



52nd
ANVIL
AWARDS



ENTRY FORM

Title of Entry

Category

Sub-Category

PROJECT PROPONENT

Name

Position

Company

Address

Telephone *Mobile:*

Fax *Email:*

CATEGORIES

A. PUBLIC RELATIONS PROGRAMS

Entries will require both hard copy and online submissions.

1. On a sustained basis

- Arts and Culture / Heritage / Tourism
- Community Development (Urban / Rural)
- Consumer Welfare
- Development Communication
- Digital Campaign
- Education/Literacy
- Entrepreneurship /Job Generation/ SME
- Environment/Science and Technology
- Good Governance / Social Responsibility / Responsible Citizenship
- Sports and Wellness
- Youth / Children's Welfare
- Other, please specify _____

2. Public Relations Programs Directed at Specific Stakeholders

- Internal
Employees, Shareholders, and Suppliers
- External
Consumers, Communities, Special interest / Advocacy groups
- Retirees and Senior Citizens
- Indigenous Peoples / Host Communities
- Overseas Filipino Workers
- Other, please specify _____

3. Specialized Public Relations Programs

- Advocacy Campaign
- Corporate Identity Program
- Crisis / Risk Communications
- Disaster Communications
- Issues Management
- Other programs, please specify _____

B. PUBLIC RELATIONS TOOLS

1. Publications - Actual copy is required.

Soft copies, print-outs or photocopies are not valid entries.

- Internal
Newsletters, Magazines, Posters, Pamphlets
- External
Annual Reports, Sustainability Reports, Brochures,
Trade Magazines, Calendars, Posters
- Coffee Table Books
Institutional, Historical, Biographical, Corporate, Marketing
- CSR Publications
- Handbooks/Manuals
- Other tools, please specify _____

2. Multimedia/ Digital - Soft copy or paperless format is required.

Online links to the entries should also be provided

- Audio-visual presentation
- EPublications (EBooks, ENewsletters)
- Online Video/Online News/Podcasts
- Social Media Tools
- Websites/Blogs (Intranet, Internet)
- Mobile Tools/Mobile Apps
- Other, please specify _____

3. Exhibits and Special Events

- Launches
- Milestones
- Conferences/Conventions
- Competitions/Awards
- Exhibits and Onsite Communication
- Other events, please specify _____