

The role of awards in PR

By [Jane Weaver](#)

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Awards in public relations is seen as a motivator to drive levels of professionalism in the industry, as well as to encourage more integrated thinking for campaigns to deliver effective results for clients. Johanna McDowell, chairman of HMC Seswa, also actively endorses and encourages South African PR agencies to enter their successes into international competitions.

Says McDowell, "Award-winning PR campaigns reflect upon the reliability and success of the agencies that instigate them".

The Golden World Awards for excellence in public relations is a prime example of how PR firms are able to get superb recognition on both a local and international level. The Golden World Awards competition is now in its 16th year and it accepts programmes across a variety of professional categories.

Value and prestige

McDowell is not only chairman of HMC Seswa, but is also a board member of the International Public Relations Association (IPRA), judging at international PR awards on their behalf over the past 13 years, and she knows the value and prestige of these awards.

"Evolution in the 'classical' marketing world has led to a blurring of boundaries in terms of what each service provider offers its client base. However, it is this very blurring of boundaries that has spearheaded the revolution in what is generally referred to as the public relations space.

"Public relations have evolved to become a service involving tactical thought and implementation across all elements of the communications mix. The purpose of public relations is to encourage clients to think strategically about their communications approach and adopt a more integrated approach" says McDowell.

Companies want to be in business with people that take pride in their work and uphold the value of achievement. They look for award-winning PR agencies as a proven measure of business effectiveness. Award-winning PR programmes will have had to have demonstrated tangible success for the relevant client.

Effective and cost-efficient

PR is an effective and cost-efficient marketing tool. If used judiciously, it can create significant results for clients. PR companies and clients who readily embrace awards normally stretch themselves to deliver over and above what is expected thus enjoy the fruits of the labour with the knowledge that the hard work is appreciated and recognised both on a local and

international front.

ABOUT THE AUTHOR

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