

2016
BULLDOG
STARS OF PR
AWARDS

RECOGNIZING OUTSTANDING ACHIEVEMENT BY
COMMUNICATIONS AGENCIES AND PROFESSIONALS



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#BULLDOGAWARDS



ENTER—AND WIN—THE MOST PRESTIGIOUS PR AND CORPORATE COMMUNICATIONS AWARDS FOR INDIVIDUAL AND AGENCY ACHIEVEMENT—JUDGED EXCLUSIVELY BY WORKING JOURNALISTS!

Get the recognition you or your agency deserve for your brains, creativity—and outstanding accomplishments—in PR, corporate and digital communications!

- 32 agency and individual awards 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 in the Winners Circle on the Bulldog Reporter website

Bulldog Award winners receive the industry's highest honor, plus an avalanche of publicity. When you win a Bulldog Stars of 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.



EARLY BIRD DEADLINE: Friday, September 9, 2016

FINAL DEADLINE: Friday, October 21, 2016

Fineman PR enters the Bulldog Awards every year, and we're especially proud of Bulldog's near-annual recognition of our crisis communications projects. We know we're up against the very best our profession has to offer, so it's an honor that we can measure ourselves among such top-notch firms. Winning a Bulldog Award has raised our national profile as a strategic and creative communications agency, attracting bright and highly talented account people to our ranks.

**Michael Fineman,
President, Fineman PR**



SHOW THE WORLD—CLIENTS, PEERS AND EMPLOYERS— HOW YOU'VE EXCELLED IN THE COMMUNICATIONS BUSINESS

Awards will be given for three levels of excellence (Gold, Silver and Bronze) in most every category.

Multiple Entries: You can enter yourself or your agency into as many categories as appropriate (e.g., Small Agency and Technology Agency or Agency Professional and Publicist). Note also that Bulldog Stars of PR Awards Grand Prize agency winners are chosen by the judges from multi-winners in the agency categories, so it pays to enter in multiple categories.

Entries for the 2016 Bulldog Stars of PR Awards should be for work completed between August 2015 - August 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.





ENTER—AND WIN—A 2016 BULLDOG STARS OF PR AWARD FOR COMMUNICATIONS EXCELLENCE IN ANY OF 32 AWARD CATEGORIES

COMMUNICATIONS FIRMS: PR, DIGITAL, MARKETING COMMUNICATIONS

- New Agency of the Year
- Small Agency of the Year – \$1,000,000 or under
- Small Agency of the Year – Between \$1,000,001 and \$3,000,000
- Small Agency of the Year – Between \$3,000,001 and \$5,000,000
- Small Agency of the Year – Between \$5,000,001 and \$10,000,000
- Midsize Agency of the Year – Between \$10,000,001 and \$20,000,000
- Midsize Agency of the Year – Between \$20,000,001 and \$50,000,000
- Large Agency of the Year – \$50,000,001 or greater
- Global Agency of the Year (Multinational Practice)
- Boutique Agency of the Year (Specialty Practice)
- Crisis Agency of the Year
- Financial/Investor Relations Agency of the Year
- Healthcare Agency of the Year
- Technology Agency of the Year
- Consumer Agency of the Year

- Entertainment Agency of the Year
- Public Affairs Agency of the Year
- Digital Agency of the Year

COMMUNICATIONS PROFESSIONALS: PR, DIGITAL, MARKETING COMMUNICATIONS

- Agency Professional of the Year
- Corporate Communications Professional of the Year
- Digital Communications Professional of the Year
- Non-profit/Association Communications Professional of the Year
- Academic Institution Communications Professional of the Year
- Financial/IR Communications Professional of the Year
- Public Affairs Professional of the Year
- Publicist of the Year
- Crisis Management Professional of the Year
- PR Blogger of the Year
- Social Media Innovator of the Year
- Media Relations Professional of the Year
- PR Pro of the Year Under 40

“Our gold award definitely gave our account team a huge morale boost, and it helps us market ourselves. It’s been very visible in new business efforts, especially on our website. The Bulldog Awards are critically important because journalists are our ultimate client. When you win, it’s like the Good Housekeeping Seal of Approval on your work—it imparts extraordinary credibility.

