



Primary Sector Communications Campaign Award

Sponsored by the NZ Guild of Agricultural Journalists and Communicators Awards
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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, 3 October 2021

The judges' decision is final and no correspondence will be entered into. The winner will be announced at the Awards Dinner in Wellington, 26 November.

Primary Sector Communications Campaign Award

Applications are now open for the 2021 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.

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The award is for an outstanding agricultural communications project or campaign, either short or long term, undertaken by a corporate, an agency, comms team, or an individual within an agricultural organisation.

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

- Social or viral media
- Reputation-building
- Staff communications
- Customer or stakeholder relations
- Financial or investor relations
- Community engagement

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 2020 to July 31 2021.
- 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 (NZGAJC members or non-member) who worked on the project, and up to a maximum of two project leads for a team entry. NZGAJC 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 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.