



IT'S YOUR TIME
TO SHINE

PRCA
UK AWARDS
☆☆☆ 2025
Entry toolkit

The PRCA promotes all aspects of public relations and communications work, helping teams and individuals maximise the value they deliver to clients and organisations. The PRCA UK Awards is your chance to display and celebrate your successes over the last year, being recognised by the world's largest PR and communications professional body.

- ◆ **Promote the industry** – We're a not-for-profit, so all the profits from our awards are invested back into our industry to help teams and individuals maximise the value they deliver to clients and organisations.
- ◆ **Encourage your team** – Shine the limelight on your team's fantastic work and reward every member of your team that contributed.
- ◆ **Make your mark** – Display and celebrate your success over the last year and be recognised by the world's largest PR association.
- ◆ **Expand your network** – Win new business and open opportunities for new clientele by rubbing shoulders with award-winning businesses.
- ◆ **Gain global recognition** – Be globally recognised by the PR industry, with our judging process consisting of industry-leaders from across the world.

ENTRY GUIDELINES

The PRCA UK Awards are open to all parties involved in the use of PR and communications around the world including, PR consultancies, freelancers, in-house communications departments, digital agencies, and media owners.

Do ensure you have sought permission for the right to use the intellectual property of the brand or client entered.

Organisations can submit multiple entries into all categories. Companies or individuals can submit entries on behalf of themselves or others. If you are a consultancy entering a category on behalf of an in-house client, you must clearly disclose the extent of your agency's involvement in a client's campaign. Omitting this information will result in disqualification.

This year, we're continuing with a streamlined approach to our campaign categories.

As in 2024, **there will be one winner per category, regardless of whether the entry is from a consultancy or an in-house team.**

(Previously, separate winners were selected for each.)

Organisations can enter the Awards as many times as they like per category, but can be shortlisted a maximum of 3 times per category.

If the judges feel that an entry was particularly outstanding, but point difference hasn't allowed the win, they can award the entry Highly Commended. This will be announced on the evening.

Also on the night the PRCA will award the winners for:

CAMPAIGN OF THE YEAR

BEST USE OF PLANNING, RESEARCH AND EVALUATION IN A CAMPAIGN *sponsored by* CARMA.

If you enter a campaign category you are automatically entered into the running for both of these.

KEY DATES AND PRICING

Early Bird Deadline	23rd June 2025
Final Deadline	17th July 2025
Finalists Announced	1st October 2025
Awards Night	18th November 2025

Early Bird Entry
Member **£240 + VAT**

Early Bird Entry
Non Member **£335 + VAT**

Final Entry
Member **£300 + VAT**

Final Entry
Non Member **£420 + VAT**

Diversity Award Entry **£50+VAT**

Young communicator of the Year, Francis Ingham Outstanding Contribution to the Industry:
FREE FOR PRCA MEMBERS | £50 + VAT FOR NON- MEMBERS

A 20% discount is available for registered charities.

Please email awards.team@prca.global for more information.

JUDGING CRITERIA

Judges will mark your entry on the following criteria:

Campaign Categories

Strategy and research, execution, creativity, originality, effectiveness, and results.

*The campaign budget must be stated. All entrants must include any agencies or teams involved in the campaign.

Individual Categories

Leadership, initiative, performance and contribution, colleague/client references and a personal statement.

Team Categories:

Agency Team

- Clients: retention, growth, and performance.
- People: commitment to development and diversity, innovative practices and employee engagement.
- Financial: performance, growth, and acquisitions must be disclosed.
- Innovation: investment in infrastructure, new client products, and/or new approach to staffing.

In-House Team

- People: commitment to development and diversity, innovative practices and employee engagement.
- Financial: performance, growth, and acquisitions must be disclosed.
- Innovation: investment in infrastructure, new client products, and/or new approach to staffing.

ELIGIBILITY AND CONFIDENTIALITY

All entries that are made into the Campaign Award Categories must be focused on work carried out between by **18th July 2024 and 17th July 2025** (the closing date).

A substantial amount of the campaign work must have occurred during this time, but the campaign does not need to have been started or completed during the eligibility period. Please ensure that for categories recognising the performance of teams or consultancies, financial figures should relate to your most recent financial year.

