

PRmoment India

# HEALTH COMMS

## AWARDS 2024

**Title Sponsor: Hill and Knowlton India**

### Entry Kit 2024

The PRmoment Health Comms Awards 2024 will recognize excellence in healthcare, science and public health communications.

### Who Should Enter?

#### Eligibility

**Campaigns must have been active or conducted between April 2023 to March 2024.**

#### Who Should Enter?

**Entries from India and across APAC countries are eligible. These include:**

- 1) PR consultancy firms with health practices or PR firms that are specialists in health communication. Individual health communication consultants can apply as well.
- 2) Government departments, bodies and associations dealing with public health, Government public health communicators.
- 3) NGOs implementing public health communication and advocacy. Including international not-for-profit organizations working in India.
- 4) Health and Medical associations and advocacy groups.
- 4) Hospitals, Public and Private sector, Doctors, and MedTech Firms.
- 5) Pharma, biotech, biopharma, and healthcare firms
- 6) Wellness and Lifestyle Firms.
- 7) Health Startups.
- 8) Wearables including fitness devices

**We are looking for nominations that demonstrate health communication in the following categories:**

# Campaigns- Communications and PR	
<b>Innovation in Health Communication</b>	
Best Social Media Campaign for Health Comms	Fill in section C

Best Short Form Video Campaign for Health Comms	Fill in section C
Best Experiential PR Health Campaign	Fill in section C
Best Celebrity/Health Influencer Campaign	Fill in section C
Best Healthcare Digital Campaign	Fill in section C
<b>Preventive Health Communication</b>	
Best Health Awareness and education Campaign/Engagement (Campaigns focused on disease prevention, nutrition, healthy lifestyle choices, immunization, vaccines)	Fill in section C
Best Public Health Comms Campaign (Including HIV/AIDS, TB and Malaria, Polio)	Fill in section C
<b>Healthcare Startups</b>	
Healthcare Start-up of the Year	Fill in section C
Best Health Tech Start-up campaign	Fill in section C
Best online health platform campaign	Fill in section C
<b>Medtech, fitness wearable and medical devices at home</b>	
Best fitness (wearable devices) campaign	Fill in section C
Best Medical Devices at Home campaign	Fill in section C
<b>Hospital Ecosystem</b>	
Best Communication Campaign -Private Sector Hospitals	Fill in section C
Best Communication Campaign - Private Sector Doctors	Fill in section C1
<b>Healthcare Communications</b>	
Best External Health Communications Campaign	Fill in section C
Best Internal Health Communications Campaign	Fill in section C
Best Integrated Health Communications Campaign	Fill in section C
Best Community Engagement Healthcare Campaign	Fill in section C
Best Health CSR Campaign	Fill in section C
Best Health Insurance Communications Campaign	Fill in section C
Best Communication Campaign -Pharma, Biotech and Biopharma	Fill in section C
Best Communication Campaign -Wellness, Consumer Healthcare Products and Lifestyle	Fill in section C
Best Media Relations/Engagement for Health Campaign	Fill in section C
Best Social Impact Campaign	Fill in section C
Best Sustainability Campaign	Fill in section C
Best Use of Owned Media /Content Strategy	

Best Product Launch Campaign	Fill in section C
Excellence in Patient Communication	Fill in section C
Excellence in advocacy and communication by a Health or Medical Association	Fill in section C
Best Public Affairs Engagement	Fill in section C
Best Engagement or campaign for Public Health (Including HIV/AIDS, TB and Malaria, Polio, Immunization)	Fill in section C
Best Engagement OR campaign for Non-Communicable Diseases (NCDs)	Fill in section C
Best Engagement OR Campaign for Women's Health	Fill in section C
Best CRO Communications, B2B	Fill in section D 2
<b>Individual, Team and Company Awards</b>	
<b># Agency teams/Organization – Communication, PR</b>	
<b>Please note the following agency categories are applicable to:</b>	
a) Specialist healthcare communications firms.	
b) General PR firms with health practices- such firms need to select the appropriate category below on the basis of your healthcare practice turnover and not general turnover.	
Communication Agency of the Year- Healthcare Communication -Small (Below 5 crores)	Fill in section D
Communication Agency of the Year- Healthcare Communication - Medium (Between 5 and 8 crores)	Fill in section D
Communication Agency of the Year- Healthcare Communication – Large (Between 8 and 12 crores)	Fill in section D
Communication Agency of the Year- Healthcare Communication – Special Category (Above 12 Crores)	Fill in section D
Agency of the year- Social Impact and Policy Communication	Fill in section D
<b># Corporate Side-In-house-Corporate Communication Teams</b>	
In-house team of The Year – General Healthcare	Fill in section D
In-house team of The Year - Pharma, Biotech and Biopharma	Fill in section D
In-house team of The Year -MedTech and Devices	Fill in section D
In-house team of The Year - Wellness, Consumer Healthcare Products and Lifestyle	Fill in section D
In-house Team of The Year - Private Sector Hospitals	Fill in section D
In-house Team of The Year - Health Insurance	Fill in section D
Transformational Leader of the Year – Health Sector-C-suite and Founders	Fill in Section D 1
Transformational Leader of the Year – Corporate Affairs (Health)	Fill in Section D 1
Transformational Leader of the Year – Corporate Communications (Health)	Fill in Section D 1
<b># Team of the Year-Agency</b>	
Agency team of The Year – General Healthcare	Fill in section D
Agency team of The Year - Pharma, Biotech, CRO and Biopharma	Fill in section D
Agency team of The Year - MedTech and Devices	Fill in section D
Agency team of The Year - Wellness, Consumer Healthcare Products and Lifestyle	Fill in section D
Agency Team of The Year - Private Sector Hospitals	Fill in section D

