



Entry toolkit

2026

The PRCA Digital Awards 2026 celebrate the best in digital PR and communications, judged by leading experts in the field. Here's why you should enter:

- **Recognise excellence** – Shine a spotlight on outstanding talent, teams, and campaigns shaping digital PR
- **Celebrate your team** – Reward the great work your team has achieved and boost morale
- **Build credibility** – Gain recognition from the world's largest PR association
- **Expand your network** – Win new business and opportunities by connecting with other award-winning professionals

KEY DATES

Early Bird Deadline	25 Nov 2025
Final Entry Deadline	17 Dec 2025
Finalists Announced	29 Jan 2026
Awards Ceremony	Mar 2026

CATEGORY	ENTRY TYPE	MEMBER	NON-MEMBER
Campaign award	Early Bird Entry	£240 + VAT	£335 + VAT
	Standard Entry	£300 + VAT	£420 + VAT
Team and Individual award	Standard Entry	£100 + VAT	£150 + VAT
Digital Rising Star of the Year	Standard Entry	Free	£50 + VAT
Best Industry Podcast	Free to nominate		



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ENTRY GUIDELINES

- The PRCA Digital Awards are open to all parties involved in the use of PR and communications around the world, including PR consultancies, freelancers, and in-house communications departments.
- Your written entry must be no more than 1,000 words, size 10 font, and a maximum of four sides of A4.
- 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.
- Organisations can enter the Awards as many times as they like per category, but can be shortlisted a maximum of three times per category.

All entries that are made into the Campaign Award Categories must be focused on work carried out between 1st December 2024 and 17th December 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 ongoing 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.

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.



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YOUR ENTRY

The PRCA Digital Awards encourages you to be as creative as you wish, as there is no 'official' format that you must use for your Award entry. However, we would advise that you follow the judging criteria listed above the Campaign, Team, and Individual Awards titles.

Mandatory:

The company logo must be uploaded alongside your entry, at a size of no larger than 2MB per image. 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 PR's 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 and video/URL links 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 hosted on either Vimeo or YouTube. Upload the final video link in a supporting materials document to send through with your entry. Please do remember that supporting documentation will only be consulted where judges are unable to distinguish between two entries. 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



TIPS



AND



TRICKS

01. 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 if you don't include something, you're already setting yourself behind the other entrants. This includes the word count and page count!

02. 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.

03. 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.

04. 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.

05. TRY NOT TO ASSUME

Despite the judges being industry experts in their sector, they may not have in-depth knowledge of your entry. Aim to provide as much detail as you can, keeping your entry clear from the start for the judges.

06. 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.

07. RESULTS

Remember that everyone has great results and so don't tell the judges – show them! Put your results in context and show the tangibility by always linking them back to your original aims. Simple facts and figures sometimes make more of a statement. Clear evaluation metrics can tell a story and support why your entry may have been so successful.

Any entry that uses AVEs will be disqualified.



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CAMPAIGN AWARDS

Within all Campaign Award submissions, details of the campaign, including outcomes achieved and approximate budget, should be included in the submission.

Best B2B Campaign

This category recognises excellence in digital PR or communications targeting business audiences. Judges will look for campaigns that delivered measurable outcomes such as lead generation, thought leadership, sector influence, or stakeholder engagement.

Best B2C Campaign

This category recognises excellence in consumer-facing digital PR or communications. Judges will look for creativity and effectiveness in engaging consumer audiences, driving awareness, shifting perceptions, or influencing behaviour.

Best Data-Driven Campaign

This award recognises campaigns where data and insights were central to strategy and success. Judges will look for sophisticated use of audience intelligence, performance data, or research to inform creative decisions and drive measurable outcomes.

Best Digital Design in a Campaign

This award recognises outstanding creative design in a digital campaign, where strong visual execution directly contributed to success. Judges will also look for campaigns where accessibility and inclusivity were considered, ensuring content was effective for diverse audiences.



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Best Not-for-Profit/Social Impact Campaign

This category recognises campaigns delivered by or on behalf of charities, NGOs, social enterprises, or purpose-driven initiatives focused on social good, diversity, equity, and inclusion. Judges will be looking for campaigns that delivered meaningful impact with creativity, innovation, and measurable outcomes.

Best Real-Time Marketing Campaign

This category celebrates the most impactful use of real-time digital creativity. Judges will look for campaigns that quickly and effectively responded to news, cultural moments, or online trends, delivering meaningful engagement and measurable outcomes.