Please be aware that campaign category entries do not have to relate to a specific campaign or project but can be a component of on-going work or a combination of activities.

Judges will assume that campaigns using celebrities or other associations have been paid for their involvement unless stipulated otherwise.

For each of the Campaign Categories, both consultancy and in-house teams are encouraged to enter (with the exception of in-house campaign category, which is available to in-house entrants solely).

There will be one overall winner in each category, regardless of whether the entry comes from a consultancy or an in-house team.

AWARD MEASUREMENT

In our opinion, the award entries most likely to be shortlisted are those able to demonstrate evidence of campaign evaluation. If your team has a campaign that deserves professional recognition, but you don't have the data and analysis to do the story justice, then speak to our exclusive media intelligence sponsor, **CARMA**.

Exclusively available to PRCA members, CARMA offers a 10% discount for Campaign Evaluation Reports* – **fill out this form** and a member of the team will be in touch with you.

****Offer valid up until 6 weeks before the last award entry date.***

YOUR ENTRY

Template

The PRCA UK Awards encourages you to be as creative as you wish, as there is no 'official' format that you must use for your Award entry. Your written entry must be no more than 1,000 words, size 10 font and a maximum of 4 sides of A4. However, we would advise that you follow the judging criteria.

Please note: For the Francis Ingham Outstanding Contribution to the Industry category, entries should be a maximum of 500 words. Please refer to the entry criteria on [page 12](#) for further information on the recommended format and content of your submission.

Mandatory

- Three images and the company logo must be uploaded alongside your entry. Images can also be included in the body of your entry to support your case.
- The campaign budget must be stated. When PR is part of an integrated campaign state the PR budget and the approximate campaign budget must be clear.
- If the campaign is integrated, when demonstrating results please state the PRs involvement and outline the activity of the other marketing disciplines.
- Please ensure that for categories recognising the performance of teams or consultancies, financial figures should relate to your most recent financial year.

Supporting Materials (Optional):

Supporting documentation such as press cuttings, reports and videos are optional – all relevant information should be included in your main entry. If choosing to include a video, it must not run for longer than 4 minutes and be uploaded in mp4 format directly to our entry website. Please do remember that supporting documentation will only be consulted where judges are unable to distinguish between two entries.

CONTACT DETAILS

For Awards information please contact:

awards.team@prca.global or call 020 723 36026.

For sponsorship information contact Debbie.Little@prca.global

1. Follow the guidelines

Read the entry guide and read it again! The judges will stick closely to the criteria set out in the guide and so please read it carefully to give you the best start in the judging process.

2. Results

Results and effectiveness form a whole segment of the marking criteria, meaning if you do not show the judges clear measurement and evaluation, you could be missing a chance of winning!

**Any entry that uses AVEs will be disqualified.*

3. Choose wisely

The variety, depth, and breadth of the PR industry alongside the large range of award categories to choose from means there will always be a slight overlap. Choose the category wisely to ensure you're entering the best possible choice for you.

4. Be honest

Whether it's campaign costs, over-inflated measurements and results, or any other use of false information, the judges will be able to notice immediately. Don't waste the opportunity to have a winning entry by providing the judges with an unrealistic submission.

5. Plan, plan, plan

Think how many other entries you may be up against and know that a last-minute entry may not be the best path to a win. A good entry that has sufficient time, thought, and energy put in will stand out from the other submissions.

6. Try not to assume

Despite the judges being industry experts in their sector, they may not have in depth knowledge of your entry.

This being said, aim to provide as much detail as you can, keeping your entry clear from the start for the judges.

7. Stand out and be creative

Give the judges something interactive to look at and engage with to help them better understand your entry. Whether that's through the use of language, image or video, bring your entry to life by using different mediums.

CAMPAIGN AWARDS

B2B Campaign

Recognises work that involves the promotion of products and services from one business to another. Entries can relate to a niche business sector or to the business community at large.

B2B Technology Campaign

This category showcases work for technology products, services, or brands, targeted at the business market.

Best Digital Marketing Campaign

This category recognises campaigns that have made significant use of digital marketing, either as standalone initiatives or as part of an integrated PR and marketing programme. In particular the judges will be looking for campaigns or ongoing programmes that demonstrate innovative uses of digital advertising, SEO/PPC, websites/microsites, mobile apps, chat bots etc.

