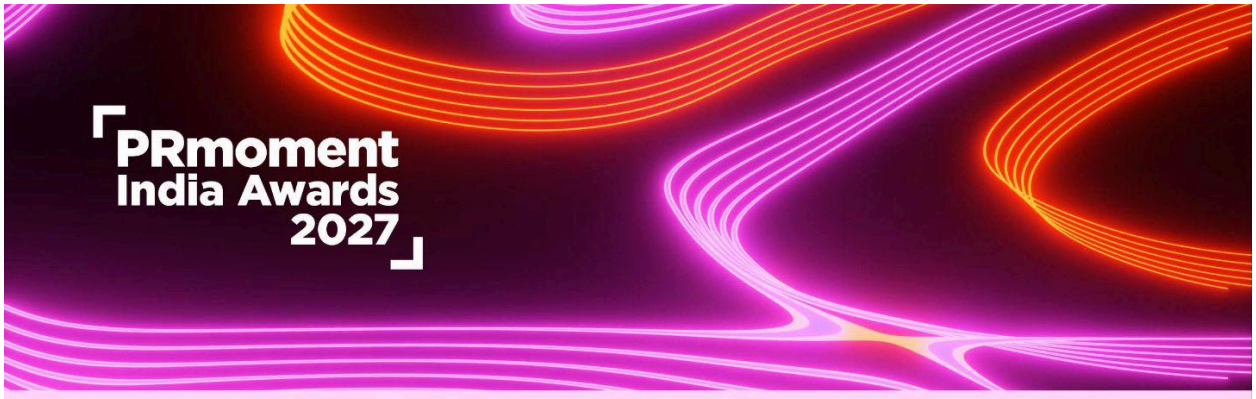

ENTRY KIT

The PRmoment India Awards, in association with our headline partner Adfactors PR, celebrate excellence and recognise and reward outstanding campaigns and exceptional talent in the Indian PR and Communications sector.

GENERAL RULES

The PRmoment India Awards are open to all India-based agencies and in-house communication teams. To enter, please download the entry form, complete one entry form for each category you wish to enter, and upload your completed forms to the PRmoment India Awards website. All entries should include one entry form and a high-quality company logo per submission, as this will appear on the awards presentation should you be shortlisted.

Entrants may submit their own PDF awards entry instead of using the supplied entry form. However, agencies/individuals doing so should ensure they include information under all the headings listed in the judges' criteria. Not doing so may result in your entry being marked down.

Provide context using up to 3 documents/URLs (Word, Excel, PDF, or JPEG; max 20MB each) and links to relevant Vimeo/YouTube videos (include passwords if required). Entries must not exceed 1,500 words. Win-ready entrants should include high-quality images or video links for awards and website showcases.

KEY DATES

Milestone	Date
Early Bird Deadline	Friday, 18 December 2026
Final Deadline	Friday, 29 January 2027
Shortlist Announcement	Monday, 22 February 2027
Awards Ceremony	Thursday, 1 April 2027

PRICING

Tier	Fee
Early Bird Entry Fee	₹10,000
Standard Entry Fee	₹20,000

Available Discounts

- **10% Discount:** Applies to submissions of 10 or more entries.
- **15% Discount:** Applies to submissions of 20 or more entries.

CONFIDENTIALITY & ELIGIBILITY

Entries should focus on work completed between January 1st 2026 and January 29th 2027. The 100-word summary you will be asked to upload when applying may be used on the awards website should your nomination be shortlisted. Sensitive information from entries, such as exact budget figures or financial metrics, will be kept confidential and will not be published.

Please note that a company may only enter a single campaign into a maximum of 6 campaign categories.

CATEGORIES

CAMPAIGN AWARDS

1. Auto Marketing Communications Campaign of the Year
Recognises outstanding marketing communications campaigns across the automotive ecosystem, including passenger vehicles, two-wheelers, EVs, commercial transport, auto components, tyres, and dealer networks.

Drop-down choices:
1. Cars, Commercial and Four-Wheelers
2. Bikes and Two-Wheelers

2. B2B Campaign of the Year
Recognises exceptional business-to-business communication campaigns that effectively engage corporate clients, trade partners or industrial buyers.

3. Best Content
Recognises the effective creation and distribution of high-impact owned content across digital and social platforms to attract, engage and retain target audiences.

4. Best Creativity — B2B
Recognises the most creative, high-impact B2B campaigns driving engagement with corporate, trade or industrial audiences.

5. Best Creativity — Consumer
Recognises the most creative, high-impact consumer campaigns driving business or consumer engagement across any sector.

6. Best Engagement Campaign of the Year
Recognises campaigns designed to inform, align and deeply engage target communities or internal workforces.

7. Best Event or Brand Activation (Live, Virtual or Hybrid)
Recognises outstanding physical, virtual or hybrid events — including product launches, press meets, conferences and on-ground brand activations.

