

SABRE AWARDS

2011

ASIA-PACIFIC CALL FOR ENTRIES

For more information on the SABRE
Awards: www.sabreawards.com

**SABRE
AWARD
JUDGES**

THE SABRE Awards are judged by some of the most senior professionals from the public relations consultancy world, corporate communications, and academia. This year's judging panel is our most distinguished ever, featuring industry leaders from some of the world's most admired corporations, most respected global agencies, and premier independent public relations firms throughout the region.



N Chandramouli, CEO, Blue Lotus Communications, India.



Christina Cheang, regional managing director, South East Asia, Golin-Harris



Carson Dalton, BT



Neil Green, CEO, SenateSHJ Communications, New Zealand



Mark Hass, chief executive, Edelman China



Meenu Handa, Microsoft



Erik Jonnaert, Procter & Gamble



David Ko, chief executive Waggenger Edstrom Asia-Pacific



Vivian Lines, chief executive, Hill & Knowlton, Asia-Pacific



Bob Pickard, CEO, Burson-Marsteller Asia-Pacific



Jonathan Sanchez, VP of Communications, AACE Unilever



Anna Shipley, Nokia



Whitney Foard Small, Ford Motor Co



John Studdert, executive chairman, Ogilvy Public Relations, Australia



Shivnath Thukral, Essar Group, India



Garry Walsh, APOC Worldwide, South East Asia



Caroline Wong, Starbucks



Jason Yeo, Founder, Prain



Velvet Yoshinami, Danone, Japan

PAUL HOLMES, EDITOR AND CEO OF THE HOLMES REPORT, WILL CHAIR THE JUDGING PANEL, AND MORE NAMES WILL BE ADDED OVER THE NEXT FEW WEEKS.





After a three-year hiatus, the world's most coveted public relations awards are returning to the Asia-Pacific region with a blue-chip jury; the first ever Asia-Pacific SABRE Awards dinner; and a competition that will pit the best PR programming in the Asia-Pacific region against the best campaigns from around the world in our first Global SABRE Awards competition.

The SABRE Awards (recognizing Superior Achievement in Reputation & Branding and organized by The Holmes Report), have a 20-year heritage in North America and have established themselves over the past eight years as the most sought-after awards in the EMEA region. We are now seeking the best work from Asia and Australasia.

At a time when PR firms are competing not only against each other, but also against advertising agencies, digital specialists, and even management consultancies, it is more imperative than ever that leading PR firms—and the industry as a whole—demonstrate its ability to develop creative content, tell compelling stories, and engage with consumers and other stakeholders to raise awareness, initiate dialogue and drive action.

The SABRE Awards present a chance for your firm to differentiate itself from the competition; to send a strong

OUR JUDGES

To ensure that submissions to the SABRE Awards are peer reviewed by senior professionals with a strong understanding of what goes to make a winning PR programme, we have assembled a jury of industry leaders from throughout the region.

From major global agencies, our judges include Christina Cheang, regional managing director for South East Asia at GolinHarris; Mark Hass, chief executive of Edelman China; David Ko, chief executive of Waggener Edstrom Asia-Pacific; Vivian Lines, chief executive of Hill & Knowlton, Asia-Pacific; John Studdert, executive chairman of Ogilvy Public Relations Australia; and Garry Walsh, who heads APCO Worldwide operations in South East Asia.

From leading local firms, we have Neil Green, CEO of SenateSJH Communications in New Zealand and N Chandramouli, CEO of Blue Lotus Communications in India.

And from the client side of the business, we have influential figures such as Carson Dalton of BT; Whitney Foard Small of Ford Motor Co.; Anna Shipley of Nokia; Shivanth Thukral of Essar Group in India; and Velvet Yoshinami of Danone in Japan.

Paul Holmes, editor and CEO of The Holmes Report, will chair the judging panel, and more names will be added over the next few weeks.

OUR DINNER

The Holmes Report's North American SABRE Awards dinner attracts close to 1,000 people each year to the magnificent Cipriani 42nd Street, one of New York's more elegant venues.

Our EMEA dinner—which has been held in Paris, Barcelona, Venice and London and this year takes place at Prague Castle in the Czech Republic—attracts 500 to 800 industry leaders from more than 30 markets.

We are confident that our first Asia dinner, to be held in Hong Kong at the end of August, will become a similar must-attend event in the Asia-Pacific public relations calendar.

Watch our SABRE blog (www.sabreawards.com) for further information.

"WEBER SHANDWICK COLLEAGUES TAKE IMMENSE PRIDE IN THEIR HISTORY OF SABRE AWARD HONORS. TRIBUTES OF THIS CALIBER BRING WIDESPREAD RECOGNITION TO THE TALENT, PASSION AND COLLABORATION THAT OUR TEAMS BRING TO THE WORK THEY DO FOR CLIENTS EACH DAY."