Best Social Media Campaign

This category recognises campaigns that have made significant use of social media channels, either as standalone initiatives or as part of an integrated PR and marketing programme. If the campaign forms part of a longer-term project, the overall objectives and outcomes should be clearly outlined, alongside the specific social media activity.

Best Use of Media Relations – High Budget (More than £50,000)

This award recognises campaigns that use targeted media relations to achieve creative, imaginative and outstanding results, working with a high budget (above £50,000). The use of supporting material may be effective when needing to stand out from the crowd in this category.

Best Use of Media Relations – Low Budget (Less than £50,000)

This award recognises campaigns that use targeted media relations to achieve creative, imaginative and outstanding results, working with a low budget (below £50,000). The use of supporting material may be effective when needing to stand out from the crowd in this category.

Best Use of Social Influencers in a Campaign

This award recognises the most effective and creative use of social influencers as part of a campaign. Entries should demonstrate a strategic approach to influencer selection and partnership, clear objectives, and measurable outcomes.

Broadcast Campaign

This award recognises campaigns that use the broadcast medium effectively, either on its own or as part of an of an integrated programme of PR and targeted marketing activity. This can include podcasts, radio, TV, film, and entertainment.

City and Corporate Communications Campaign

This award recognises campaigns aimed at enhancing a corporate brand's reputation and positioning within the City and corporate sectors. It may include initiatives such as corporate rebranding, reputation management, CSR, and communications around mergers and acquisitions.

Consumer Campaign – High Budget (More than £50,000)

This category will recognise work that involves the promotion of products or services to consumers, working with a high budget (above £50,000). This category is open to the private, public, or charitable sectors.

CAMPAIGN AWARDS

Consumer Campaign – Low Budget (Less than £50,000)

The winning entrant will display successful use of a low budget (less than £50,000), involving the promotion of products or services to consumers. This category is open to the private, public or charitable sectors. Judges will be paying particularly close attention to budgets, ensuring that the winning entry has shown sufficient financials, while retaining innovation and creative thinking.

Consumer Technology Campaign

This award highlights work for technology products, services, or brands, targeted at the consumer market.

Crisis, Issues, or Reputation Management

Entries will recognise the work undertaken in a crisis situation and/or managing difficult issues, or a threat to your client's reputation. This might be by promoting an alternative perspective, or indeed by keeping an issue out of the media altogether. The successful entry will show effective communication strategy, including objectives and method deployed in a time of crisis. Judges are especially aware of the need for discretion in this category.

Event/Launch of the Year

Entries in this category should demonstrate how PR has been effectively used to launch a new product or service, built an audience for an event or developed a relationship with the public to secure the reputation of the event, product or service.

Employee Engagement or Internal Communications Campaign

This award recognises campaigns that use internal communications to engage staff, drive organisational change, deliver increased stakeholder value, or change an organisation's ethos. Entries should detail how on-going strategy has shown significant improvement and further engagement within the internal team.

Financial Communications Campaign

This award celebrates campaigns delivered by or on behalf of organisations in the financial services (banking, insurance, fintech, life assurance etc.) sector.

Health and Wellbeing Campaign

This category will cover work across the whole range of healthcare and well-being PR, including the NHS, private healthcare, pharma, and medical research (including animal research). Campaigns and/or projects could relate to a healthcare issue, consumer healthcare product, facility, or initiative.

In-House Campaign

This campaign is aimed at identifying and celebrating a campaign run by an in-house team (solely), displaying creativity, innovation, the ability to raise awareness and delivering meaningful results. Details of the campaign, including outcomes achieved and approximate budget, should be included in the submission.

International Campaign

This award recognises work by a UK organisation that engages international media, clients or stakeholders. The campaign must have run over a minimum of two countries excluding the UK and clear identification of how the campaign may have been altered, if applicable, to the different markets.



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AWARD CATEGORIES

Most Impactful Use of Artificial Intelligence

This category celebrates campaigns that have harnessed the power of artificial intelligence in ethical and creative ways to drive effective and measurable PR outcomes.

Not-for-Profit or Charity Campaign

This category will recognise work by/or on behalf of charities, voluntary and not-for-profit organisations. If there is a fundraising aspect to your entry, you must include an explanation of how the entry has contributed to the financial stability or fundraising objectives of the organisation.