## Key Dates and Entry Fee

### Entries Open

December 25th, 2023

### Early Bird Deadline

Early bird deadline – April 15, 2024.

Early bird entry fee- Rs. 10,000 per entry plus 18% GST

8 entries get you two free entries, which is  $8+2=10$  entries for the price of 8

**Final Deadline-** May 20, 2024,

Final Deadline Fee- Rs. 15,000 per entry plus 18% GST

### Online Jury Meeting

June 20th, 2024

### Awards Evening Online

July 18th, 2024

### Discounts

-Submit 8 entries to qualify for an additional 2 free entries

-To avail of the discounts please ensure you use the same email address/ account that you used to log in.

### Download the entry form.

## Tips and Tricks for Writing a Winning Award Entry

Winning awards is a compelling way to attract and retain clients. Award-winning work turns heads, brings recognition to your team, and draws in great people who want to work with you and for you.

**Here are our top 5 tips for giving your entry the greatest possible chance of a thumbs-up from your peers on the judging panel:**

- 1) **Select the right digital work.** Focus on topical, creative, innovative, challenging work with a big, bold idea at its heart.
- 2) **Be honest.** Is the digital campaign a winner? Is it stand-out, best in class? Are you still excited enough about what you achieved to effectively communicate its brilliance? If not, why would the judges shortlist the entry?

- 3) **Read the criteria.** Follow the criteria. Stick to the rules. Meet the deadline. Don't underestimate how long it takes to pull together an entry. Start early. Factor in time for client approval.
- 4) **Create a clear, concise story.** Judges have dozens of entries to review for each category. Make sure yours really spells out why it has the X-factor: don't expect them to read between the lines.
- 5) **State measurable business and communications objectives.** Ensure the results section proves that every objective was met. Include as much evaluation data and evidence of the impact of the campaign on the client business or organization as possible, from an increase in sales to higher levels of engagement with audiences.

### How To Enter & Supporting Materials

1. To enter, please download the entry form, complete this for each category you wish to enter, and [upload your completed forms to the PRmoment Health Comms Awards website](#).
2. All entries should include one entry form and a picture/logo of the person/company entering (max 2MB, JPEG or PDF) per submission.
3. Please make sure your picture or logo as preferred is of high quality as this will appear on the awards presentation should you be shortlisted.
4. Entrants may submit their own PDF awards entry, instead of using the supplied entry form, however in this case, applicants doing so should ensure they include information under all the headings listed in the form. Not doing so may result in your entry being marked down. Each entry allows up to three pieces of supporting/reference material.
5. Supporting documents should be in either Word, PDF or JPEG format and not exceed 2MB. Video files cannot be uploaded and should be hosted online with the URL added to your entry form. Please share any necessary passwords in your entry form.
6. Please ensure you upload a separate entry form for every category you wish to enter and supply a 250-word summary of your campaign along with your entry. This may be used during and after the awards process to showcase your work.
7. Each category will have 3 winners-Gold, Silver and Bronze at the judges discretion.

**Entries should relate to work undertaken between April 2023 and March 2024.** Please ensure you read the terms and conditions on this website before submitting an entry. Entries can be submitted by individuals themselves, organizations, or their representatives if full approval is sought from all parties before submission. This entry kit provides further information on what our judges are looking for in a winning entry.

### Judging

The PRmoment judges are chosen because of their professional and wide-ranging level of expertise.

- Judges will be split into panels and will read and pre-score all allocated entry forms, considering any supporting materials submitted.