Steve Cody, Founder and Principal, Peppercom”

A photograph of four people in a professional setting, likely a meeting or discussion. A woman on the left is looking towards a man in a purple shirt who is looking at a woman on the right who is holding a white mug. A man in a dark suit is partially visible on the far right. The background shows a window with a view of a city.

GUIDE TO WINNING BULLDOG STARS OF PR AWARDS FOR PR/COMMUNICATIONS AGENCY

FOR ALL COMMUNICATIONS AGENCY AWARDS: Please include annual PR/corporate communications income (fees plus mark-up for outside purchases) and number of employees. In addition, agencies are asked for certification by the firm's CEO in their entries of the following PR/corporate communications (non-advertising)-related revenue information:

- Small Agency of the Year: PR/corporate communications billings \$1,000,000 or under
- Small Agency of the Year: PR/corporate communications billings between \$1,000,001 and \$3,000,000
- Small Agency of the Year: PR/corporate communications billings between \$3,000,001 and \$5,000,000
- Small Agency of the Year: PR/corporate communications billings between \$5,000,001 and \$10,000,000
- Midsize Agency of the Year: PR/corporate communications billings between \$10,000,001 and \$20,000,000
- Midsize Agency of the Year: PR/corporate communications billings between \$20,000,001 and \$50,000,000
- Large Agency of the Year: PR/corporate communications billings of \$50,000,001 or greater

1 Firm Positioning —Unique Sales Proposition and Mission. How distinctive is the firm's positioning—how clear and distinguishable is its stated uniqueness? We're looking for a firm that distinguishes itself clearly and originally.

2 Account Retention Rates. How long do clients stay at the agency? Is this an agency that's good at selling itself but short on servicing and satisfying clients, or is this an agency that excels in long-term, progressive relationships? We're looking for the latter.

3 Work Environment. What's the work culture like, what kinds of employee development and benefit programs does the agency have, and what is the employee retention rate? We're looking for the ideal work environment, where employees thrive, are happy and grow professionally.

4 Growth and New Business Development. What track record has the agency had in developing new business over the past

year—from existing clients and from new clients. We're looking for steady growth over the years and particularly over the past year, and especially from existing clients—which are always considered your most valued clients.

5 Improve Society. How has the agency used its skill in PR and communications to improve our society and improve the credibility of the profession, especially in the past year? We want to see examples of encouraging client integrity, honesty and authenticity, as well as pro bono work for clients that benefit society.

6 Results Achieved for Clients. What extraordinary communications achievements has the agency contributed over the past year to the industry, to PR practice and especially with regard to results achieved for clients? How well has this agency demonstrated that PR can add high value and be extremely cost-effective?



GUIDE TO WINNING BULLDOG STARS OF PR AWARDS FOR PR/COMMUNICATIONS PROFESSIONAL

GUIDELINES FOR PR PROFESSIONAL ENTRIES: Candidates may be nominated by colleagues or may enter themselves. Judges will look for leadership, integrity and extraordinary achievement—displays of breakthrough thinking, initiative, advancement, results and qualities that reflect positively on the PR profession. These qualities and accomplishments may be from the past year or cumulative over a career.

1 Professional Leadership. How has this person demonstrated leadership among co-workers and among industry colleagues? How has he or she set high standards of performance for others, particularly in the areas of innovation, hard work and determination? We're looking for someone who inspires others to higher achievement.

2 Demonstration of Integrity. How has this person demonstrated integrity—a commitment to honesty, authenticity and transparency—even under difficult situations? We're looking for people who by their works improve the reputation of the profession.

3 Breakthrough Communications Approaches. What kind of breakthrough strategic and/or tactical approaches has this person contributed—innovations and advancements to the practice of public relations and corporate communications—especially over the past year? We're looking for someone who, by introducing new methods, moves PR/communications practice forward.

4 Contributions to the Profession. How has this person advanced the image of public relations in society and/or the profession as an institution? How involved has this person been in PR or communications organizations, and what accomplishments has she or he made?

5 Improve Society. How has this person used his or her skill in PR and communications to improve our society and improve the credibility of the profession, especially in the past year? We want to see examples of promoting client integrity, honesty and authenticity, as well as pro bono work for clients that benefit society.

6 Results Achieved. What extraordinary communications achievements has this person contributed over the past year to the industry, to PR practice and especially with regard to results achieved? How well has this person demonstrated that PR can add high value and be extremely cost-effective?

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