

2016
BULLDOG
CORPORATE SOCIAL
RESPONSIBILITY
AWARDS

RECOGNIZING EXCELLENCE IN CSR,
REPUTATION AND SUSTAINABILITY PROGRAMS



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#BULLDOGAWARDS



ENTER—AND WIN—THE MOST PRESTIGIOUS AWARD IN CSR, REPUTATION AND SUSTAINABILITY —JUDGED EXCLUSIVELY BY WORKING JOURNALISTS!

Get the recognition you and your company deserve for your creativity—and outstanding accomplishments—in corporate social responsibility!

- 28 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, included on all social media channels and the opportunity to have your story included in a Winning PR story in the Daily 'Dog
- 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 CSR PR 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, November 25, 2016

FINAL DEADLINE: Friday, December 13, 2016



STAND UP: TELL THE WORLD ABOUT YOUR GOOD WORKS—AND YOUR ORGANIZATION'S BRILLIANT COMMUNICATIONS SKILLS.

Awards will be given for three levels of excellence (Gold, Silver and Bronze) in most every category—which means you have many chances to win a 2016 Bulldog Corporate Social Responsibility PR Award.

Multiple Entries: You can enter as many categories as appropriate (e.g., Best Corporate and Community, Non-Profit or NGO Partnership, Best Charitable Giving/Fundraising Campaign, or Best Small PR Agency for Corporate Reputation and Good Works). Note also that the Bulldog Corporate Social Responsibility PR Awards Grand Prize winner is chosen by the judges from multi-winners, so it pays to enter in multiple categories.

Campaign entries for the 2016 Bulldog Corporate Social Responsibility PR Awards should be for work completed between October 2015 and November 2016.

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 multiple chances to win, including the Grand Prize: **CSR Communications Campaign of the Year**





ENTER—AND WIN—A 2016 BULLDOG AWARD FOR EXCELLENCE IN COMMUNICATING CORPORATE SOCIAL RESPONSIBILITY, REPUTATION AND SUSTAINABILITY PROGRAMS

CAMPAIGN CATEGORIES

- Best Green/Environmental Campaign
- Best Sustainability Campaign
- Best Cause/Advocacy Campaign
- Best Corporate Image Campaign
- Best Corporate and Community, Non-Profit or NGO Partnership
- Best Reputation Campaign during Crisis or Turnaround
- Best Employee/Stakeholder Engagement Program for Good Works
- Best Social/Community Education Campaign
- Best Employee Communications Program
- Best Charitable Giving/Fundraising Campaign
- Best Community Relations Campaign
- Best Campaign Supporting Health
- Best Campaign Supporting Arts/Culture
- Best Campaign Supporting Education
- Best Event Supporting a CSR/Reputation/Sustainability Campaign
- Best Disaster Relief Campaign
- Best Annual Report on CSR and/or Sustainability

- Best Use of Social Media to Communicate CSR/Reputation/Sustainability

OUTSTANDING PEOPLE AND ORGANIZATIONS COMMUNICATING GOOD WORKS

- Outstanding CSR/Sustainability Communicator
- Outstanding CSR/Sustainability Executive
- Best Small PR Agency for Corporate Reputation and Good Works (up to \$3 Million)
- Best Mid-Size Agency for Corporate Reputation and Good Works (\$3 Million to \$10 Million)
- Best Mid-Size Agency for Corporate Reputation and Good Works (over \$10 Million to \$20)
- Best Large Agency for Corporate Reputation and Good Works (over \$20 Million)
- Best CSR Campaign: Organizations under \$200 Million in Revenue
- Best CSR Campaign: Organizations \$201 Million-\$1Billion in Revenue
- Best CSR Campaign: Organizations \$1 Billion – \$5 Billion in Revenue
- Best CSR Campaign: Organizations over \$5 Billion in Revenue

Winning a Bulldog Award was very rewarding due to the stature they hold in the public relations industry. Although we are a small, well respected firm, this win validates us as an agency and will assist us in building the credibility and awareness we need in the US. Bulldog reporter has always been recognized for its journalistic approach to the public relations industry and that is meaningful as we pride ourselves on our staff, many of whom have worked at some major media outlets.

Randolph Pitzer,
General Manager,
Americas, SE10



HOW TO ENTER—AND WIN—A 2016 BULLDOG AWARD FOR EXCELLENCE IN COMMUNICATING CSR, REPUTATION AND SUSTAINABILITY PROGRAMS

For campaign entries, please detail your strategy—especially as it relates to organizational objectives, social need and problem-solving—as well as implementation, and a summary of results, plus a sample of your best publicity example only. The judges want to see extraordinary traditional and digital media savvy, creativity and resourcefulness. For campaign entries, please also include the campaign's budget (which may remain confidential) so the judges can assess relative achievement.

Specifically, here are the qualities that will win you a Bulldog CSR Award for a campaign, especially when used in combination:

1 Strategic brilliance in matching the CSR, reputation or sustainability program to organizational goals, as well as how the program itself was strategized to reach and engage appropriate audiences, media and journalists. Judges give particular credit for corporate social responsibility successes dependent on an intimate knowledge (and/or thorough research) of traditional and social targeted media.

2 Creativity and originality in conceiving a brilliant story angle, technique or implementation strategy, especially in the face of adversity, such as small budgets, little-known clients or difficult-to-distinguish issues or causes.

3 Extraordinary execution of your plan—How astutely have you taken advantage of advanced PR and communications techniques—including research, measurement and engagement—and how adeptly have you used them? How masterfully have you employed these techniques to make an impact, mobilize target audiences and attract favorable media and public attention?

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? How great was your reach and engagement among social channels? Relative to your budget, how much impact did you make?



WHAT THE JUDGES WILL BE LOOKING FOR IN YOUR CSR PEOPLE AND ORGANIZATIONS ENTRY

For outstanding people and organizations, please explain how your nominee has achieved extraordinary results in CSR, reputation management and sustainability programs over time, but particularly in the last year. Show how this person or organization has demonstrated a dedication to communicating these messages, as well as mastery of this skill, from both a strategic and implementation standpoint.

Specifically, here are the qualities that will win you a Bulldog CSR Award for a person or an organization, especially when viewed in combination:

Our judges are looking for leadership, high-minded purpose and exceptional achievement—firms and professionals displaying breakthrough thinking, initiative, and qualities that are a credit to the PR business.

Guidelines for Organization-Category Entries: In general, agencies will be judged on a combination of four values exhibited over time, and particularly in the last year: 1) Demonstrated commitment to CSR, reputation and sustainability initiatives; 2) outstanding achievements in leading such initiatives; and 3) creative, groundbreaking contributions to the fields of CSR, reputation and sustainability. These qualities should be described and backed with hard data whenever possible.

For all Organization entries, please include a statement of annual sales income (for agencies, fees plus mark-up for outside purchases) that matches the organizational category or categories entered.

Guidelines for People-Category Entries: Candidates may be nominated by colleagues or organizations or may enter themselves. Judges will look for commitment, leadership, creativity and extraordinary achievement—displays of breakthrough thinking, initiative, advancement, results and qualities that reflect positively on the communications and CSR. These qualities and accomplishments may be from the past year or cumulative over a career.

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 further details, please contact Bulldog Awards at **1-866-849-6944**

or email [**awards@bulldogreporter.com**](mailto:awards@bulldogreporter.com)