Best Social Media Campaign

This category is aimed at establishing the best campaign or programme that has used social media channels. Judges will look for creative use of social platforms to build communities, drive engagement, and achieve measurable objectives.

Best Use of Content Marketing in a Campaign

This category is aimed at establishing the best campaign or programme that has used content marketing (defined as a marketing activity that has a hero or hub piece of content at its core). The judges will need to see evidence of the strategy, production, and execution of the campaign. This could be a one-off campaign or an ongoing content programme.

Best Use of Influencers: B2B

This category recognises the most effective use of influencers in a B2B digital campaign or programme. Judges will look for creativity, audience engagement, and measurable business impact.



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Best Use of Influencers: B2C

This category recognises the most effective use of influencers in a consumer-facing digital campaign or programme. Judges will look for creativity, audience engagement, and measurable consumer impact.

Best Use of Long-form Video in a Campaign

This category celebrates the best use of long-form video (including YouTube series, livestreams, and documentaries) within a digital PR campaign. Judges will look for innovative storytelling and measurable audience impact.

Best Use of Short-form Video in a Campaign

This category recognises the most creative and effective use of short-form video (such as TikTok, Instagram Reels, YouTube Shorts, or similar) in a digital PR campaign or programme. Judges will be looking for campaigns that engaged online audiences and delivered clear results.

Best Use of Paid Media in a Campaign

This category is aimed at establishing the most creative and effective use of paid media in a digital PR campaign. Judges will look for strategic integration of paid channels that amplified campaign reach and delivered measurable ROI.



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INDIVIDUAL AWARDS

Digital Professional of the Year

This category celebrates the overall best digital PR and communications professional of the year. Judges will look for individuals who have shown outstanding performance, driven innovation, and made a significant contribution to their organisation and the wider industry.

Digital Rising Star of the Year

Open to NextGen* individuals working in either consultancies or in-house teams, this award recognises emerging digital talent making a significant impact within their organisation and across the wider industry. The winner will be someone who has demonstrated creativity, initiative, and outstanding performance in their role. Nominations can be made by the individual themselves, a colleague, or an employer.

*A NextGen individual is anyone under the age of 30 at the time of the final entry deadline.



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TEAM AWARDS

Entries in the Team Categories will be marked on the following criteria: clients, staff, financial, and innovation.

- *Clients: retention, growth, and performance*
- *Staff: retention, approach, and diversity*
- *Financial: performance, growth, and acquisitions must be disclosed*
- *Innovation: investment in infrastructure, new client products, and/or new approach to staffing*

In-house Digital Team of the Year

Awarded to the in-house digital / communications team which has made an outstanding contribution towards achieving the objectives of their employer. Details of digital-related projects, campaigns undertaken, and outcomes achieved, should be included in the submission.

Digital Agency of the Year

This category is aimed at identifying and celebrating the overall top consultancy that performs digital and social media activities for its clients. Factors which will be taken into account during judging this award include growth in digital fee income, client and staff satisfaction, and retention. Endorsements from clients and details of other awards won will also be considered.



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INDUSTRY RECOGNITION AWARD

Best Industry Podcast – *FREE to nominate!*

This award celebrates a podcast that has made a strong contribution to the PR and communications industry over the past year. Open to podcasts that educate, inspire, or spark debate within the profession, this category recognises creativity, consistency, audience engagement, and overall impact.

A shortlist of podcasts will be decided on by the PRCA judging panel, with the final winner decided by public vote.

Entry Guidelines:

Who can enter:

Any podcast that focuses on PR or communications and is produced by individuals, teams, or organisations working within the industry globally.

Eligibility:

- Must have released at least five episodes within the past 12 months
- Must be publicly available (e.g., Spotify, Apple Podcasts, YouTube).
- Can be self-nominated or nominated by others.

How to enter:

Complete a short nomination form (no full written entry required).

You must provide:

- Podcast title and hosts/producers
- A short (max 150-word) description outlining its focus and audience
- Two sample episode links
- Optional listener or engagement stats (downloads, reach, etc.)

Judging and voting process:

1. Judging panel reviews all nominations and selects a shortlist based on creativity, quality, relevance, and engagement.
2. The shortlist is then opened for public voting via the PRCA website.
3. The podcast with the highest number of verified votes is announced as the winner at the Digital Awards ceremony.