

# VMA PR Award 2011

## Sponsored by Splash Marketing & Communications Ltd

### PR Award

This new award is for the company/veterinary practice that has delivered the most innovative PR initiative in 2011. This can be a single 'one off' published piece, or a sustained campaign over a given period to support a product/initiative in the veterinary/animal health industry. It will include published material via any journal, magazine, newspaper, TV, radio or other electronic medium in the UK between 1st January and 31st December 2011.

The material must be genuine editorial - campaigns which include a paid format (e.g. advertorial or sponsored series) as part of the programme can be entered for the award, however any 'paid for' elements will not be judged or form part of the scoring.

### Judging

Each entry will be considered individually by the judges against each criterion stated below in order to reach a final decision. There will be a **Gold Award** for the company and agency submitting the winning entry in each category and two highly commended certificates for the runners-up in each category, again for both company and agency.

The judges will take the following five criteria into account for all awards: Originality; Structure; Art Direction; Copywriting; and Target Audience Appeal.

In addition, the PR award will be judged against additional criteria, which are as follows: how the campaign objectives were met; benefit and relevance to target audience; originality of the campaign, quality and accuracy of writing; and co-ordination with wider campaign;

### Entry details

- Entries can be received from PR agencies, independent PR consultants, manufacturers or veterinary practices via nomination on behalf of their agency, or their in-house team directly.
- Entries should be displayed on a board no larger than A1 in size demonstrating the campaign. Entries can be accompanied by supporting documentation (no more than two single A4 pages 10 point, single line spacing) detailing the objectives, outcomes, and can be illustrated with thumbnail images if appropriate.

### Judging

The judging panel will comprise:

- Two veterinary editors, e.g. David Ritchie, and David Watson
- 1/2 Practicing veterinary surgeons
- PR Agency representative