—ANDY POLANSKY, PRESIDENT, WEBER SHANDWICK

signal to potential clients and employees that it is among the leaders in your market; to reward and recognize your people for all their creativity and hard work; and to help raise professional standards and the profile of the PR industry by recognizing best practice.

WINNING IN 2008 TWO GOLD AWARDS AND THE PLATINUM AWARD FOR BEST PR PROGRAMME WAS A TRIUMPH NOT ONLY FOR OUR AGENCY BUT FOR THE ENTIRE ROMANIAN PR INDUSTRY. IT PROVED FOR CLIENTS, LOCAL AND INTERNATIONAL, HOW FAR WE HAVE COME IN TERMS OF QUALITY OF OUR LOCAL PR PRODUCT, AND HOW MUCH WE GREW IN TERMS OF CREATIVITY AND EFFECTIVENESS OF OUR CAMPAIGNS. WE WERE AND STILL ARE EXTREMELY PROUD OF OUR ACHIEVEMENT IN THIS PREEMINENT PR DEDICATED COMPETITION AND WE WILL TRY EVERY YEAR TO REPEAT THIS EXTRAORDINARY SABRE SUCCESS!

— GABRIELA LUNGU, THE PRACTICE, (ROMANIA)

THE GLOBAL SABRES

For the first time, winning programmes from each of our three regional SABRE Awards competitions will be automatically entered into a global competition designed to identify the 25 Best Public Relations Programmes in the World.

The global awards will be presented at a dinner in Lisbon on September 29, 2011. The dinner is being held in partnership with ICCO (the International Communications Consultancy Organisation).

10 TIPS FOR WINNING SABRE ENTRIES

The first and best advice I can give to anyone hoping to win a SABRE Award is that the most important thing is the two-page summary. Our jury members receive the summaries a few weeks in advance on meeting to select the winners, and it will determine the first impression they have of your work. If the two-page summary does not engage or excite them, they may not even look at all the supporting materials you provide.

Keep in mind that each jury member is reading as many as 80 to 100 two-page summaries. Anything you can do to make your summary stand out from the rest (in a good way) can be tremendously helpful. Here are some things that can help:

1. Make sure the first paragraph grabs the judges' attention.

If you were facing a very difficult challenge, explain what made it so difficult. If you had a brilliant strategic insight, make it the lead item in the intro. If you had a great creative idea, don't wait until half way through the summary to tell us what it was. If you achieved breathtaking results, tell us about them at the very beginning.

2. Tell a story.

A lot of summaries are very boring, often just a long

list of all the things the team did. First we did this, then we did this, then this happened.... Try to imagine you're telling your best friend, or your mother, or even a new client what made this campaign so exciting.

3. Be clear about the objectives and the results. And make sure they match. State the objectives clearly, whether the client was looking for increased visibility, enhanced awareness, or an improvement in sales. And if the objective was awareness ("more people knew about my company, or product") make sure the results talk about awareness, and not just how many media impressions or opportunities-to-see you delivered.

4. Keep the summary to two pages. With so many campaigns to read through, many judges are looking for an excuse to dismiss or exclude an entry and move on to the next one. Some just don't have the patience to wade through a two-page summary that runs to three or four pages. One of the skills of a good communicator is to tell a compelling story in limited space.

5. Don't make the type too small. I'm getting old, and some of the judges are even older! Anything smaller than 10 point type is hard to read. And you want to make your entry as easy and pleasant to read as possible. Don't forget paragraph breaks.

6. Feel free to include illustrations in the summary. I know space is limited, but if there's an element of your campaign that's particularly impressive—a piece of creative or a newspaper clipping—and can only be conveyed visually, then a small picture can make a big difference. It can also break up lines and lines of boring text.

7. The perfect amount of supporting material. Ideally, you should provide just enough supporting material to demonstrate your creativity and strongest results, but not so much that the really impressive stuff is hidden under a pile of similar clips. If you

created a great ad, an eye-catching press kit, or a cutting-edge digital design, include it. But when it comes to media coverage, two or three clips from important publications are more impressive than page after page of single paragraph stories from regional and local newspapers.

8. Use video sparingly—very sparingly. The fact is that our judges have limited time. If you have a particularly great video, then include a description of the contents so that judges understand why it's

REMEMBER THAT A GREAT STORY IS MUCH MORE POWERFUL THAN A LONG LIST OF ALL THE THINGS YOU DID.

—PAUL HOLMES



important—and have an idea what it shows even if they don't watch it all the way through. The same goes for digital content. If you want the judges to visit your website or Facebook page or look at a digital widget, include a screenshot.

9. Use a binder. If you send in supporting materials bound together with a rubber band, they're going to be tattered and torn or perhaps even entirely lost by the time they get to the third or fourth judging panel. (Each category is likely to be judged by a different panel of five judges, which means that if you submit to three categories, your materials will be handled by 15 different judges—make it easy for them to keep everything together, the way you intended it to be seen.)

