

# 2017 BULLDOG MEDIA RELATIONS AWARDS

RECOGNIZING EXCELLENCE IN  
MEDIA AND PUBLICITY CAMPAIGNS



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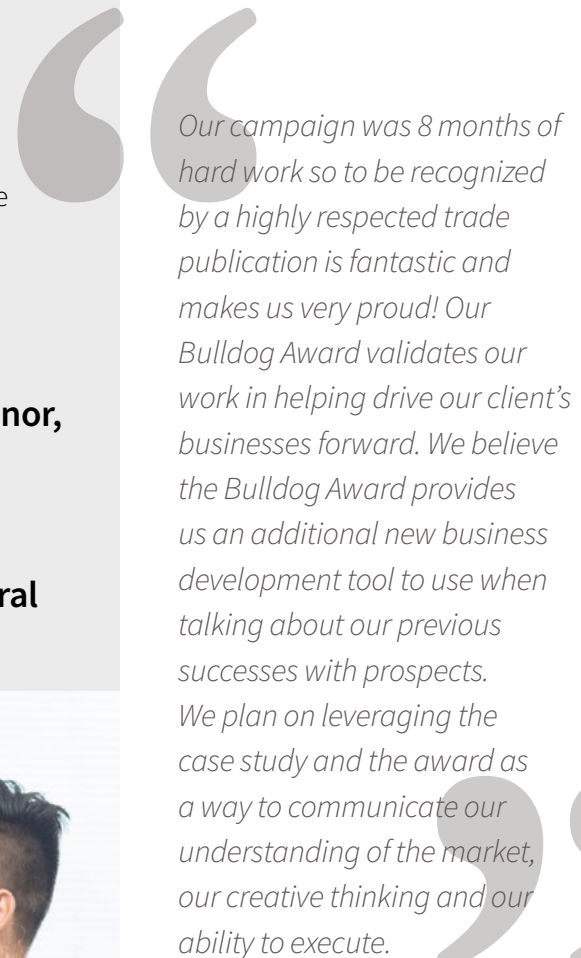


## ENTER—AND WIN—THE MOST PRESTIGIOUS AWARD IN MEDIA RELATIONS AND PUBLICITY —JUDGED EXCLUSIVELY BY WORKING JOURNALISTS!

**Get the recognition you and your company deserve for your creativity—and outstanding accomplishments—in media relations!**

- 33 award categories
- Easy and inexpensive to enter
- Online process makes entering fast and simple
- Winners featured in Daily 'Dog sent out to thousands of PR and communications professionals, mentioned in a national press release and included on all social media channels
- Massive publicity for winners—hundreds of thousands of positive impressions for you and your firm
- Your firm's profile on the Bulldog Reporter website

**Bulldog Award winners receive the industry's highest honor, plus an avalanche of publicity. When you win a Bulldog Media Relations Award, you truly know you've arrived. The world will know it too, because Bulldog Reporter publicizes its winners to more industry people and general media than any other awards competition.**



*Our campaign was 8 months of hard work so to be recognized by a highly respected trade publication is fantastic and makes us very proud! Our Bulldog Award validates our work in helping drive our client's businesses forward. We believe the Bulldog Award provides us an additional new business development tool to use when talking about our previous successes with prospects. We plan on leveraging the case study and the award as a way to communicate our understanding of the market, our creative thinking and our ability to execute.*

**Greg Mondshein,  
Vice President of  
Business Development,  
Max Borges Agency**



**EARLY BIRD DEADLINE:** Friday, January 13, 2017

**LAST CHANCE DEADLINE:** Monday, February 10, 2017



## STEP FORWARD—SHOW THE WORLD YOUR BRILLIANT CAMPAIGNS AND YOUR ORGANIZATION'S PR EXPERTISE

Awards will be given for three levels of excellence (Gold, Silver and Bronze) in most every category—which means you have multiple chances to win a 2017 Bulldog Media Relations Award.

**Multiple Entries:** You can enter as many categories as appropriate (e.g., Best General Consumer Campaign, Best Use of Personality/Celebrity, Best Food & Beverages Campaign ). Note also that the Bulldog Media Relations Awards Grand Prize winner is chosen by the judges from multi-winners, so it pays to enter in multiple categories.

