

**The PRmoment India Health Communications Awards 2023**

**Title Sponsor: Adfactors PR**

**Entry Kit 2023**

The PRmoment India Health Communications Awards 2023 will recognize excellence in healthcare, science and public health communications.

**Who Should Enter?**

**We are looking for nominations that demonstrate work in health communication campaigns/ and by health communications teams at:**

* PR consultancy firms with health practices.
* PR firms that are specialists in health communication.
* Individual health communication consultants can apply as well.
* Government departments, bodies and associations dealing with public health, Government public health communicators.
* NGOs (including international) implementing public health communication and advocacy in India.
* Hospitals, Public and Private sector, Doctors, and Medtech Firms.
* Pharma, biotech and biopharma and healthcare firms
* Wellness and Lifestyle Firms

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

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| **# Campaigns- Communications and PR**  |
| Best Science and Medical Research Institutions (Private, Government and Academic) Campaign |
| Best Communication Campaign -Private Sector Hospitals |
| Best Communication Campaign - Private Sector Doctors |
| Best Communication Campaign Healthcare Communications – External Comms |
| Best Communication Campaign Healthcare Communication-Internal Comms |
| Best Communication Campaign by a Healthcare Firm-Internal Comms |
| Best Public Health Communication Campaign |
| Best Use of social media For Health Communication Campaign |
| Best Short Form Video for Health Communication Campaign |
| Best Community Engagement Healthcare Campaign |
| Best Healthcare Digital Campaign |
| Best COVID-19 Communication Campaigns (Can include vaccine communications) |
| Best Health CSR Communication Campaign |
| Best Health Insurance Communications Campaign |
| Best Communication Campaign -Pharma, Biotech (Including devices) and Biopharma |
| Best Communication Campaign -Wellness, Consumer Healthcare Products and Lifestyle |
| Best Social Impact and CSR Campaign |
| Best Sustainability Campaign |
| **# Agency teams/Organization – Communication, PR**  |
| Communication Agency of the Year- Healthcare Communication -Small (Below 5 crores) |
| Communication Agency of the Year- Healthcare Communication - Medium (Between 5 and 8 crores) |
| Communication Agency of the Year- Healthcare Communication – Large (Between 8 and 12 crores) |
| Communication Agency of the Year- Healthcare Communication – Special Category (Above 12 Crores) |
| Agency of the year- Social Impact and Policy Communication |
| # **Corporate Side-In-house-Corporate Communication Teams** |
| In-house team of The Year – General Healthcare |
| In-house team of The Year - Pharma, Biotech and Biopharma |
| In-house team of The Year -MedTech and Devices |
| In-house team of The Year - Wellness, Consumer Healthcare Products and Lifestyle |
| In-house Team of The Year - Private Sector Hospitals |
| In-house Team of The Year - Health Insurance |
| # **Team of the Year-Agency**  |
| Agency team of The Year – General Healthcare |
| Agency team of The Year - Pharma, Biotech and Biopharma |
| Agency team of The Year -MedTech and Devices |
| Agency team of The Year - Wellness, Consumer Healthcare Products and Lifestyle |
| Agency Team of The Year - Private Sector Hospitals |
| Agency Team of The Year - Health Insurance |

**Categories and Entry Fee**

**Early Bird Deadline**

Early bird deadline – 31st March 2023.

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

 Final Deadline

Final Deadline- 17th April 2023

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

**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 login.

**Download the entry form.**

**#1. Campaign**

* **Best Science and Medical Research Institutions (Private, Government and Academic) Campaign**

This award will recognize Government and academic science and medical research institutions that led or contributed to successful health and science communication campaigns. Judges want to see campaign objectives, audience insight, innovative and inventive execution, and evidence-based results.

* **Best Communication Campaign -Private Sector Hospitals**

This award will recognize private hospitals that led or substantially contributed to successful health communication campaigns. Judges want to see campaign objectives, budget, audience insight, innovative and inventive execution, and evidence-based results.

* **Best Communication Campaign - Private Sector Doctors**

Judges are looking to award the very best communication campaigns by private sector doctors/doctors associations. Judges will be looking for entries that demonstrate audience insight, clear objectives, effective use and understanding of channels, innovative execution, and evidence-based results.

* **Best Communication Campaign -Government Hospitals**

This award will recognize Government hospitals that led or substantially contributed to successful health communication campaigns. Judges want to see campaign objectives, budget, audience insight, innovative and inventive execution, and evidence-based results.

