

PIME Award for Communications Excellence

Selection criteria

Concept

Is the basic concept innovative and creative: does it cover new ground or present constant themes in a new or novel way (“added value of creativity”)? Will its creative and novel approach strike a chord with a large audience?

Structure

Is the campaign well-rounded, has a clearly-defined **timing** and structured (not random elements that are not thematically linked) with **clearly defined goals**? This enables the audience to see immediately the point of the campaign and makes it receptive to its basic messages. Does the campaign show clearly who its **target audience** is – the young, the government, stakeholders, scientists etc.

Content

Are the **messages articulated clear and strong**? Clarity is fundamental and no degree of sophistication can compensate for a campaign that does speak clearly and relate to the target audience

Is the **language used accessible** to a large audience – not so technical that only a small, privileged audience can be sensitised to its messages.

Overall impact: does the campaign communicate with people on an emotional level, or is it just very dry and practical (**high or low impact** communications)?

Tools

Is a **full range of communications methods and tools** used – including print, audio-visual media, internet, etc.? Is good use made of the latest technology and communications concepts? Does the campaign include **the press as a vehicle** for articulating its messages (media campaign element)? Media sub-campaign?

Measurable results

Clear evidence of achievement of clearly defined goals > indicators of success, e.g. number of press articles, number of people who attended, number of visitors, opinion poll results.

Cost-benefit analysis

Maximum results from minimum budget and optimal use of allocated resources

Selection grid

Based on this analysis you could have a selection criteria grid with a score of 1-5 (where “1” is poor and “5” is excellent).