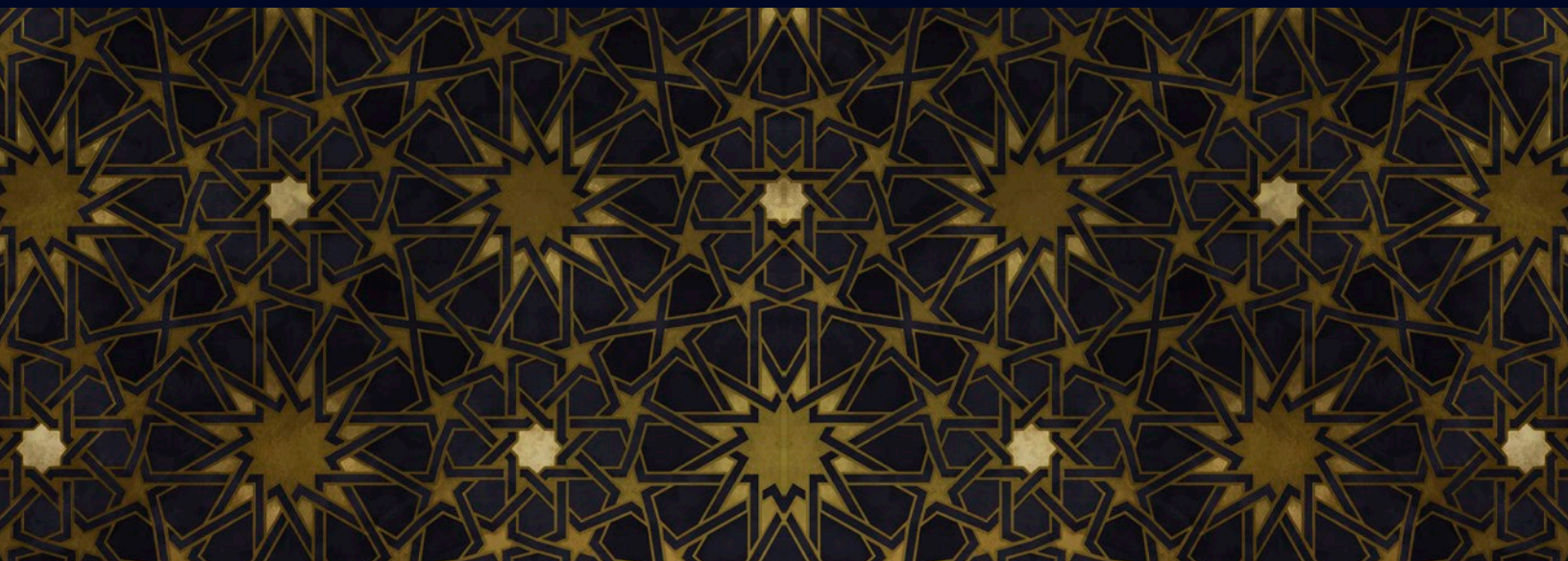




HISPANIC PUBLIC RELATIONS ASSOCIATION
2023 NATIONAL iBRAVO! AWARDS

ENTRY GUIDELINES



HISPANIC PUBLIC RELATIONS ASSOCIATION 2023 NATIONAL ¡BRAVO! AWARDS

ENTRY GUIDELINES

HPRA understands it takes a special kind of expertise to develop and implement a communications campaign that resonates with the U.S. Hispanic/Latino population.

We are delighted to, once again, host the prestigious ¡BRAVO! Awards, considered the highest accolade in the multicultural public relations industry. The ¡BRAVO! Awards is an important industry recognition that celebrates the best corporate, agency, and nonprofit work in multicultural storytelling, while advancing positive narratives about Hispanics in the United States.

Over the past decade, leading multicultural professionals from across the country have come together to celebrate the most innovative, and creative campaigns engaging Hispanic and other multicultural communities. Winning campaigns not only raise awareness around the importance of cultural competency, but also illuminate the areas of interest and issues impacting our communities today.

All proceeds from HPRA's ¡BRAVO! Awards are directly designated to HPRA's professional development, educational programs, and scholarships.

AWARDS CATEGORIES



Agency of the Year

The Agency of the Year award recognizes an agency that successfully demonstrates key industry contributions both externally, through the programs they develop for clients, and internally, for their commitment to growing, supporting and rewarding their staff. Judges will consider practices and results related to business growth, employee retention and talent development. (The submitting agency must enter a campaign in at least one other category.)

B2B Campaign

Campaigns within industries, impacting any business sector.

Campaign of the Year

Campaigns or programs that have excelled and stood out above all others. (The campaign must be entered in two or more categories.)

Corporate Social Responsibility (CSR) Communications Campaign

Campaigns aimed at promoting and enhancing an organization's corporate social responsibility programs or corporate citizenship in communities in which the sponsoring organization has an interest, need or opportunity.

Digital or Media Platform PR Program

Use of digital media platforms as the focus or as part of a public relations program to reach Hispanic/Latino audiences. This category looks at campaigns that successfully leverage tools such as a website, text message campaign, podcasts, blogs/vlogs, etc. of the PR program or campaign to drive their messages. Submissions should explain why this medium was selected and demonstrate how the campaign strategy, research and execution successfully worked to reach and influence Hispanic/Latino publics. Metrics for successful digital engagement should be included.