**Campaign entries for the 2017 Bulldog Media Relations Awards should be for work completed between January 2016 – January 2017.**

### ONLY AWARDS PROGRAM JUDGED BY WORKING JOURNALISTS—WHEN YOU WIN, YOU KNOW YOU'RE THE BEST OF THE BEST

The Bulldog Awards are coveted among PR and communications professionals because they're the only awards judged exclusively by working journalists. These judges are impartial—above the fray of industry politics. They are tough judges with high standards, but they're unwaveringly fair—and they're the people we most often need to impress.

### BULLDOG AWARD WINNERS RECEIVE THE INDUSTRY'S HIGHEST HONOR, PLUS AN AVALANCHE OF PUBLICITY

When you win a Bulldog Award, you truly know you've arrived. The world will know it too, because Bulldog Reporter publicizes its winners to more industry people and general media than any other awards competition.

It all adds up to massive publicity for winners—hundreds of thousands of positive impressions for you and your firm.

The industry's most prestigious awards competition offers you 100 chances to win, including the **Grand Prize: 2017 Media Relations Campaign of the Year.**





# ENTER—AND WIN—A 2017 BULLDOG MEDIA RELATIONS AWARD FOR COMMUNICATIONS EXCELLENCE IN ANY OF 33 AWARD CATEGORIES

## MEDIA RELATIONS AWARDS CAMPAIGN CATEGORIES

- Best Use of Broadcast or Internet Video – Business/Consumer
- Best Use of Research – Business/Consumer
- Best Campaign Under \$100,000
- Best Campaign Under \$50,000
- Best Campaign Under \$25,000
- Best Campaign Under \$10,000
- Best Company Positioning/Branding
- Best Crisis Communications
- Best Use of the Internet/Digital Tools – Business
- Best Use of the Internet/Digital Tools – Consumer
- Best Issue/Cause Advocacy Campaign
- Best New Product Launch – Business
- Best New Product Launch – Consumer
- Best Online Newsroom – Business/Consumer
- Best Use of Personality/Celebrity
- Best Use of Social Media – Business/Consumer
- Best Response to Breaking News

- Best Special Event/Stunt
- Best Website – Business/Consumer
- PR Innovation of the Year
- Best Integration of PR and IR in a Business Campaign
- Best Green Campaign

## INDUSTRY-SPECIFIC AWARDS

- Best Investment, Banking & Financial Services Campaign
- Best Arts & Entertainment Campaign
- Best Education/Public Service Campaign
- Best Health, Medicine & Fitness Campaign
- Best Food & Beverages Campaign
- Best General Business Campaign
- Best General Consumer Campaign
- Best Technology Campaign – Business
- Best Technology Campaign – Consumer
- Best Travel, Hospitality & Destinations Campaign
- Best Not-for-Profit/Association/Government Campaign

*We're excited about our Bulldog Award win. It's proof to our staff and prospective clients of our exceptional work and unique approach. Companies know that by hiring a Bulldog Award winner, they're getting the best. Bulldog Awards recognize superior service, and since they're judged by journalists, they have a definite edge over other programs.*

**Chris Penn,**  
**Vice President of**  
**Marketing Technology,**  
**Shift Communications**



## GUIDE TO WINNING BULLDOG MEDIA RELATIONS AWARDS FOR PR/COMMUNICATIONS AGENCY

For media relations campaign entries, we suggest you detail strategy, pitch, implementation and a summary of results, plus a sample of your best hit only. The judges want to see extraordinary media savvy, tenaciousness and resourcefulness. Specifically, here are the qualities that will win you a Bulldog Media Relations Award, especially when used in combination:

**1 Creativity and originality.** Cleverness of the story angle-how original an idea is the media hook? Creativity in the face of adversity-how well did this effort overcome a small budget, obscurity, disaster or indistinguishability of product or company? (0-10 points)

**2 Strategic Brilliance.** How shrewd was the targeting of media and journalists—how well were the targets researched, how much media savvy does this choice of targets reflect? How targeted was the effort itself—how well is the effort customized to reflect the

particular preferences of the journalists and media targeted? (0-8 points)

**3 Fast thinking and quick turnaround.** How well did you respond to breaking news, a crisis, or the need of the media for rapid reaction? (0-5 points)

**4 Results, Results, Results.** How many media—especially the nation’s most influential media—picked up your story, particularly those media with tough requirements and little space for PR-driven stories? Relative to your budget, how much impact did you make? (0-12 points)

### REMEMBER, YOU HAVE TO BE IN IT TO WIN IT!

Go now to the [Bulldog Awards homepage](#) for further details on all of our awards programs. For more information, please contact Bulldog Awards at **1-866-849-6944** or email [awards@bulldogreporter.com](mailto:awards@bulldogreporter.com)