



Invite Entries for

# 7th Annual Corporate Collateral Awards 2017

4th March, 2017 | JP Fortune Celestial, Race Course Road, Bengaluru

Invite Nominations for



HALL OF FAME  
for Communication  
Professionals



CHANAKYA AWARDS  
for  
National Achievers  
2017



KAUTILYA  
National Awards for  
Young  
Communicators



## 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 1 Chapter International Chapter in Dubai.

## 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 2017**. 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 25.02.2017. Winners will be informed one week earlier to the function. The awards will be presented at the **PRCI 11th Global Conclave** to be held at JP Fortune Celestial, RC Road, Bengaluru at 4th ~ 5th March 2017.

# Annual Corporate Collateral Awards 2017

## 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 2015-2016 (or) January/December 2016 are eligible.

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

### C. CORPORATE BROCHURE

2015-2016 (Specimen to be sent)

### D. BROCHURE (CSR)

Any booklet/ brochure on company's CSR activities.

### E. CALENDAR 2017 (Jan-Dec2017)

**E.1 WALL CALENDAR** - for the year 2017

**E.2 TABLE CALENDAR** - for the year 2017

### F. DIARY 2017 (Specimen to be sent)

**F.1 DIARY 2017 - BIG size - A4 and above**

**F.2 DIARY 2017 - 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

### 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



A laudable initiative of PRCI is instituting of annual **CHANAKYA AWARDS** for recognizing the outstanding contribution made by Corporate and Institutions to the PR profession and to the society at large. The PRCI National Awards for Achievers-Chanakya Awards are presented every year. (PRCI invites nominations from International & National achievers from all walks of life, who made remarkable achievement in their own field, along with their brief profile not more than 800 words with photograph to be sent).

PR professionals with exceptional records, who have contributed to the development of the profession are inducted into the **"PRCI HALL of FAME"** the ultimate recognition for PR professionals. (PRCI invites nominations for PR professionals who have served more than 18 years in the profession, from Government / Private / any Other Institutions, are eligible to enter PRCI's **"HALL of FAME"** in PR. Nomination to be sent along with their Bio-data / Achievement / Photograph).

HAPPY TO INFORM that for the first time we are introducing **KAUTILYA National Awards** for young communicators to promote their talents., at the National level.

**For any enquiries, you may mail to :**

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## About Global Communication conclave Focus on Disruption

- PRCI to hold the event in Bengaluru from March 3-5, 2017
- Top notch speakers being invited, about 500 delegates expected
- Day 3 to focus on youth

With focus on Disruption, premier communicators' organisation Public Relations Council of India (PRCI) will hold its 11th Global Communication Conclave on March 3, 4 and 5, 2017 at Bengaluru.

PRCI, the pan-India platform of PR, Media, Advertising, HR professionals and academicians, expects over 500 delegates from across these fields to participate in the interactive Conclave. "Be it the media, communication, Politics, Economy, Science, Religion, Education, Energy, Health, relationships and even the way we think –disruption seems to be impacting our lives at every step. We hope the deliberations at the Conclave will lead to exchange of thoughts and clearing the air around disruption."

"The theme is planned with a question mark – DISRUPTION? - to make the communication professionals think, ask themselves and, probably, come to a conclusion in this Manthan or the churning of thoughts,"

"Yes, the three-day deliberations will see communication, media and tech professionals, corporate honchos and government officials and policy makers interacting and ideating on a wide gamut of aspects related to Disruption," PRCI.

"PRCI has successfully organised its previous Global Communication Conclaves at Kolkata, New Delhi, Mumbai, Bengaluru, Hyderabad and Chandigarh. Headquartered at Bengaluru, PRCI has its chapters pan-India. We began to spread its foot print globally by opening its first international chapter in UAE and several other global centres are in the pipeline," he added.

PRCI encourages budding communication professionals through its YCC (Young Communicators Club) across various colleges teaching PR, journalism and advertising.

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## 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, 2016. Only Calendar & Diary are for the year 2017. All entries must be accompanied with the Entry Fees by a Demand Draft drawn in favour of **Public Relations Council of India payable at Bangalore. All entries with enclosures should be sent to the Chairman, PRCI Awards Committee C/o Oysters Advertising Pvt. Ltd., 40, Abshot Layout, Sankey Road Cross, Bengaluru - 560 052. Tel : 080-22251973, E-mail : jayrammb@gmail.com / rtk@oystersadvertising.com**, on or before 25th January 2017. 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 4th~5th March 2017 at Bengaluru. (Details can be had from Mr. M.B. Jayaram, Chairman - Emeritus, Mobile : +91-98806 82490 or jayrammb@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 prciawards2017@gmail.com. Entry fee is Rs. 3,500/- (Per Entry) payable to **Public Relations Council of India, Bangalore.**

**The Collateral Award Ceremony will be held on 4th March 2017 at 4.00 p.m. on 11th PRCI Global Conclave, J.P. Fortune Celestial, Race Course Road, Bengaluru.**

Payments may also be released via NEFT:

**PUBLIC RELATIONS COUNCIL OF INDIA, BANGALORE**

Name of the Bank : VIJAYA BANK

Address : R C ROAD BRANCH, BANGALORE -560001

Bank A/c. No.: 117801010024211

IFSC Code : VIJB0001178



Chairman, PRCI Awards Committee

## Public Relations Council of India

Global Communication Conclave Secretariat,

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