8. Best Influencer and Celebrity Partnership(s)
Recognises outstanding influencer and celebrity partnerships across any sector.

9. Best Investor Relations Campaign
Recognises investor relations work that strengthens a company's standing with shareholders, analysts and financial media. It covers results announcements, IPOs, capital raises, M&A and AGMs.

10. Best Strategy, Research and Data Campaign
Recognises the strategic use of research, data and analytics in campaign planning, execution and measurement.

11. Best Use of AI in PR
Recognises the most effective use of AI in public relations — AI-assisted insight, creative and execution — including GEO and LLM-citation work.

12. Best Video Campaign of The Year
Recognises PR campaigns built around video as the primary storytelling medium — from social-first shorts, OTT brand content and branded films to documentary and live content

Drop-down choices:

1. *Celebrity and Brand Ambassador Partnership*
2. *Macro and Micro-Influencer Campaign (1000-10,000 and 10,000 to 100,000 followers)*
3. *Regional Language Creator Collab*
4. *Major Influencers (Over 100,000 followers)*

13. BFSI Campaign of the Year
Recognises communications across banking, financial services, insurance and fintech, from brand and product launches to financial literacy and consumer trust campaigns.

14. Consumer PR Campaign of the Year
Recognises outstanding PR campaigns promoting products or services directly to consumer markets.

Drop-down choices:
1. Retail, D2C and E-commerce
2. Consumer Durables and Electronics
3. Lifestyle and Fashion

15. FMCG Campaign of the Year
Recognises campaigns for fast-moving consumer goods, including packaged food, beverages and household items.

16. Healthcare, Beauty and MedTech Campaign of the Year
Recognises outstanding communications across health, wellness, personal care and high-growth sectors such as pharma and medical technology.

Drop-down choices:
1. Beauty, Personal Care, Consumer Wellness and Ayurveda
2. Hospitals, Diagnostics and Healthcare Services ·
3. Pharma, Biologics and MedTech

17. Integrated Communications Campaign of the Year
Recognises multi-channel campaigns that combine PR, digital, advertising and activation to achieve unified brand goals.

Drop-down choices:
1. *Consumer and Lifestyle*
2. *Corporate, B2B and Technology*
3. *Healthcare and Pharma*
4. *Public Sector, Social Impact, CSR and Purpose*

18. Low Budget Campaign of the Year
Recognises high-impact PR campaigns delivered on a total budget of ₹2 lakh or less.

19. Luxury, Hospitality and Travel Campaign of the Year
Recognises marketing and PR campaigns within the premium, luxury, travel, tourism and hospitality sectors.

20. Media Relations Campaign of the Year
Recognises exemplary media strategy and earned media coverage that significantly shifted brand perception.

Drop-down choices:
1. *Consumer and Lifestyle*
2. *Corporate, B2B and Technology*
3. *Healthcare and Pharma*
4. *Public Sector, Social Impact, CSR and Purpose*

21. Regional, Rural and Tier-2+ Campaign of the Year
Recognises campaigns targeting Bharat — Tier-2, Tier-3 and rural markets — using regional languages, local cultural context and hyper-local media channels.

22. Social Media Campaign of the Year
Recognises innovative, high-engagement campaigns delivered primarily across social media platforms.

23. Sports and Gaming Campaign of the Year
Recognises marketing and PR campaigns across sports leagues (for example IPL, ISL), tournaments, athlete endorsements, esports and gaming.

24. Sustainability, CSR and Purpose-Led Campaign of the Year
Recognises campaigns driving social impact, ESG initiatives, environmental sustainability or brand purpose.

25. Technology PR Campaign of the Year
Recognises influential PR and communication campaigns for consumer tech, B2B enterprise tech, SaaS or AI platforms.

INDIVIDUAL AWARDS

26. In-house Communicator of the Year
Recognises an outstanding individual communicator working in an in-house corporate, public-sector or non-profit communications function. Entries should show recent work the individual led, the measurable difference they made to their organisation's reputation and objectives, and how they have developed the people around them.

27. Agency Leader of the Year
Recognises an agency leader — founder, CEO, managing director, India head or office head — who has driven outstanding growth, culture and client outcomes. Entries should evidence business performance, leadership of their people, new-business success, and contribution to the wider industry. Financial figures submitted in support are treated as confidential and will not be published.

TEAM / AGENCY AWARDS

28. Best Practice of the Year
Recognises the standout agency team or practice in a specialist discipline, chosen from the dropdown. Judges will look for consistent quality of work, client results, team strength and growth within that practice area over the year.

Drop-down choices:

1. *B2B*
2. *Consumer*
3. *Integrated*
4. *Technology*
5. *Regional*

29. Boutique Agency of the Year
PR fee income up to ₹10 crore. Celebrates smaller agencies competing on craft and client intimacy rather than scale. Entries should show the depth of client relationships and the quality of work a lean, specialist team delivers.

