



PRCI Invites Entries for

8th Annual Corporate Collateral Awards 2018

10th March, 2018 | Santai Hotel, Off Moledina Road, Rasta Peth, Pune

Organized by :
BRAND^o



 Public Relations
PRCI Council of India | *Presents*
Member of World Communicators' Council

TRANSFORM
OR **PERISH**
12th Global Communication Conclave
March 9-10, 2018 | Pune, India



About us

Public Relations Council of India (PRCI) is a national registered corporate body of public relations professionals, corporate communicators, advertising & media practitioners and academicians.

PRCI has been established to enrich professional development and networking opportunities for higher standards of PR practice. With its national headquarters at Bangalore, PRCI has 26 active chapters in Ahmedabad, Amaravathi Bareilly (UP), Bhopal, Bhubaneswar, Chennai, Chandigarh, Delhi, Guwahati, Hubli-Dharwar, Hyderabad, Jaipur, Khandala Ghat, Kerala, Kolkata, Lucknow, Manipal, Mumbai, Mysore, Pune, Sholapur, Shimoga, Uttaranchal, Varanasi & Goa and 2 WCC, Chapters in UAE & Srilanka.

About awards

The PRCI Annual Corporate Collateral Awards for corporate communications are presented annually to recognize talent and professional standards. PRCI announces its Annual Corporate Collateral Awards 2018. There are 36 subjects in 22 categories for awards this year. In each subject Gold, Silver and Bronze trophy is awarded for the meritorious entry selected. Also if there are any extraordinary entries they will be awarded Platinum & Crystal Awards. And a trophy for the overall champions. The jury consists of eminent persons from among the professionals in corporate sector, mass communication and media. Over the years, the PRCI awards have acquired a prestigious status. They are keenly contested and proudly won by those in corporate sector.

We invite your esteemed company to participate this year too. Entry form is attached. The last date for receipt of entries is 10.02.2018. Winners will be informed one week earlier to the function. The awards will be presented at the **PRCI 12th Global Conclave to be held at Santai Hotel, Off Moledina Road, Rasta Peth, Pune at 9th ~10th March 2018.**

About Global Communication conclave focus on

Transform or Perish!

Future shock is here, today!

Apart from the rapid developments in technology, life around us too is changing fast – faster than the speed of thought. What we think today may not be relevant tomorrow.

It is no more the GenX that the communicators need to cater to. It's time to address GenY or the Millennials as they are called – the generations born after the 1991 tech revolution. Life for the other generations is not the same as what it used to be till yesterday.

Take any field – from energy to retail, consumer goods and basically the way we work, eat, drink and sleep – life is changing constantly.

Coal - RIP by 2050. Petrol may not be available after few years. Unless we transform ourselves and work on alternatives, we will be swept aside as the future overtakes the present.

Sooner than later, traditional media will be

redundant, if not extinct, and that will pose a huge challenge to us Communicators.

Whether we are in-house or agency practitioners or for that matter marketing, HR, advertising professionals and communication academicians, we need to grow young and act, as we said earlier, with the speed that is faster than thought!

We may be working from wherever we are and not necessarily swanky offices or comfortable homes as life will be on the go.

Come, let's discuss and share our knowledge and experiences which are much richer than text messages or twitter posts.

Come, let's listen to experts speak and discuss with them our future course.

It is also a unique opportunity for communication and marketing students to listen to global experts and learn from their experiences.

Annual Corporate Collateral Awards 2018

CATEGORIES

A. HOUSE JOURNAL

(Three consecutive issues to be sent with the entry Form)

A.1 IN-HOUSE JOURNAL –Print (English)

Periodical magazine meant for Internal/External circulation.

A.2 IN-HOUSE JOURNAL-Print (Regional)

Languages other than English.

A.3 DIGITAL NEWS LETTER

(Published on line periodically)

Aimed at the employee /Customers. Links to be submitted plus CD submission with minimum 3 issues in PDF format.

B. ANNUAL REPORT

Annual report for the financial year April 2016-2017 (or) January/December 2017 are eligible.

Judging criteria is based on choice of theme and Graphic Design.

C. CORPORATE BROCHURE

2016-2017 (Specimen to be sent)

D. BROCHURE (CSR)

Any booklet/ brochure on company's CSR activities.

E. CALENDAR 2018 (Jan-Dec2018)

E.1 WALL CALENDAR - for the year 2018

E.2 TABLE CALENDAR - for the year 2018

F. DIARY 2018 (Specimen to be sent)

F.1 DIARY 2018 - BIG size - A4 and above

F.2 DIARY 2018 - SMALL

G. CORPORATE ADVERTISING CAMPAIGN

(Print /DM/audio visual/DVD) in media format based on single theme

H. CORPORATE ADVERTISEMENT

(English/Regional Language)

H.1 CORPORATE ADVERTISEMENT - PRINT

(English/Regional) Hard copies of press ads, giving details of media used and dates exposed to be sent

H.2 CORPORATE ADVERTISEMENT

Hoarding (English/Regional)

Photos of the installed hoarding to be sent

I. PUBLIC SERVICE CAMPAIGN-

(English/Regional Language)

Campaign focusing on social topic for the benefit of the public

(Hard copies of press ads / DM: other online/audio visual media used in a DVD giving details of media used and dates exposed to be sent).