* **Best Communication Campaign - Government Sector Doctors**

Judges are looking to award the very best communication campaigns by government sector doctors. Judges will be looking for entries that demonstrate audience insight, clear objectives, effective use and understanding of channels, innovative execution, and evidence-based results.

* **Best Communication Campaign Healthcare Communications – External Comms**

Judges are seeking to reward an outstanding external communication campaign in the healthcare industry. This includes campaigns done by Pharma firms, PR firms, health PR firm, hospitals and health-tech firms, and individual health communicators. Judges will be looking for entries that demonstrate audience insight, clear objectives, effective use and understanding of channels, innovative execution, and evidence-based results.

* **Best Communication Campaign Healthcare Communication- Internal Comms**

Judges are seeking to reward an outstanding internal communication campaign in the healthcare industry. This includes campaigns done by Pharma firms, PR firms, health PR firm, hospitals and health-tech firms, and individual health communicators judges will be looking for entries that demonstrate audience insight, clear objectives, effective use and understanding of channels, innovative execution, and evidence-based results.

* **Best Public Health Communication Campaign**

This category will award campaigns focusing on public health communication. This includes campaigns done by Pharma firms, PR firms, health PR firm, hospitals and health-tech firms, and individual health communicators. Judges want to see campaign objectives, budget where possible, audience insight, innovative and inventive execution, and evidence-based results.

* **Best Use of social media for Health Communication Campaign**

This award will recognize and celebrate an outstanding and effective healthcare communications campaign delivered primarily through social media channels. Judges will be looking for entries that demonstrate clear objectives and the appropriate use of channels to communicate with audiences. Entries should include details of budget where possible, demonstrate innovative and creative execution and show evidence-based results.

* **Best Short Form Video for Health Communication Campaign**

This award will be given for the most effective use of short form video within a health communications campaign. Judges will be looking for entries that outline the aims of the campaign and where inspiration was drawn from. The overall concept of the campaign should be visually presented and include any supporting text. Judges want to see campaign objectives, budget where possible audience insight, innovative and inventive execution, and evidence-based results.

* **Best Community Engagement Healthcare Campaign**

This award will be presented to a community engagement healthcare campaign that has informed or the public in a successful and effective manner. Judges are looking for evidence of healthcare campaigns that can demonstrate improved engagement, positive action and / or change in behaviors. Judges want to see campaign objectives, audience insight, innovative and inventive execution, and evidence-based results.

* **Best Healthcare Digital Campaign**

Judges are seeking to reward an organization who led or substantially contributed to outstanding digital campaign in the healthcare area. Judges will be looking for entries that demonstrate audience insight, clear objectives, effective use and understanding of digital channels, innovative execution, and evidence-based results. This is distinct from a pure social media campaign, though social media may be a part of the digital campaign.

* **Best COVID-19 Communication Campaigns (Includes Vaccine Communication)**

This award will recognize an organization that led or substantially contributed to a healthcare campaign that best met the necessity of dissemination of accurate, timely and impactful information throughout and after the pandemic. Judges will also be looking for entries that looked to reinvent, inspire and offer a viable solution to pressing healthcare problems. Judges want to see campaign objectives, innovative and inventive execution, and evidence-based results. Resources created for vaccine roll and communication out can be included here.

* **Best Health CSR Communication Campaign**

This award will recognize an organization that led or substantially contributed to a healthcare campaign that best met the necessity of dissemination of accurate, timely and impactful information throughout and after the pandemic. Judges will also be looking for entries that looked to reinvent, inspire and to offer a viable solution to a pressing healthcare problems. Judges want to see campaign objectives, innovative and inventive execution, and evidence-based results. Resources created for vaccine roll and communication out can be included here.

* **Best Health Insurance Communications Campaign**

This award will recognize an organization who led or substantially contributed to a healthcare insurance campaign. Judges want to see campaign objectives, innovative and inventive execution, and evidence-based results.

* **Best Communication Campaign – Pharma, Biotech and Biopharma**

This award will recognize an organization who led or substantially contributed to a health communications campaign in the pharma sector. Judges want to see campaign objectives, innovative and inventive execution, and evidence-based results.

* **Best Communication Campaign -Wellness, Consumer Healthcare Products and Lifestyle**

This award will recognize an organization who led or substantially contributed to a health communications campaign from the lifestyle and wellness sector. Judges want to see campaign objectives, innovative and inventive execution, and evidence-based results.