30. Emerging Agency of the Year
PR fee income from ₹11 crore and up to ₹ 25 crore. For agencies that have moved beyond boutique and are scaling their teams, clients and capabilities. Entries should evidence sustained growth, a broadening client portfolio, and the systems and talent put in place to support the next stage.

31. Independent Agency of the Year
Open to any independent agency. Independent firms are those not owned by a global holding company.

32. In-house Team of the Year
Welcomes any in-house PR and communications team. Please include a concise overview of the broader organisation, the number of staff in your team, and your budgets, including any consultancy support.

33. Large Agency of the Year
India PR fee income above ₹60 crore. Open to independents and networks alike. The apex category for the market's largest firms. Entries should demonstrate category leadership, breadth of work across sectors and geographies, commercial strength, and sustained investment in talent, infrastructure and capability.

34. Midsize Agency of the Year
Open to any agency, multi-disciplinary or niche, with PR fee income above ₹26 crore and up to ₹60 crore. For established firms operating at meaningful scale while retaining agility. Entries should balance commercial strength with consistent, high-quality client work.

35. New Agency of the Year
Open to agencies that started operating after 1 April 2025. Judged on merit rather than size, so this category sits outside the fee-income ladder. Entries should show momentum since launch — early client wins, standout campaigns, and how the team has established itself in a competitive market.

JUDGING

The PRmoment India Awards judges are chosen because of their professional and wide-ranging level of expertise.

Judges will be split into panels to read and pre-score all allocated entry forms, considering any supporting materials submitted. Judges' pre-scores will be combined, and the highest-scoring entries will determine the shortlists. Any judge with a potential conflict of interest will not be allowed to judge that entry. In addition, judges will not be involved in judging any categories their organisation has entered and will not have access to competing entries.

Judges can move entries between categories if they deem another category more suitable. All judges are required to sign a confidentiality agreement pre-judging.

Following pre-scoring, judges will meet to discuss the highest-scoring entries and agree on the winner for each category. The shortlists will be announced on 22 February 2027, and the winners will be announced at the awards ceremony on Thursday, 1 April 2027.

A GUIDE TO ENTERING

1. **Follow the entry instructions:** Take note of the entry format, eligibility timeframes, payment, word count, and deadline dates.
2. **Pick the right category:** Read category descriptions carefully. You can enter the same work into up to 6 categories, but tailor each entry form to the specific category criteria.
3. **Read the judging criteria:** Ensure your entry covers the judging criteria and answers all questions in the entry form. Judges can only mark you on what is included.
4. **Stick within the word limit:** Please ensure your answers are clear and concise (1,500 words maximum). Bullet points or infographics can help illustrate points effectively.
5. **Link your results to your objectives:** Ensure outcomes directly reflect the initial campaign objectives.

6. **Evidence your results:** Provide quantified results, facts, figures, and quotes from stakeholders.
7. **Get the judge's attention:** Tell a compelling, passionate story backed up with clear metrics.
8. **Proofread & Get Approval:** Ensure clear English, no typos or jargon, and confirm client sign-off before submission.
9. **Attach Logos/Images:** High-resolution assets will be used in event presentation materials if shortlisted.

ENTRY REQUIREMENTS & JUDGING CRITERIA

Campaign Awards Criteria

The judges will be looking for clear objectives and creative and effective implementation, with tangible and demonstrable results in the campaign award categories. They will also consider the structure, presentation and clarity of each entry. Entries should not exceed 1500 words in total and should focus on work completed between January 1st 2026 to January 29th 2027. Please consider your entry title carefully, as we will use your exact wording on the trophy should you win. Concise and to the point is always best!

Each entry must include information under the following headings.
Any entries that do not include information under these headings are likely to be marked down; the jury may not be able to make an easy comparison between your work and the other entries.

1. **Campaign Objectives (1–10 points):** Clear identification of campaign goals and target audience.
2. **Strategy (1–10 points):** Quality of strategy relative to budget, objectives, and target audience.
3. **Creativity (1 to 10 points, except the Best Use of Creativity categories, where this criteria is worth 20 points. This criterion is not applicable to category: Best Strategy, Research and Data Campaign):** Level of creative insight and innovation.

4. **Implementation (1 to 10 points):** Quality of execution, fresh thinking, and resourcefulness.
5. **Results & Evaluation (1 to 10 points, except the Best Strategy, Research and Data Campaign category, where this criterion is worth 20 points):** Direct alignment of outputs, audience engagement and outcome with stated objectives. *(Note: Paid media metrics must be clearly distinguished from earned media).*
6. **Why Your Entry Should Win (1–10 points):** Concise summary of why this entry stands out.