Public Sector, Value for Money Campaign

Open to local authorities, public sector agencies, local bodies, and government departments. The winning entrant will have displayed work on a singular specific topic that has shown effective and impressive results in the public sector. This could include topical societal issues, the environment, health, or crime.

Purpose Campaign

Recognising societal need, impact made, employee engagement, diversity and inclusion, CEO activism and links to the UN Sustainable Development Goals.

Transport Campaign

Identifies work across the transport PR sector. This can include motor manufacturers, trade bodies, or work aimed at customers and driving sales. Work could cover campaigns relating to transport services, initiative, and products.

DIVERSITY, EQUITY, AND INCLUSION CAMPAIGN

JUDGING CRITERIA

For this award, judges will mark the entry on the following criteria:

Performance

Work that encourages diversity of representation within general work activity – these could be either externally focused or internal initiatives across client work or within your own business.

People and business practices

Demonstrating a strong commitment to attracting, retaining and promoting a diverse workforce, encouraging a culture of openness and inclusivity and/or reflecting the diversity of your projects or clients within the team that works on them

Outside-the-box

Spotlight your unique approach to diversity that is delivering measurable success for your business or clients.

This award showcases work furthering efforts towards a more diverse, equitable and inclusive society. This could include both internal or client work and might be focused on ethnicity, age, disability, sexuality, gender identity, religious belief, socioeconomic background, educational attainment, neurodiversity or any other aspect of diversity. Judges are looking for both creativity in addressing the issue and evidence of clear impact of the work or campaign on the specified aspect of DEI being tackled.

In keeping with our commitment to improving all aspects of diversity, including socio-economic, **the entry fee for this category has been reduced to £50+VAT.**

Please note: the judging criteria for this category is different to the standard campaign categories.

Remember this is a campaign category and to be recognised for diverse practices within your team, Best Team Approach to Diversity, Equity and Inclusion Award in the Team Section.



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AWARD CATEGORIES

INDIVIDUAL AWARD CATEGORIES

Young Communicator of The Year

**FREE FOR PRCA MEMBERS TO ENTER/
NOMINATE | £50 + VAT FOR NON-MEMBERS**

This award recognizes and celebrates outstanding achievement in communication by talented individuals under 35 years old (as of the final entry deadline, July 17th, 2025).

There are two sub-categories:

- Young Communicator of the Year – Account Director level and below
- Young Communicator of the Year – Associate Director level and above

The award is open to both in-house communicators and those working within consultancies. Winners will be chosen based on their exceptional work within their organization and contributions to the wider PR industry.

Nominations can be submitted by the individual themselves, a colleague, or employer.

Organisations can submit any number of entries.

Entrants must include a 500 word personal statement as part of their entry. This is included in the 1,000 word limit.

PR Leader of The Year

This award is open to both consultancy heads and leaders of in-house departments. Judges will look for an individual (or joint heads) who have succeeded in making communications a strategic priority within their organisation, supporting or leading the organisation's broader objectives.

The individual (or joint heads) will have shown outstanding performance, made a significant contribution to the industry and to their organisations. Nominations for this award can be made by the individual or a colleague and organisations can submit any number of entries.

Entrants must include 500 word personal statement as part of their entry. This is included in the 1,000 word limit.

INDIVIDUAL AWARD CATEGORIES

HOW TO ENTER

Submit up to 500 words explaining why you are nominating this individual. There's no set format, but we recommend covering the following areas:

Leadership and Integrity

How the individual has led by example and upheld the highest standards of professionalism.

Innovation and Impact

Describe their commitment to creating a more equitable, inclusive, and/or sustainable industry, and highlight achievements that demonstrate meaningful, measurable impact.

Legacy

Evidence of how their contribution has inspired peers and helped elevate the practice and perception of public relations.

Francis Ingham Outstanding Contribution to the Industry

**FREE FOR PRCA MEMBERS TO ENTER/
NOMINATE | £50 + VAT FOR NON-MEMBERS**

This award recognises an individual who has made an exceptional, lasting contribution to the PR and communications industry. Celebrating those who exemplify leadership, innovation, and integrity, this category honours individuals whose work has advanced the industry – particularly through driving progress in diversity, equity, inclusion, and/or sustainability. Their achievements will have set new standards and served as an inspiration to others across the profession.