Entertainment: Film, Music, Media & Sports

Campaigns or programs related to the entertainment industry to promote new or existing products/services/events to Hispanic/Latino audiences.

Fashion & Beauty Campaign

Campaigns or programs designed to promote new or existing fashion and/or beauty products or services to Hispanic/Latino audiences.

Food & Beverage

Programs designed to promote existing or new food and/or beverages products or services, including alcoholic beverages, to Hispanic/Latino audiences.

Healthcare & Nutrition

Campaigns or programs designed to promote new or existing healthcare or nutrition programs, products, events, brands or issues to Hispanic/Latino audiences.

In-House Team Of The Year

Internal teams to be recognized for their stellar work in developing programs that are inclusive of Hispanic/Latino audiences.

Influencer Engagement

Campaigns or programs engaging one or more social media influencers to deliver and engage Hispanic/Latino audiences.

Integrated Marketing Communications Campaign

Campaigns or programs incorporating an integrated marketing mix, including advertising, promotions, marketing, social media or public relations. Campaigns must have a public relations component and one more of the other disciplines.

AWARDS CATEGORIES



Internal Communications Program

Campaigns or programs targeted specifically to internal publics, such as employees, members and affiliated stakeholders, designed to create system-wide alignment for business initiatives or brand messaging.

Latin America Campaign

Campaigns or programs executed to impact the audience in Latin America (including Brazil).

LGBTQ+ Campaign

Campaigns or programs to reach or support LGBTQ+ communities across one or more audiences. The campaign or program does not have to be specific to Hispanic/Latino audiences.

Media/Virtual Event

One-time program of limited duration developed to attract attention or promote communications to live or virtual Hispanic/Latino audiences. Includes product launches, openings, press conferences, celebrations, premieres, anniversaries, kick-offs or other special observances.

Multicultural PR Program

PR campaigns, marketing communications or community relations programs designed for two or more cultural groups, including BIPOC audiences, LGBTQ+ communities and others.

New Product/Service Launch

Campaigns or programs designed to introduce and promote new products or services to Hispanic/Latino audiences. Entries are judged on results directly tied to most effective use and return on budget.

Non-Profit Campaign

Campaigns or programs conducted by non-profit organizations and/or their agencies designed for Hispanic/Latino audiences to promote awareness and generate funding and goodwill.

Public Affairs Campaign

Campaigns or programs designed to influence public policy and/or affect legislation, regulations, or political activities at the local, state or federal government levels.

Public Education

Campaigns or programs to educate Hispanic/Latino audiences about an issue affecting the community.

Social Equity

Campaigns, programs or events that drive social change around the inequities in society's judicial, educational, healthcare, financial and social constructs. Examples may include work focused on racial justice, equal pay, health equity or media representation and can be focused on one or more audiences, not exclusively Hispanic/Latino audiences.

Technology

Campaigns or programs designed to introduce new technology products or services or to promote existing technology products or services to Hispanic/Latino audiences.

ENTRY REQUIREMENTS



- Awards categories are open to all public relations, advertising, and marketing agencies, corporations, non-profit organizations, public sector and/or individual practitioners who practice in the United States, including Puerto Rico.
- Submit all materials digitally through the HPRA National iBRAVO! Awards platform.
- Work must have been implemented between January 1, 2022 and March 31, 2023.
- Complete one entry form per entry. Be sure to designate the category of the entry. You can submit an unlimited number of entries. One entry may also be submitted under different categories if appropriate. However, each additional entry must be submitted separately and include all requirements.
- You must address all of the following sections in each entry. Each section has a 300-word limit.
 - Brief Situation Analysis
 - Statement of problem, opportunity or assignment
 - Research
 - Goals and Objectives of the Campaign
 - Audience(s)
 - Strategies & Tactics
 - Budget
 - Evaluation/Measurement
- Supporting materials, such as clippings, press materials (news releases, bios, fact sheets, media advisories, scripts, etc.), video, audio, social media links, analytics, research analysis reports, and all other tactical metrics should also be provided.
- Please provide a 100-word summary and high-resolution image that represents your entry. This will be used in the awards ceremony presentation if it receives the award.
- Please note all entries become the property of HPRA and will not be returned.
- Entries not submitted as described may be disqualified.

JUDGING



Entries will be judged by an unaffiliated panel of veteran and senior public relations professionals representing brands, agencies, non profits, trade publications, and academia.

The judges will evaluate each campaign on the merit of addressing each section of the entry, including statement of the problem, objective, research, target audiences, strategy, implementation, creativity, evaluation, and metrics.

Specifically, judges are looking for:

- A compelling and clear submission that succinctly answers each section.
- Measurable and meaningful results that drive the business or change behavior.
- Budget details that help judges more effectively compare submissions from a variety of organizations.

Judges who have conflicts of interest, such as working for the submitting organization, will not be allowed to judge that entry.

Entrants will be notified of results by August 11, 2023 and recognized at the 2023 HPRA National iBRAVO! Awards dinner in Chicago, IL on Oct. 12, 2023.

ENTRY FEES & DEADLINES

	HPRA MEMBER FEE	NON-MEMBER FEE
May 19 - Early Bird	\$300	\$395
June 16 - Deadline	\$455	\$550
July 7 - Late Deadline	\$550	\$695