J. CORPORATE EVENT

An event conducted by an organization (directly or through an Event Manager)

as part of corporate communication exercise (A note giving details such as objectives, audience, duration and various elements used along with the photographs/DVD of the event to be sent).

K. FILM

K.1 CORPORATE FILMS

Films in this category should be made for any corporate company for their internal communications. The film should have an original concept without the use of any stock footage. Duration 2-8 minutes / any language

K.2 TELEVISION COMMERCIALS

Made to promote a product or service.

Duration : 10 secs to 1 minute

K.3 PUBLIC SERVICE ADVERTISEMENTS

Made for a cause or for public awareness/ education.

Duration 10 secs to 1 minute /any language

K. FILM

K.4 MUSIC VIDEO

Made for purposes of entertainment, promoting culture, etc.

Custom written lyrics with original music composition is a must

K.5 GOVERNMENT COMMUNICATIONS

Films made for promoting government schemes / events / road shows, etc. Films made by private producers exclusively for State Governments. Must have original concepts without the use of stock footage.

Duration : Upto 8 minutes / any language

K.6 BIOPICS

Originally produced films on the life and times of renowned personalities.

K.7 DOCUMENTARIES

Documentaries based on real issues, true stories or for projecting the work of NGOs

K.8 HEALTHCARE COMMUNICATIONS

Films made for patient education, hospital communication, awareness, publicity, etc for a hospital / healthcare institution. Films should have unique concepts and strong messaging impact

K.9 MOTIVATIONAL FILMS

Films made for employee motivation, team building, tribute to achievers, leaders, etc.

K.10 CSR

Films made for promoting the CSR activities of an Organisation.

Duration : 1 -8 minutes / any language

L. RADIO - Any language (Recent)

L.1 RADIO/JINGLE - CD

Format (30 sec-1min)

L.2 RADIO PROGRAMME

Duration upto 10min.

Broadcast programmes based on theme.

M. PR CASE STUDY

A case study concerning a Public Relations programme (A note giving comprehensive details of the programme focusing on employees or customers or other stake holders with a defined objective ,action plan, time schedule and result analysis to be sent)

N. SOCIAL MEDIA CAMPAIGN OF THE YEAR

O. INVESTOR RELATIONS CAMPAIGN OF THE YEAR.

P. INVESTOR COMMUNICATION

For effective and transparent communication with investor community to maintain highest standards of corporate governance. Bonus marks for company with least number investor complaints

Annual Corporate Collateral Awards 2018

CATEGORIES

Q. FINANCIAL COMMUNICATION

For effective communication with the target audiences and helping to create positive vibes about the company/client

R. FINANCIAL INCLUSION

For spreading financial literacy and covering the uncovered with BFSI services

S. RURAL OR DEVELOPMENT - COMMUNICATION

For designing and implementing communication to involve rural audiences and bringing about a change in the way people live in villages.

T. RADIO COMMUNICATION

For broadcasting innovative messages/programmes aimed at social change/development

U. START-UP IDEA OF THE YEAR

For a great communication campaign idea showcasing creativity and novelty

V. UNIQUE HR INITIATIVE

Companies who comes out with new HR policies and initiatives

GUIDELINES / RULES — Corporate Collateral Awards :

Entries are open to all organizations, institutions and professionals. In each category, three best entries, if chosen, will be given Gold, Silver and Bronze awards based on merit points. Entries are judged based on the objectives, creativity, execution techniques & excellence, choice of media and innovative ideas.

Each entry should be accompanied with the details of the prescribed format. Two copies of the filled-in Entry Form together with the specimen of the entry as indicated against each subject in the Award Listings, to be sent. Each entry should be accompanied with the entry fee as indicated. Only one entry is allowed against each subject. All categories should have been executed between Jan 1 to Dec 31, 2017. Only Calendar & Diary are for the year 2018. All entries must be accompanied with the Entry Fees by a Demand Draft drawn in favour of **M/s. BRANDO payable at Bangalore. All entries with enclosures should be sent to the Secretary, PRCI Awards Committee, Flat No. 401, "Satya Sai Skanda Residency", 15th Cross, Ideal Homes Township Rajarajeshwari Nagar, Bangalore-560 098. E-mail : ramakrishna.jc@gmail.com Tel : +91-94480 40030** on or before 10th February 2018. The envelopes should be sealed and superscribed with "PRCI Awards".

The participants whose Entries are selected for the Awards will be intimated. It is recommended that all participants register themselves as Delegates to the PRCI Convention to be held on 9th~10th March 2018 at Pune. (Details can be had from Mr. B.N. Kumar, President, PRCI-NE Mobile : +91-98201 28332 or E-mail : mailbnk@gmail.com).

The decision of the Judges will be final and binding on all participants. The Entry specimens will not be returned. For any clarifications, please mail to prciaward2018@gmail.com. **Entry fee is Rs. 4,000/- (Per Entry) payable to M/s. BRANDO, Bangalore. Who are our official Organizers of this event.**

The Collateral Award Ceremony will be held on 10th March 2018 at 4.00 p.m. on 12th PRCI Global Conclave, Santai Hotel, Off Moledia Road, Rasta Peth, Pune.

Payments may also be released via NEFT:

BRANDO

Name of the Bank : HDFC BANK

Address : Kathriguppe Branch

Bank A/c. No.: 01572000005921

IFSC Code : HDFC0000157



Secretary, PRCI Awards Committee

Public Relations Council of India

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