* **Best Social Impact and CSR Campaign**

This award will recognize an organization who led or substantially contributed to a social impact and CSR campaign. Judges want to see campaign objectives, innovative and inventive execution, and evidence-based results.

* **Best Sustainability Campaign**

This award will recognize an organization that led or substantially contributed to a sustainability campaign. Judges want to see campaign objectives, innovative and inventive execution, and evidence-based results.

* **Best Health Media Engagement Campaign**

This award will recognize and celebrate an outstanding and effective health media engagement campaign. Judges will be looking for entries that demonstrate clear objectives and the appropriate use of channels to communicate with audiences. Entries should include details of the budget where possible, demonstrate innovative and creative execution and show evidence-based results.

**#2. Agency Teams**

**Please note the following agency categories are applicable:**

 **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)**

This award will recognize an agency that has created effective overall strategic healthcare communication plans and executed tactical campaigns for the same. Judges will be looking for clear agency objectives, examples of recent campaigns, examples of recent achievements, details of any challenges faced, and why you think your agency deserves to win this category. Please be sure to include a concise overview of the agency, number of staff, details of clients and verified turnover figures.

* **Communication Agency of the Year- healthcare communication - Medium ( Between 5 and 8 crores)**

This award will recognize an agency that has created effective overall strategic healthcare communication plans and executed tactical campaigns for the same. Judges will be looking for clear agency objectives, examples of recent campaigns, examples of recent achievements, details of any challenges faced, and why you think your agency deserves to win this category. Please be sure to include a concise overview of the agency, number of staff, details of clients and verified turnover figures

* **Communication Agency of the Year- healthcare communication – Large ( Between 8 and 12 crores)**

This award will recognize an agency that has created effective overall strategic healthcare communication plans and executed tactical campaigns for the same. Judges will be looking for clear agency objectives, examples of recent campaigns, examples of recent achievements, details of any challenges faced, and why you think your agency deserves to win this category. Please be sure to include a concise overview of the agency, number of staff, details of clients and verified turnover figures

* **Communication Agency of the Year- healthcare communication – Special Category ( Above 12 Crores)**

This award will recognize an agency that has created effective overall strategic healthcare communication plans and executed tactical campaigns for the same. Judges will be looking for clear agency objectives, examples of recent campaigns, examples of recent achievements, details of any challenges faced, and why you think your agency deserves to win this category. Please be sure to include a concise overview of the agency, number of staff, details of clients and verified turnover figures.

* Agency of The Year-Social Impact And Policy Communication

This award will recognize an agency that has created social impact and policy communication plans and executed tactical campaigns for the same. Judges will be looking for clear agency objectives, examples of recent campaigns, examples of recent achievements, details of any challenges faced, and why you think your agency deserves to win this category. Please be sure to include a concise overview of the agency, number of staff, details of clients and verified turnover figures.

**Agency Team Of The Year – General Healthcare**

This award is presented to a healthcare company's in-house team that has demonstrated exceptional achievement on the company's behalf. Judges will be looking for clear organization objectives, examples of recent campaigns, examples of recent achievements, details of any challenges faced, and why the organization deserves to win this category

**Agency Team Of The Year - Pharma, Biotech And Biopharma**

This award is presented to a Pharma, Biotech and Biopharma company's agency team that has demonstrated exceptional achievement on the company's behalf. Judges will be looking for clear organization objectives, examples of recent campaigns, examples of recent achievements, details of any challenges faced, and why the organization deserves to win this category

**Agency Team of the Year -Medtech and Devices**

This award will recognize Government and academic science and medical research institutions that led or contributed to successful health and science communication campaigns. Judges want to see campaign objectives, audience insight, innovative and inventive execution, and evidence-based results.

**Agency Team Of The Year - Wellness, Consumer Healthcare Products And Lifestyle**

This category will recognize the in-house team of a Wellness, Consumer Healthcare Products and Lifestyle company that has demonstrated exceptional achievement on the company's behalf. Judges will be looking for clear organization objectives, examples of recent campaigns, examples of recent achievements, details of any challenges faced, and why the organization deserves to win this category

**Agency Team Of The Year - Health Insurance**

This category will recognize the agency side team for health insurance companies that has demonstrated exceptional achievement on the company's behalf. Judges will be looking for clear organization objectives, examples of recent campaigns, examples of recent achievements, details of any challenges faced, and why the organization deserves to win this category