- Judges' pre-scores will be combined and averaged and the highest-scoring entries will determine the shortlists.
- Any judge who has a potential conflict of interest will not be allowed to judge that entry.
- In addition, judges will not be involved in the judging of any categories their organization has entered and will not have access to any competing entries.
- Judges have the discretion to move entries between categories if they deem another category more suitable.
- Following pre-scoring, the judges will meet in June 2024 to discuss the highest-scoring entries and then agree on the winner for each category.

<b>Criteria 1 – Campaign/Engagement Objectives &amp; Budget</b>	<b>1 to 10 Points</b>
<ul style="list-style-type: none"> <li>● Assessment of how well the campaign objectives align with the available budget.</li> <li>● Evaluation of the clarity and achievability of the campaign's stated goals.</li> </ul>	
<b>Criteria 2 – Campaign Target Audience &amp; Strategy</b>	<b>1 to 10 Points</b>
<ul style="list-style-type: none"> <li>● Analysis of the effectiveness of the chosen target audience in reaching the campaign's objectives.</li> <li>● Assessment of the strategy's relevance and alignment with the target audience.</li> </ul>	
<b>Criteria 3 – Campaign Implementation &amp; Creativity</b>	<b>1 to 10 Points</b>
<ul style="list-style-type: none"> <li>● Evaluation of the execution and practical implementation of the campaign.</li> <li>● Examination of the creativity and innovation demonstrated in the campaign's design and delivery.</li> </ul>	
<b>Criteria 4 – Campaign Results &amp; Evaluation</b>	<b>1 to 10 Points</b>
<ul style="list-style-type: none"> <li>● Assessment of the tangible results achieved in relation to the campaign's objectives.</li> <li>● Review of the methods used to evaluate the campaign's success, such as metrics and key performance indicators.</li> </ul>	
<b>Criteria 5 – Campaign: Why do you think your entry should win this award?</b>	<b>1 to 10 Points</b>

- An opportunity for participants to make their case for why their entry deserves recognition, highlighting unique aspects or achievements not covered by the other criteria.
- Context and additional information that may influence the judging decision.

**The winners will be announced in July at a virtual awards ceremony.**

### A Guide To Entering

If you're thinking of entering the PRmoment Health Communications Awards 2024 presented by Adfactors PR, there are a few things to consider when planning and completing your entry that will give you the best chance of winning:

- 1) **Follow the entry instructions.** Take note of the format your entry needs to be in, the time limits for work entered, and deadline date.
- 2) **Pick the right category.** You won't have a chance of winning if you enter your work into the wrong category – read the category descriptions and if you are still unsure, give us a call as we're happy to offer advice.
- 3) **Remember that you aren't restricted to entering one category.** If your campaign fits into more than one you can enter the same work into as many as you wish but do ensure you tailor each entry form to the specific category criteria.
- 4) **Read the judging criteria.** Ensure your entry covers the judging criteria for the category you are entering and answers all questions for your category. Judges can only evaluate you on what is included in your entry form so make sure all-important information is included and all criteria adhered to.
- 5) **Please ensure your answers are clear and succinct – don't waffle!** Judges love clear, concise entries – use bullet points or infographics to effectively illustrate points.
- 6) **Link your results to your objectives.** If there is one thing that judges hate, it's when outcomes don't bear any relation to the objectives.
- 7) **Evidence your results.** Judges love quantified results and want to see some proof of what you've achieved – include facts and figures, quotes from clients or the media, and even images or infographics.
- 8) **Get the judges.** Remember that judges will be reading many entries, so you need to make your entry memorable. Make sure your entry is passionate, tells an interesting story and is backed up with statistics and evidence.
- 9) **Watch your language!** Write concisely, avoid jargon, and never copy and paste from existing materials. Do ask someone to check your entry reads well and is free of typos.
- 10) **Take your time.** Winning awards entries take time and effort to write and perfect. Again, we'd highly recommend you get someone to proofread your entry before you submit it.
- 11) **Get approval.** If you are submitting work on behalf of a client, make sure they are happy for you to do so. It would be devastating to spend days writing an entry and then have to withdraw it.
- 12) **Provide supporting materials.** Use a selection of documents and URLs to provide context and background to your entry. These can be in Word, Excel, PDF, or JPEG format and must be below 2MB each. In addition, judges love to watch video content so please provide links to relevant videos on Vimeo or YouTube and remember to include any necessary passwords in your entry form.

13) **Picture perfect.** Attach an image or logo to your entry form. This will be used in the event brochure and presentations should you be shortlisted. Ensure this represents the campaign, product, or organization you are entering.