TEAM AWARD CATEGORIES

JUDGING CRITERIA

- Number of employees;
- Date of incorporation;
- and details of turnover (acquisitions must be disclosed).
- Client list showing retention, consultancy growth, and PR performance.
- Emphasis should be made on staff retention strategies and consultancies will be commended for their dedication to diversity. Please outline initiatives you may have in place to promote diversity and inclusion within the workplace.
- Reference to commitment to professionalism will be favoured.
- Financial performance and growth will be assessed. Acquisitions must be disclosed.
- Innovation within the consultancy will be looked at. For example, investment in infrastructure, new client products, new approach to staffing.
- More information can be obtained from the [Rules of Entry page](#) on the PRCA UK Awards website.

CMS-ACCREDITED?

If your organisation holds the PRCA Communications Management Standard (CMS), don't forget to highlight this in your entry! CMS is the hallmark of PR excellence and demonstrates your commitment to best practice across leadership, strategy, people, and diversity.

IF YOUR TEAM IS NOT YET ACCREDITED, YOU CAN FIND OUT MORE AND [BEGIN YOUR JOURNEY HERE.](#)



Specialist Consultancy of the Year

This category is open to any UK-based consultancy or team within a consultancy that specialises in a specific sector or PR discipline.

New Consultancy of the Year

This category is open to any **independent** UK-based consultancy, whether multi-discipline or niche, founded up to 24 months prior to the entry deadline, 17th July 2025. The consultancy must be an independently formed company, not a subdivision of an existing practice. Consultancies which have been formed as part of a merger or acquisitions are not eligible.

Small Consultancy of the Year

This category is open to any UK-based consultancy, whether multi-discipline or niche, with a PR fee income of up to £2million.

Medium Consultancy of the Year

This category is open to any UK-based consultancy, whether multi-discipline or niche, with a PR fee income between £2.01million and £7.5million.assessed.



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AWARD CATEGORIES

TEAM AWARD CATEGORIES

Large Consultancy of the Year

This category is open to any UK based consultancy, whether multi-discipline or niche, with a PR fee income of over £7.5million.

In-House Team of the Year – Private Sector

This category is open to any UK-based in-house PR and communications team operating in the private sector. Judges will consider the role PR and communications play within the wider organisation, the effective use of resources, and the team's overall contribution to organisational objectives. As with all team categories, entries will be judged against the following criteria: team performance, staff development, financial performance, and innovation.

In-House Team of the Year – Public/Not-for-Profit Sector

This category is open to any UK-based in-house PR and communications team operating in the public or not-for-profit sector. Judges will consider the role PR and communications play within the wider organisation, the effective use of resources, and the team's overall contribution to organisational objectives. As with all team categories, entries will be judged against the following criteria: team performance, staff development, financial performance, and innovation.

JUDGING CRITERIA

For this award, judges will mark the entry on the following criteria:

Performance

Work that encourages diversity of representation within general work activity – these could be either externally focused or internal initiatives across client work or within your own business.

People and business practices

Demonstrating a strong commitment to attracting, retaining and promoting a diverse workforce, encouraging a culture of openness and inclusivity and/or reflecting the diversity of your projects or clients within the team that works on them

Outside-the-box

Spotlight your unique approach to diversity that is delivering measurable success for your business or clients.

Best Team Approach to Diversity, Equity, and Inclusion

This award recognises an PR agencies or in-house PR teams championing diversity, inclusivity and positive change within the industry. This could include both internal or client work to attract and retain a more diverse workforce, to ensure that talent from all backgrounds is reaching leadership levels, or to engage with, and learn from, diverse audiences in new ways that deliver measurable communications or business success.

The winning entry will show clear evidence of the positive impact that the work of the PR agencies or in-house PR team is having on diversity.

This might be focused on ethnicity, age, disability, sexuality, gender identity, religious belief, socioeconomic background, educational attainment, neurodiversity or any other aspect of diversity. If entering as a consultancy, gender pay gap must be disclosed.

In keeping with our commitment to improving all aspects of diversity, including socio-economic, **the entry fee for this category has been reduced to £50+VAT.**

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☆☆☆ 2025

www.prca.global/prca-uk-awards-2025

awards.team@prca.global

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