**Agency Team of the Year - Private Sector Hospitals**

This category will recognize the agency side team for private sector hospitals that have demonstrated exceptional achievement on the company's behalf. Judges will be looking for clear organization objectives, examples of recent campaigns, examples of recent achievements, details of any challenges faced, and why the organization deserves to win this category

**#3 Corporate Side- In-house Communication teams**

* **In-house Team of The Year – General Healthcare**

This award is presented to a healthcare company's in-house team that has demonstrated exceptional achievement on the company's behalf. Judges will be looking for clear organization objectives, examples of recent campaigns, examples of recent achievements, details of any challenges faced, and why the organization deserves to win this category

* **In-House Team of The Year - Pharma, Biotech, and Biopharma**

This award is presented to a Pharma, Biotech, and Biopharma company's in-house team that has demonstrated exceptional achievement on the company's behalf. Judges will be looking for clear organization objectives, examples of recent campaigns, examples of recent achievements, details of any challenges faced, and why the organization deserves to win this category

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* **In-house Team of The Year- MedTech and Devices**

This award is presented to a MedTech and Devices company's in-house team that has demonstrated exceptional achievement on the company's behalf. Judges will be looking for clear organization objectives, examples of recent campaigns, examples of recent achievements, details of any challenges faced, and why the organization deserves to win this category

* **In-house Team of The Year - Wellness, Consumer Healthcare Products and Lifestyle**

This category will recognize the in-house team of a Wellness, Consumer Healthcare Products and Lifestyle company that has demonstrated exceptional achievement on the company's behalf. Judges will be looking for clear organization objectives, examples of recent campaigns, examples of recent achievements, details of any challenges faced, and why the organization deserves to win this category.

* **In-house Team of The Year- Private Sector Hospitals**

This category will recognize the in-house team of private sector hospitalsthat has demonstrated exceptional achievement on the company's behalf. Judges will be looking for clear organization objectives, examples of recent campaigns, examples of recent achievements, details of any challenges faced, and why the organization deserves to win this category.

* **In-House Team of The Year - Government Hospitals**

This category will recognize the in-house team of government hospitalsthat has demonstrated exceptional achievement on the company's behalf. Judges will be looking for clear organization objectives, examples of recent campaigns, examples of recent achievements, details of any challenges faced, and why the organization deserves to win this category.

* **In-house Team of The Year- Health Insurance**

This category will recognize the in-house team of health insurance companiesthat has demonstrated exceptional achievement on the company's behalf. Judges will be looking for clear organization objectives, examples of recent campaigns, examples of recent achievements, details of any challenges faced, and why the organization deserves to win this category.

**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 Awards website.
2. All entries should include one entry form and a picture of the person 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, agencies/individuals 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.

**Entries should relate to work undertaken between April 2022 and March 2023.** 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 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 organisation 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. All judges are required to sign a confidentiality agreement pre-judging.

Following pre-scoring, the judges will meet in mid-April 2023 to discuss the highest-scoring entries and then agree on the winner for each category.

**The winners will be announced in the first week of May** **at a virtual awards ceremony.**

**A GUIDE TO ENTERING**

If you’re thinking of entering the PRmoment Health Communications Awards 2023 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.

**ENTRY REQUIREMENTS & THE CRITERIA THE JUDGES MARK YOUR ENTRIES ON**

There is often a feeling of mystery as to how judges score entries for industry awards. At PRmoment we don't think this sense of mystery is necessary or the right way to do things.

So, very simply, here is the criteria that our judges use to score the entries.

1. The judges will be looking for clear objectives, creative and effective implementation, with tangible and demonstrable contribution by the individual.
2. They will also consider the structure, presentation, and clarity of each entry. Please consider your entry title carefully as we will use your exact wording on the trophy should you win. Concise and to the point is always best!
3. Any entries that do not include information under all these headings will be marked down.
4. Objective- Judges will be looking for entries that clearly identify the objectives of the campaign or project.
5. Target Audience & Strategy- Judges will look at the quality of the strategy that was implemented considering the objective and target audience stated
6. Implementation & Creativity- The level of creativity employed by the individual and quality of implementation when delivering the digital campaign or project will be assessed.
7. Judges are looking for fresh, innovative thinking, best practice examples, partnership working where appropriate, and resourcefulness
8. Why your entry should win. This is your opportunity to tell the judges why you should win.

**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 organisation as possible, from an increase in sales to higher levels of engagement with audiences