

## **British Guild of Agricultural Journalists**

### **Public Relations Campaign Award 2019**

A new BGAJ Award to recognise excellence in agricultural and supply chain PR and communications. The Award trophy will be presented to the winning entry at the Guild's annual Harvest Lunch on Thursday, 17 October, in London.

The award judges will decide which of the entries is the most successful public relations campaign or project undertaken during 2018 by BGAJ members within a business - whether agency or sole trader - on behalf of a client business operating specifically in agriculture or the agrisupply chain.

While there is no major financial prize for this award, as it is not currently sponsored, the value lies in peer recognition of sector-leading performance. There will be a trophy, a logo for the winner business to use on their own promotional material, a certificate and two free places for the Harvest Lunch where the presentation will be made.

#### **1. Entries must include descriptions of:**

- The client brief, objectives and indication of the budget range (£0-£5,000; £5,001-£10,000; or £10,001+)
- The campaign concept
- The strategy, tactics, creativity and innovation used to achieve the brief
- Delivery of the campaign
- Measurement and evaluation of the campaign including key outcomes

#### **2. Entries must include:**

- A short header paragraph summarising the entry
- A 1,000 word maximum text-only description of how the entry meets the headings in (1) above
- Any relevant supporting material such as images, press clippings, social media posts and links to websites and video material. This should be collated into a single PDF document no longer than a further two pages of A4

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### 3. Rules of entry

- Eligible campaigns must have been active between May 1st 2018 - April 30th 2019 although planning may have commenced before the start date.
- Submissions must be made by the PR business itself, not the client or a third party.
- Maximum two entries per company or individual Guild member.
- Entries must have an entrant contact name, telephone number/ email address, and clearly state the dates when the campaign was run.
- Entries must be accompanied by a £100 entry fee to cover administrative costs.
- Entries, once submitted, cannot be changed.
- Entries must be submitted by a current member of the BGAJ. The campaign featured must have been delivered by a Guild member in the case of an individual entry, or a team largely composed of Guild members in the case of a group entry.
- A shortlist will be released in early September.
- The award presentation will be made at the Guild's Harvest Lunch in London on Thursday 17 October 2019.
- The competition will be judged by a panel that includes an independent judge from a national PR body, an industry PR practitioner and a Guild Council member.
- The judges' decision will be final.
- The Award recognises the work of an agency or individual. Winners may use the award logo in their own promotion and publicity material. The award is not designed to raise the profile of the client business, but the client can share the success in promoting the award on behalf of the winner.
- The competition closes for entries on 2 August 2019.
- Entries to be submitted to BGAJ Awards Secretary Jamie Day at [jamie.day@agritradenews.co.uk](mailto:jamie.day@agritradenews.co.uk)