**PR Ideas of the Year**

**An incomplete compendium of the best of the PR industry in 2012**

We’ve tried to make this as pain-free as possible. Please see below the proforma for submitting work to “Ideas of the Year” (there is an example overleaf so you get the idea of what we’re looking for). Please note: in submitting a piece of, you are confirming that you have sign off from relevant parties for it to appear in a book and confirm that you have rights for the images sent to be used. You may send in as many entries as you like – the more the merrier. When they’re complete, please return send to: **tashapert@prmoment.com**

**ALL SUBMISSIONS MUST BE RECEIVED BY CLOSE OF PLAY ON 25 JANUARY 2013.**

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| --- | --- |
| **Your name** |  |
| **Your title** |  |
| **Your company** |  |
| **Lead agency** |  |
| **Client** |  |
| **Other agencies** |  |
| **Who came up with the idea?** |  |
| **Who signed it off client-side?** |  |
| **Who delivered it?** |  |
| **Any honourable mentions?** |  |

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| --- | --- |
| **Campaign title** |  |
| **Objective (50 words max)** |  |
| **The idea (50 words)** |  |
| **Coverage/WOM (100 words)** |  |

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| **Assets and captions**  **(must include at least one hi-res, print quality photo, ideally more)** |  |

**Sample form**

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| **Your name** | James Gordon-MacIntosh |
| **Your title** | Managing Partner |
| **Your company** | Hope&Glory PR |
| **Lead agency** | Hope&Glory PR |
| **Client** | UKTV |
| **Other agencies** | Helix 3D |
| **Who came up with the idea?** | Jo Carr, Hope&Glory PR  James Gordon-MacIntosh, Hope&Glory PR |
| **Who signed it off client-side?** | Zoe Clapp, UKTV and Laura McTurk, UKTV |
| **Who delivered it?** | Jo Carr  James Gordon-MacIntosh  Carl Steer  Laura Bevan  Emma Thompson  Adrian Chitty |
| **Any honourable mentions?** | Jem Fraser and his band of merry men |

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| **Campaign title** | Hotel Alcatraz |
| **Objective (50 words max)** | Promote the launch of new TV series, Alacatraz, on Watch. |
| **The idea (50 words)** | To create a pop-up “Hotel Alcatraz” – a faithful recreation of the prison when it closed in 1963, complete with 9ft by 5 ft cells, guards and “regime” – that people could actually stay in. |
| **Coverage/WOM (100 words)** | Over 300 pieces of coverage in all. Included national pieces from Daily Telegraph, Daily Mail, Evening Standard, Daily Mirror.  Online coverage from across the board.  An APTV piece went global delivering over 130 pieces of TV news coverage around the world – from Singapore to Mexico.  Stimulated Twitter chat that (according to TweetReach analysis) reached over 4.5 million people from over 2,000 Tweets. |

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| **Assets and captions**  **(must include at least one hi-res, print quality photo, ideally more)** | File name: Alcatraz-001.jpg, prison guard photo  Caption: A guard on duty at Hotel Alcatraz  Credit: PA  File name: Alcatraz-002.jpg, the cells  Caption: One of the cells at Hotel Alcatraz  Credit: PA |