

Sample Bell Ringer Award Entry

New presentation-based format starting with the
PR Club's 2020 Bell Ringer Awards



PR Club pro tips for each section will be featured in blue, for your reference.

ABC Agency with XYZ Client

“Super-cool public relations program designed to
achieve a business goal.”



Start your entry with a title slide including the organization name and an entry title. Logos are welcome but not necessary on this slide.



Situation Analysis

Tell us a story that really sets the stage. But be wary of using jargon.

XYZ client had a specific problem that affected its growth, profitability, reputation, and relationships with its stakeholders. Use this slide to tell us about the problem.

There is a lot happening in the market, too, which makes this even more urgent. Tell us about market factors or competitive forces that affects the situation.

XYZ client hired ABC agency to tackle this problem with a creative, thoughtful solution.

Tell us anything else about the situation, using one additional slide, if necessary.

Objectives



While you don't need as many objectives as we have, be sure your objectives are explained as specifically as ours are below.

To support XYZ, ABC agency aimed to:

- Raise awareness by X%, as measured by an X% increase in some measurable outcome such as social media followers, views, or media impressions
- Spur consideration, as measured by an X increase in a relevant metric such as web traffic to a landing page or X engagements on social media
- Drive trial, as measured by developing X leads during the campaign period
- Foster loyalty, as measured by securing X repeat customers or X instances of a hashtag
- Create advocacy, as measured by X shares of a social media post

Strategy/Tactics



Be sure to review the category guidelines, as some call out specific information judges need to review the entry.

Here is where you discuss the approaches you took, methods you employed, techniques you used, and steps you took to achieve the stated objectives. As you explain this, don't just tell the judges what you did, explain why you thought it would work.

You can use bullets to list out multiple tactics:

- Sample tactic - explanation
- Sample tactic - explanation
- Sample tactic - explanation
- Sample tactic - explanation

Strategy/Tactics, cont.

You will likely need a second slide to finish explaining your strategies and tactics. In essence, this should serve as a high-level recipe someone could follow. Use specifics where you can.

Was there a pivotal moment or “aha” insight that drove this approach? What unforeseen obstacles did you have to overcome? Were there any surprises? Tell us how you were creative and innovative. Why does this entry deserve to win?



Again, tell us all the relevant steps you took to make your communication approach stand out.

Results



This should all be factual information, mapped back to your objectives. If you did not achieve an objective, you should explain why.

ABC's work achieved the following results:

- Raised awareness by X%, as measured by an X% increase in some measurable outcome such as social media followers, views, or media impressions
- Spurred consideration, as measured by an X increase in a relevant metric such as web traffic to a landing page or X engagements on social media
- Drove trial, as measured by developing X leads during the campaign period
- Foster loyalty, as measured by securing X repeat customers or X instances of a hashtag
- Created advocacy, as measured by X shares of a social media post

Results, cont.



After the hard numbers in your results, you can add some qualitative information to help strengthen your story.

In addition, ABC's work also:

- Solidified relationships such as...
- Earned praise from the client such as
- Opened up new business possibilities such as....
- Helped grow other areas such as....