

# THE HISPANIC PUBLIC RELATIONS ASSOCIATION (HPRA) ANNOUNCES CALL-FOR-ENTRIES FOR THE 2023 NATIONAL ¡BRAVO! AWARDS

*This year, the highest accolade for multicultural communications, adds Social Equity and LGBTQ+ Campaign categories, recognizing teams who are creating exceptional work for underserved communities*

**MIAMI, FL - April 18, 2023** - The [Hispanic Public Relations Association \(HPRA\)](#) announced today its call-for-entries for the [2023 HPRA National ¡BRAVO! Awards](#). Considered among one of the highest accolades in the Hispanic public relations industry, HPRA's ¡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/Latinos in the United States.

The **submission deadline is June 16, 2023**. A late deadline of July 7 will incur an additional fee. The winners will be announced at the **National ¡BRAVO! Awards Gala on October 12, 2023**.

**Download the 2023 ¡BRAVO! Awards Submission Tool Kit [HERE](#).**

"The HPRA Bravo Awards prides itself in being the only industry program that shines a light on the exceptional work being done to properly engage our communities, wield change and shift the narrative," said **HPRA National President Sonia V. Diaz**. "As multicultural becomes mainstream and communication platforms continue to evolve, HPRA wants to ensure that it remains an industry leader in inclusivity, where everyone has the opportunity to participate and showcase their work."

The HPRA National ¡BRAVO! Awards are expanding to represent the diverse reality of the country's ever-changing demographics. Three new award categories have been added this year, designed to celebrate innovative and impactful campaigns that represent a broader range of audiences and are reflective of the evolution of multicultural work and the industry at large. The **new categories** include campaigns geared towards addressing **social equity** issues, **LGBTQ+** populations, and the unique use of **emerging media platforms**, such as podcasts, to engage communities.

Winners will be announced at the **2023 HPRA National ¡BRAVO! Awards** annual gala to be held in Chicago, a city with a rich cultural history that exemplifies the economic and social impact that Hispanics/Latinos have had on the United States over the last century.

"Chicago's place in American history as one of the most important economic, cultural and political hubs in the country, as well as a hub for many of the world's most influential brands and agencies, makes the city a perfect backdrop for the HPRA 2023 Bravo Awards," said Diaz.

## **CATEGORIES AND SUBMISSION INFORMATION**

This year, teams will be able to choose from **23 categories** to submit their work. 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. **Finalists will be notified of the results by August 11, 2023.**

**The ¡BRAVO! 2023 categories include:**

1. Agency of the Year (Recognizes agency with best showing of financial growth, project success, and client and employee satisfaction and retention. The submitting agency must also enter a client campaign in at least one other category)
2. B2B Campaign
3. Campaign of the Year (The campaign must be entered in two or more categories.)
4. Corporate Social Responsibility (CSR) Communications Campaign
5. Digital or Media Platform PR Program
6. Entertainment: Film, Music, Media & Sports
7. Fashion & Beauty Campaign
8. Food & Beverage
9. Healthcare & Nutrition
10. In-House Team of the Year
11. Influencer Engagement
12. Integrated Marketing Communications Campaign
13. Internal Communications Program
14. Latin America Campaign
15. LGBTQ+ Campaign
16. Media/Virtual Event
17. Multicultural PR Program (Driven toward two or more multicultural groups)
18. New Product/Service Launch
19. Non-Profit Campaign
20. Public Affairs Campaign
21. Public Education
22. Social Equity
23. Technology

All materials are required to be submitted digitally through the HPRA National ¡BRAVO! Awards platform. Awards categories are open to all public relations, advertising, and marketing agencies, corporations, non-profit organizations, and/or practitioners who practice in the United States, including Puerto Rico. Work must have been implemented between January 1, 2022, and March 31, 2023. **All entries must be received by 11:59 p.m. ET on Friday, July 7, 2023.**

**Entry fees and deadlines are as follows:**

- Early Bird - May 19, 2023: HPRA Member \$300, Non-members \$395
- Deadline - June 16, 2023: HPRA Member \$455, Non-members \$550
- Late Deadline - July 7, 2023: HPRA Members \$550, Non-members \$695

For more information about the awards program and to enter a submission, [click here](#).

For information about [HPRA Bravo and sponsorship opportunities](#), [click here](#) or please visit the HPRA site or contact the HPRA National Office at [info@hprausa.org](mailto:info@hprausa.org).

**About the Hispanic Public Relations Association (HPRA)**

Founded in 1984, the Hispanic Public Relations Association (HPRA) is the foremost organization of Hispanic public relations practitioners in the U.S. HPRA is a resource for communications professionals and for individuals seeking Hispanic market expertise. It is dedicated to the recognition and advancement of Hispanics in public relations through year-round programs, professional development seminars and networking. HPRA hosts one of the most anticipated annual events and industry awards: the HPRA Bravo Awards, recognizing the most outstanding campaigns in the marketplace. The national organization aims to meet the professional needs of the growing number of Hispanic PR practitioners, independents and agencies throughout the U.S. HPRA National, its Chapters and those Chapters in formation are paving the way for the next phase of growth and evolution in the PR industry, especially in the Hispanic market space. For more information, please visit [www.hpra-usa.org](http://www.hpra-usa.org).