



Primary Sector Communications Campaign Award

Sponsored by the NZ Guild of Agricultural Journalists and Communicators
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Recognising excellence in delivery of a communications project or campaign across the primary sector to address an industry issue of challenge

Deadline, 21 September 2020

The judges' decision is final and no correspondence will be entered into. The winner will be announced at the Awards Dinner in Wellington, 16 October.

Primary Sector Communications Campaign Award

Applications are now open for the 2020 Primary Sector Communications Campaign Award. This award recognises excellence in delivery of a communications campaign across the primary sector to address an industry issue or challenge.

The award is for an outstanding project or campaign, either short or long term, undertaken by a corporate or an agency on behalf of an agricultural corporate client. A communications group within an agricultural company is also eligible.

The project or campaign may be, but is not limited to:

- Impacting an organisation's corporate reputation
- Staff communications
- Customer relations
- Financial or investor relations
- Community relations.

Measurement of success will be closely related to achieving both organisation or campaign/project objectives.

The award carries a prize of \$1000, which should be shared between those involved in the project/campaign.

Conditions

- 1) Entries are open to members of the NZ Guild of Agricultural Journalists and Communicators. Subscriptions must be paid before entries are submitted.
- 2) Work entered must be for the period 1 August 2019 to July 31 2020.
- 3) Each piece of work can only be entered in one category. This year there is only one category but may be extended in future years.
- 4) The entrant must state all PR and communication professionals (members or non-member) who worked on the project, and up to a maximum of two project leads for a team entry. Members must be entered in the contributors section and non members can be listed in the acknowledgement section.
- 5) The main body of the entry must not exceed 2100 words, plus a 100 word synopsis and a 300 word description of the involvement of other related disciplines.
- 6) Entrants are not required, but have the option to include work samples of 3 images and 2 video links, relating to the project. Finalists will be required to supply images for a 'best of' case study compilation.
- 7) Entrants must outline in 300 words or less, the involvement of other communication disciplines in the project, including - but not limited to – advertising, direct marketing, digital or experiential.
- 8) Entrants must get client or manager approval before submitting it. At the time of submission you will need to acknowledge it has been signed off.
- 9) The judges' names and details are confidential and will not be disclosed to entrants. One of the judges will be nominated by the Guild and the other by PRINZ. Both will have a good understanding of the agricultural sector.
- 10) The judges have the right to declare a winner or joint winners, or to award either highly commended and no winner.

- 11) If there are parts of your entry (eg, financial figures) that you would like to remain confidential, please email the national secretary. The main body of the entry could be included on the Guild website and in a 'best of' case study compilation.
- 12) The title and 100 word synopsis of finalist entries may be published.
- 13) All finalist entries may become a 'best of' case study compilation for member use. Just the title and synopsis of confidential entries will be published. The provision of images and logos by entries will be required.