of CPRS Toronto**

Any submissions which are to remain confidential should be identified as such. Winning entries may be exhibited at the awards ceremony and posted on the CPRS Toronto website. If an email request for the entry to be returned is not submitted to cprs.ace.awards@gmail.com by **March 31, 2012**, the entry binder will be destroyed. Please note: the entrant is responsible for any courier costs associated with returning the binder.

❖ **All submissions are confidential**

Any submission dealing with sensitive issues or clients may mark parts or all of their submission strictly confidential and not for publication. All judges sign confidentiality agreements.

Leadership Awards

The purpose of the CPRS Toronto Leadership Awards are to recognize individuals who have achieved excellence in their careers or made significant contributions to the field of public relations. Read on for Leadership Award categories and nomination requirements.

Please submit Leadership Award nominations via the online entry form:

<http://www.cprstoronto.com/site/ace-awards-2012-entry-form/>

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 who has 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 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)**

An individual may enter themselves, or be nominated by others. This award is open to a public relations professional (under 30 years on March 2, 2011) who has been in the industry for less than three years (i.e., since March 2, 2008) who has made significant achievements in his or her career.

Entry requirements:

- Nomination from employer(s) detailing nominee's career history and professional qualifications (maximum 2 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 2010/2011.

Entry requirements:

- A brief description (maximum 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 (2010/2011) year.

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)

Entry Fees & Key Dates

Entry fees – Campaign Entry:

Early Bird Entry Fee (received on or before Friday, January 13, 2012, 5:00 pm EST)

- \$75 CPRS Member
- \$100 Non-Member
- \$25 CPRS Student Member
- \$35 Student Non-Member

Entry Fee (received after 5:00 pm EST, Friday, January 13, 2012; on or before Thursday, January 26, 2012, 5:00 pm EST)

- \$100 CPRS Member
- \$120 Non-Member
- \$25 CPRS Student Member
- \$35 Student Non-Member

Please note that payment is only accepted via credit card through the online entry form.

2012 Key Dates

January 13 – Early Bird Entry Deadline

January 26 – Entry Deadline

February 24 – Leadership Awards Deadline

March 2 – Full Submission Deadline (entrants will be notified in February if they are eligible to submit a full entry)

April 26 – ACE Awards Gala

Entry Checklist

Campaign award entries:

- ☐ Executive summary
- ☐ Rationale
- ☐ Completed entry application for each award category
- ☐ Payment (credit card)

Leadership award entries:

- ☐ Specific requirements listed in each category
- ☐ Completed entry application for each award category

APPENDIX

STEP 1 SUBMISSION REQUIREMENTS

Part A: Executive Summary

- ❖ Include a copy of the executive summary of the campaign or project.
- ❖ Maximum two pages typed. No less than 10 pt font.
- ❖ 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.
- ❖ 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?*
- ❖ **Note for student entries:** Executive summary must be accompanied by a letter of endorsement from course instructor.

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.

Part B: Rationale

In less than 250 words on a separate piece of paper explain how your entry upholds the CPRS definition of public relations (see above on page 1).

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

In order to make it to the second stage of judging, entrants must achieve at least a 75 per cent on the executive summary. The four highest judging marks from the full submissions will be asked to present to the panel for Best Creative PR Campaign of the Year and PR Campaign of the Year.