10. Results! Judges look for a lot of different things: research and planning, strategic insight, brilliant creative. But when it comes to making the final decision, they are all focused on results. They want to know that the research, planning, strategy and creativity ended up in a win for the company or the client. They prefer business results (sales, market share, etc.) but they have all been around the industry long enough to know that many clients don't allow you to share that information. Provide as much information as you can, quantitative and qualitative.

ELIGIBILITY

Any public relations program conducted in whole or part in the Asia-Pacific region between January 1, 2010 and June 30, 2011 is eligible for entry.

CATEGORIES

Note: Each entry should be entered in one geographic category (A); one practice area category (B); and one industry sector category (C).

A: GEOGRAPHIC CATEGORIES

1. Australia/New Zealand
2. Greater China
3. Indian Sub-continent
4. Japan
5. Korea
6. South-East Asia
7. Multi-Country (at least 2 countries)
8. Regional (more than 5 countries)
9. Global (led out of Asia-Pacific with work in other regions)

B: PRACTICE AREAS

10. Marketing to Consumers (Existing Product)
11. Marketing to Consumer (New Product)
12. Business-to-Business Marketing
13. Corporate Image
14. Crisis/Issues Management
15. Public Affairs/Government Relations
16. Public Education
17. Financial Communications
18. Employee Communications
19. Corporate Social Responsibility
20. Media Relations
21. Digital Campaign
22. Social Media Campaign
23. Special Event

C: INDUSTRY SECTORS

24. Consumer Products/Services
25. Industrial/Manufacturing
26. Food and Beverage
27. Fashion and Beauty
28. Healthcare
29. Technology
30. Travel and Leisure
31. Financial and Professional Services
32. Associations
33. Public Sector/Government
34. Not for Profit

2011 ASIA-PACIFIC SABRE AWARDS ENTRY FORM

DEADLINES

The deadline for entries is Friday, June 17, 2011.

However, late entries will be accepted until Monday, July 1, 2011. (Must be accompanied by a late fee.)

PROGRAM INFORMATION

(Please enter title, client name and consultancy name precisely as you would like them to appear on the list of finalists, and any certificate or trophy you might receive.)

1. PROGRAM TITLE _____

2. CLIENT _____

3. CONSULTANCY (IF ANY) _____

SUBMITTED BY

(Should we need to contact you about this entry)

4. YOUR NAME _____

5. YOUR COMPANY _____

6. ADDRESS _____

CITY _____

COUNTRY _____ POSTAL CODE _____

7. PHONE _____ 8. E-MAIL _____

CATEGORIES

9. I AM ENTERING THIS CAMPAIGN IN THE FOLLOWING GEOGRAPHIC CATEGORY _____

(Please enter category # from page 5 of this booklet)

10. I AM ENTERING THIS CAMPAIGN IN THE FOLLOWING PRACTICE AREA CATEGORY _____

(Please enter category # from page 5 of this booklet)

11. I AM ENTERING THIS CAMPAIGN IN THE FOLLOWING INDUSTRY SECTOR CATEGORY _____

(Please enter category # from page 5 of this booklet)

NOTE: We strongly recommend that you enter all campaigns in at least one Geographic category, one Practice Area category and one Industry Sector category. This will increase your chances of winning and does not increase your cost of entering.

12. I AM ENTERING THIS CAMPAIGN IN THE FOLLOWING ADDITIONAL CATEGORIES



CALCULATING YOUR ENTRY FEE

13. I HAVE ENTERED CAMPAIGN (GEOGRAPHY, PRACTICE AREA AND INDUSTRY SECTOR) CATEGORIES £140 / US\$225 _____
14. I ENTERED _____ ADDITIONAL CATEGORIES IN RESPONSE TO QUESTION 12 @ £15/US\$25 EACH _____
15. THE ENTRY WAS SENT AFTER JUNE 17, 2011, I AM ADDING A £20 / US\$30 LATE FEE _____
16. TOTAL OWED _____

PAYMENT INFORMATION

IMPORTANT: Payment must accompany entry

17. I HAVE PAID BY WIRE TRANSFER, AND ATTACH A RECORD OF THE PAYMENT _____
FOR WIRE TRANSFER DETAILS, E-MAIL cpicco@holmesreport.com

18. I AM PAYING BY CREDIT CARD _____

Please note: we can only process credit card payments in U.S. dollars

We will use the current exchange rate to calculate payment amounts to the nearest dollar.

BILL MY CREDIT CARD American Express Visa MasterCard

SIGNATURE _____

NAME _____

CC# _____ EXP _____

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UPLOADING ENTRIES:

All entries must be uploaded to our FTP site, which will go live on June 10. Further details about the FTP site will be posted here and to the SABRE awards blog as the deadline approaches.