Individual Awards Criteria

Judges will look for individuals who have delivered sustained, high-quality work and made a measurable difference to their organisation, their people and the wider industry. Judges will also consider the structure, clarity and evidence in each entry. Entries must not exceed 1,500 words.

Each entry must include information under the following headings:

1. Details of the nominee
Current role, scope of responsibility and team size, plus previous roles - this will not be scored and is for background information only.

2. Details of challenges overcome in life or career (1 to 10 points)
Please provide a brief outline of any challenges the nominee has overcome, both personally or professionally.

3. Recent achievements (1 to 10 points)
Please include impact on the organisation.
For in-house: How has the nominee's work made a measurable difference to the organisation's reputation and business objectives?
For agency: How has the nominee driven business growth and client results? Include revenue growth, margin, client retention and new-business wins where possible.

4. Recent work examples (1 to 10 points)
Describe one or two recent pieces of work or programmes led by the nominee in the past 12–18 months: the challenge, what they did and the result.

5. Why your nominee should win (1 to 10 points)
Please include how the individual has contributed to the wider success of the organisation and your team. Summarise what sets them apart from their peers this year. Please include their contribution to the wider industry, for example, speaking, mentoring, industry bodies, training, or raising standards in Indian PR.

Team / Agency Awards Criteria

Judges will be looking for teams and agencies that can demonstrate an ongoing and sustained commitment to delivering best practice while showing a creative and innovative approach to PR. Judges will also consider the structure, presentation and clarity of each entry. Entries should not exceed 1500 words in total and should focus on work completed between January 1st 2026 to January 29th 2027.

Each entry must include information under the following headings:

1. Team/agency objectives (1 to 10 points)
Entries should clearly identify the objectives of the team and/or the agency

2. Recent campaign/work examples (1 to 10 points)
Judges are looking to reward recent work examples to include objectives, implementation, results and evaluation. The quality of the execution of the campaigns will also be judged

3. Recent achievements (1 to 10 points)
The jury wants to reward your achievements. Entries should include details of any recent achievements. The success and achievements of the team will be scored

4. Approach to diversity and inclusion in the workplace (1 to 10 points)
The jury wants to reward key company initiatives that are driving the DE&I agenda forward within the industry. Entrants should be able to demonstrate what impact their initiatives have had. Judges will be looking for evidence of diversity in recruitment, in terms of gender, ethnicity, educational background, disability and LGBTQ+

5. Approach to sustainability and purpose (1 to 10 points)
The jury is looking for details of your organisation's approach to sustainability and purpose

6. Challenges (1 to 10 points)
Entries should contain details of any challenges the team faced and how they overcame these. The team's ability to respond to challenging situations and the resourcefulness they show will be scored

7. Why your team / agency should win (1 to 10 points)
We are looking for a team who demonstrate exceptional commitment to delivering the very best in communications, demonstrate best practice and show an innovative and creative approach to the work they deliver.

TIPS FOR WRITING A WINNING ENTRY

Winning awards is a compelling way to build recognition for your career. Award-winning work turns heads, brings recognition to you and your team and draws in great people who want to work with you and for you.

Here are our top seven tips for giving your entry the greatest possible chance of a thumbs-up from the judging panel:

1. Select the right campaign to highlight your milestones. Focus on topical, creative, innovative, challenging work with a big, bold idea at its heart.
2. Read the criteria. Follow the criteria. Stick to the rules. Meet the deadline. Don't underestimate how long it takes to pull together an entry. Start early. Factor in time for internal approval.
3. Focus on writing. Tell the judges a great story. Watch spelling and grammar. Avoid exclamation marks and marketing jargon. Proof, proof and proof again for typos.
4. Create a clear, concise story. Judges have many entries to review. Make sure yours really spells out why it has the X-factor: don't expect them to read between the lines. Include enough market/industry/real-world context to help them understand why you should win.
5. State measurable business and communications objectives. Ensure the impact section proves your achievements. Include as much evaluation data and evidence of the impact of the campaign on the client business or organisation as possible, from an increase in sales to higher levels of engagement with audiences.
6. Engage judges with the human or emotional angle. There is one in every campaign if you look hard enough. Who cares whether the campaign was a success? What did it really mean? To whom did it make a difference? Whose lives did it affect? A huge proportion of winning entries elicit some kind of emotional reaction – some stories are even told powerfully enough to prompt tears.
7. Remember the magic formula: clear objectives, matched to proven results, plus great storytelling, equals your best chance of winning. Assuming your campaign was brilliantly conceived and executed in the first place.

CONTACTS

- **Entry Enquiries:** Sejal Sinha sejal@prmoment.in
- **Sponsorship Enquiries:** To receive a PRmoment India Awards Partnership pack, or to talk through the various sponsorship options, contact Paarul Chand, paarul@prmoment.in