

PRSI National Awards 2013

National Awards 2013

PRSI National Awards are the most prestigious prizes which has elevated the level of competency and remarkable performances among the PR professionals every year. It is the most coveted recognition for the best practices in the field of Public Relations/Corporate Communications. The Awards aim to focus and bring forth, the achievements and contributions of PR professionals, companies and agencies in different aspects of Public Relations.

House Journal [Hindi]

Name of the Publication:
Organization:
Editor:
Periodicity:
Cost per copy:
Target Audience:

Newsletter [Hindi]

Name of the Publication:
Organization:
Editor:
Periodicity:
Cost per copy:
Target Audience:

Special / Prestige Publication

(One-time publication, Commemorative publication, etc.)

Name of the Publication:
Organization:
Editor:
Periodicity:
Cost per copy:
Target Audience:

Corporate Brochure

Name of the Publication:
Organization:
Editor:
Periodicity:
Cost per copy:
Target Audience:

Annual Report

Organization:
Theme:
Cost per copy:

House Journal [English]

Name of the Publication:
Organization:
Editor:
Periodicity:
Cost per copy:
Target Audience:

Newsletter [English]

Name of the Publication:
Organization:
Editor:
Periodicity:
Cost per copy:
Target Audience:

Coffee Table Book

Name of the Publication:
Organization:
Editor:
Periodicity:
Cost per copy:
Target Audience:

Sustainable Development Report

Organization:
Target Audience:
Cost per copy:

Environmental Campaign

Organization:
Project:
Investment made:
Impact / Learnings:

PRSI National Awards 2013

Best Communications Campaign [Internal Public]

Organization:
Strategy:
Tools:
Major Achievements:

E-Newsletter

Name of the e-newsletter:
Organization:
Editor:
Periodicity:
Target Audience:

Corporate Film [Hindi]

Title:
Theme of the film:
Target Audience:
Film Produced by:
Cost of Production:
Impact:

Social Media for PR and Branding

Organisation:
Objective:
Social Media used:
Purpose:
Communication Strategy:
Impact/Learning:

Event Management

Name of the Event:
Organization:
Target Audience/Participants:
Event Cost:
Achievements:
Major Highlights / Motive:
Publicity Gained:

Best Communications Campaign [External Public]

Organization:
Objective:
Strategy:
Tools Used:
Major Achievements:

Corporate Website

Organisation:
Web Manager:
Objective of the e-initiative:
Major Achievements:

Corporate Film [English]

Title:
Theme of the film:
Target Audience:
Film Produced by:
Cost of Production:
Impact:

Public Relations in Action

(Case Study competition on successful PR for product launch, crisis communication, brand building, change management, etc.)

Best Public Awareness Programme

Organisation:
Strategy:
Tool:
Target Audience:
Cost:
Impact:

PRSI National Awards 2013

Best Public Relations Agency

Top 5 Reasons to Claim the Award:

Turn Over:

Highest Amount Account:

Outstanding Performance:

Best Investor Relations Programme

Organisation:

Target Audience/Participants:

Event Cost:

Strategy:

Achievements:

Major Highlights:

Publicity Gained:

Best Communications Organisation:

Organisation:

Strategy:

PR Tools for Internal/ External Communication:

Target Audience:

Cost:

Results:

Organisational Structure of Corporate Communication:

Best Employee Communication Programme

Name of the Programme:

Organisation:

Strategy:

Tool:

Cost:

Results: