PARTHENON AWARDS – CATEGORY DESCRIPTIONS

PROGRAM CATEGORIES

1. Community Relations
Programs that seek to win the support or cooperation of, or that aim to improve relations with, people or organizations in communities in which the sponsoring organization has an interest, need or opportunity. "Community" in this category refers to a specific geographic location or locations.

      1A. Associations/Government/Nonprofit Organization
      1B. Business Products
      1C. Business Services

2. Content Marketing
Programs that effectively demonstrate a strategic program that includes creating and distributing valuable content to attract, acquire and engage target audience(s). Include examples and metrics.

      2A. Associations/Government/Nonprofit Organizations
      2B. Business to Business
      2C. Business to Consumer

3. Crisis Communications
Programs undertaken to deal with an event that has had or may have an extraordinary impact.

        3A. Crisis Communications (Non-COVID-19)
            Crisis communication programs unrelated to COVID-19.
        3B. Crisis Communications (COVID-19 Challenges)
            Organizational responses to COVID-19 challenges.
        3C. Crisis Communications (2020 Pivot)
            Abrupt COVID-19 and/or societal unrest-related shifts to planned programs.

4. Events and Observances
Events may be commemorations, observances, openings, celebrations or other activities. Events that took place for longer than a one-week period should be entered in "4A. More Than Seven Days" and events occurring within a time span of one week should be entered in "4B. Seven or Fewer Days."

        4A. More Than Seven Days
        4B. Seven or Fewer Days

5. Financial Communications
Includes programs directed to shareowners, other investors and the investment community.

6. Global Communications
Any type of program, such as reputation/brand management, marketing, or events and observances sponsored by a U.S. company that demonstrates effective global communications in more than one country.

7. Influencer Marketing Program to Expand Awareness

        7A. Macro-Influencers
        7B. Micro-Influencers

Macro-influencers: Celebrities, executives, bloggers and journalists who have 10,000–1M followers. They have the highest topical relevance on the spectrum, with category-specific influence – such as lifestyle, fashion or business.

Micro-influencers: Everyday consumers or employees or industry experts who have 500–10,000 followers. They have the highest brand relevance and resonance on the spectrum of influencers, with influence driven by their personal experiences and strength of relationships with their networks.

8. Integrated Communications
Includes any program that demonstrates leadership of public relations strategies and tactics in a creative and effective integrated campaign, along with other marketing or communications. The program must demonstrate the clear leadership of public relations, along with its integration with other disciplines.

        8A. Associations/Government/Nonprofit Organizations
        8B. Business to Business
        8C. Business to Consumer

9. Internal Communications
Programs targeted specifically to special publics directly allied with an organization (for example, employees, members, affiliated dealers or franchisees).

> 9A. Associations/Government/Nonprofit Organizations
> 9B. Business
> > 9BA. Fewer Than 1,000 Employees
> > 9BB. 1,000 to 10,000 Employees
> > 9BC. More Than 10,000 Employees

10. Issues Management
For programs undertaken to deal with issues that could extraordinarily affect ongoing business strategy.

11. Marketing
Programs designed to introduce new or promote existing products or services or to promote existing products/services to a particular audience.

> 11A. Business to Business
> 11B. Consumer Products
> 11C. Consumer Services

12. Most Effective Campaign on a $5,000 to $10,000 Budget
Effective campaign delivered within parameters of a limited budget. This does not include staff time and overhead.

> 12A. Associations/Government/Nonprofit Organizations
> 12B. Business

13. Most Effective Campaign on a Shoestring Budget $5,000 or Less
Successful campaign despite constraints of a small budget. This does not include staff time and overhead.

> 13A. Associations/Government/Nonprofit Organizations
> 13B. Business

14. Most Effective Corporate Social Responsibility Campaign
Program that enhances a corporate reputation and demonstrates a business approach to initiatives that positively impact society. Campaigns to highlight the positive impact that they have had delivering economic, social and environmental benefits to stakeholders.

15. Multicultural Communications
Any program, such as institutional, marketing and community relations, specifically targeted to a cultural group.

16. Public Affairs
Programs specifically designed to influence public policy and/or affect legislation, regulations, political activities or candidacies – at the local, state or federal government levels – so that the entity funding the program benefits.

      16A. Associations/Government/Nonprofit Organizations
      16B. Business

17. Public Service
Programs that advance public understanding of a societal issue, problem or concern.

18. Reputation/Brand Management
Programs designed to enhance, promote or improve the reputation of an organization with its publics, or key elements of its publics, either proactively or in response to an issue, event or market occurrence.

      18A. Associations/Government/Nonprofit Organizations
      18B. Business

PROJECT CATEGORIES

PAID:

1. Best Sponsorship Activation
Sponsorships represent the alignment of shared values and goals and can be profitable marketing opportunities for building harmonious partnerships. Activation requires a deep understanding of brand synergy to support how affiliations are formed and promoted to vetted demographics. Show how the activation leveraged investment.

2. Most Effective Influencer Promotion
Influencer marketing focuses on an individual the audience sees as a trusted source of information and which can be differentiated far better than through advertising or content marketing. How did you ensure maximization of your ROI with these highly targeted consumers?

3. Best SEM
Were you able to improve your brand's SEM with paid results on major search platforms? If your team or agency had a successful paid search campaign across one or more search-based advertising platforms that demonstrated improvement and a positive return on investment, share your metrics and results.

EARNED:

4. Media Relations
Tactics, programs and events driven entirely by media relations. Submit press releases, media advisories, pitch letters, requests for coverage, etc., along with the one-page summary that includes measurable objectives and results, such as evidence of the resulting media coverage. Upload or provide YouTube/Vimeo links to any television or radio coverage.

      4A. Associations/Government/Nonprofit Organizations
      4B. Business to Business
      4C. Consumer Products
      4D. Consumer Services

5. Blogger Campaigns

A proactive outreach to the blogger community on behalf of a product, service or organization. The one-page summary should include rationale for blogger outreach strategy, statistics or other means of quantifiable measurement to support stated objectives, as well as a copy of (a) the outgoing messages and (b) the resulting blog entries either as uploads and/or the actual site URLs.

6. Executive Communications

Positioning of an executive at any level across earned, owned and share platforms. The one-page summary should include information about the executive and stated objectives and quantification of results, as well as copies of significant placements, social media, posts or memos.

SHARED:

7. Best Use of Social Stories

Did you take social storytelling to another level? How did you use YouTube, Facebook, Instagram or Snapchat to tell your brand's story? Share screenshots or links to your story and provide the results.

8. Social Media Engagement

How did you engage with your audience? Show your most interactive social media accounts (Twitter, Facebook, YouTube, Instagram, LinkedIn, Pinterest) with measurements such as likes, impressions, retweets and clicks. What impression did they leave on your audience? Did it lead to increased activity and viral reach? Provide details on any increases in sales, brand awareness or insights gained.

9. Influencer Marketing as Part of a Larger Campaign

Tactic that focuses on using paid spokespeople and key leaders to increase awareness and drive your brand's message to the larger market.

OWNED:

10. New Digital Platform

Did you launch a new website, newsroom, app or other digital platform? How was it launched, and how much risk was involved in your marketing plan? What platforms were used? What value did the end user receive, and how did it match goals? This entry can be completed by a vendor or the customer.

11. Mobile App

Use of mobile applications as part of a public relations program. Include copy and any images of key pages to support your one-page summary. Additionally, include brief instructions on how to download the application.

12. Best Use of Data/Analytics

How did it uncover hidden patterns, correlations or other insights to help make quicker and more efficient business decisions to gain a competitive edge?

13. Websites

Use of a website as part of a communications or content marketing program. Include screen grabs or copies of key pages to support your one-page summary. Additionally, include the website URL for external sites.

14. Word-of-Mouth (Viral, Buzz, Talk Triggers)

Tactics that get key audiences talking or provide an avenue for conversation using different techniques, such as viral marketing, sampling programs, loyalty programs, etc.

15. Creative Tactics

Innovative, unconventional, creative tactics or approaches used as part of a public relations program. Documentation of how the tactic specifically contributed to the measurable results of the campaign should be included in the one-page summary. (Photographic and/or video representation of any physical objects should be uploaded.)

16. Annual Reports

Publications that report on an organization's annual performance. Upload a sample of one copy of the publication, along with a one-page summary.

17. Blogs

Web-based journals, or blogs, that communicated to a target audience. The one-page summary should include rationale for blogging strategy, target audiences and statistics, or other means of quantifiable measurement to support stated objectives. Screen downloads of the blog being entered, as well as the actual site URL, must be submitted as part of the story.

18. Newsletters

Publications designed, written and published periodically to provide brief and timely information to target audiences while supporting an organization's overall objectives. Upload samples of three consecutive issues, along with a one-page summary.

19. Special Purpose Publications

Single-issue publications designed for a special purpose. Books and other publications not eligible for consideration in other categories should be entered here. Upload a sample of one copy of the publication along with the one-page summary.

20. Videos

Pre-produced videos distributed online to inform target audiences of an event, product, service, issue or organization. Entries may consist of an edited video and one of any sound bites. The one-page summary should include usage statistics or other means of quantified measurement to support stated objectives.

21. Online Newsroom

Also known as a pressroom, media room, press center or media center is a website, webpage or site section that contains distributable information about a corporation or organization.

22. Research/Evaluation

Research that provides a meaningful contribution or input to a public relations program, or an evaluation documenting the value or benefit of a public relations program or tactic. Sample of the methodology and findings of any research should be uploaded, along with a one-page summary. One-page summaries for evaluations should detail how and why this method is unique and valuable.

23. Webcasts
Media files distributed over the internet using streaming media technology. May be live or recorded. Submit the one-page summary and upload or provide YouTube/Vimeo links of the webcast, as well as the actual site URL.
> 23A. Associations/Government/Nonprofit Organization
> 23B. Business to Business

24. Innovation in Customer Service
Customers are wielding more power and demanding more from customer service. How did you demonstrate transformative innovation by introducing something new that revolved around the customer's needs and had a big impact on the company's service performance? Provide metrics.

25. Podcasts
How did you tell your story – was the purpose to teach or share? Was it intended for internal or external audiences, and was there engagement on multiple platforms? Provide listener feedback.

26. Magazines
Publications designed to provide in-depth information about an organization or topic on a regular basis. Magazines typically differentiate from newsletters by the number of pages and length of articles. Upload samples of three consecutive issues along with the one-page summary.

27. Brochures and Booklets
Pamphlets, booklets or other small publications designed to inform a target audience about an organization, product, service or issue.

28. Posters, Displays or Exhibits
Any poster, display or exhibit may be entered.

29. Writing
Submit text as well as documentation of article/publication.
> 29A. News Writing
> 29B. Feature Writing
> 29C. Editorial Writing
> 29D. Bylined Article – Written under the name of someone else, e.g., client.
> 29E. Technical Writing – Documents or editorial written to define and/or explain a technical product or service to a target audience.
> 29F. Speeches/Scripts – A single speech in which an individual had sole responsibility for research and writing. Judged on content and ability to achieve desired purpose. Include text of speech.
> 29G. News Releases – A timely news announcement sent to media sources. The release should have been used by an external publication in its original format or to develop a story. Include the news release and documentation of publication.

30. Photography/Illustrations

31. Student Entries
Students may enter items in any category.