

PRmoment.in 30 under 30



Godrej PRmoment Adfactors 30 under 30 for 2025

Title Sponsor: Adfactors PR

Entry Kit 2025

The Godrej PRmoment Adfactors PR 30 under 30 initiative will honour exceptional PR professionals who are future leaders in the PR business in India.

Who Should Enter?

- Only those PR professionals who are 30 or under as of March 15th, 2025, are eligible to enter.
- The Godrej PRmoment India Adfactors 30 under 30 is a once-in-a-lifetime honour, so if you've been included in the 3030 before, then I'm afraid it's time to move aside and let others shine.
- You can work either at a PR consultancy or in-house in the PR team and in any areas under PR, and corporate communications.
- You can be working at a digital or integrated marketing firm.
- You can self-nominate.

Entry Fee and Deadline:

There is no entry fee.

Key dates for applying

- The last date is 31st January 2025.
- Winners will be announced live at an online awards evening, with the communication fraternity attending, after the jury meeting in April 2025.

How to enter & supporting material

- Please visit the Godrej PRmoment Adfactors 30 under 30 Awards website to create your login for viewing and uploading the entry form.
- All entries should include one entry form and a picture of the person entering (max 2MB, JPEG, or PDF) per submission.
- Please make sure your picture or logo, as preferred, is of high quality, as this will appear on the awards presentation should you be shortlisted.
- Supporting documents should be in either Word, PDF, or JPEG format and not exceed 2MB. Video files cannot be uploaded and should be hosted online with the URL added to your entry form. Please share any necessary passwords in your entry form.
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Judging and Scoring Criteria

Judging and Scoring Criteria

The PRmoment judges are chosen because of their professional and wide-ranging level of expertise. Judges will be split into panels and 3 judges will read and pre-score each entry form, considering any supporting materials submitted. Judges' pre-scores will be combined, and the highest-scoring entries will determine the shortlists. Any judge who has a potential conflict of interest will not be allowed to judge that entry.

Winners will be announced live at an online awards evening, with the communication fraternity attending, after the jury meeting in April 2025.

Criteria & Guidance

Entries will be scored against the criteria detailed below out of a suggested total score. Please use the 'Guidance on Scoring' table. These are the criteria that can be used to score and judge your entries. This will ensure maximum consistency and fairness to entrants.

Criteria – 30 under 30

Please look for an individual who can demonstrate a bright and promising young communicator who is delivering best practices while showing a creative and innovative approach to communications using digital and data with an eye to business impact. The nominee must be 30 years old or under on 15.03.2025.

Please consider the structure, presentation, and clarity of each entry. Entries should focus on the

recent work of individuals (in the last two years).

Criteria – 30 under 30

Nominees, please read the scoring criterion carefully before writing your entry.

Criteria 1 – Creativity	1 to 5 Points
<ul style="list-style-type: none"> • What all elements are included in the campaign? Is it integrated? • Creativity, clarity and feasibility of your campaign idea "Distinct callouts to the Paid, Earned, Owned and Shared parts of your campaign" • Does the idea stand out? Is it fresh, exciting and creative? 	
Criteria 2 – Core Skills	1 to 5 Points
Media engagement, client/C-suite engagement where applicable, multimedia content creation, social media engagement, understanding client's/ or organisation's business.	
Criteria 3 – Leadership	1 to 5 Points
Pushing the envelope on campaigns, leadership qualities in client management, media management and team management.	
Criteria 4 – Create a short campaign on "How would you reposition PR to make it indispensable in a rapidly evolving media landscape?"	1 to 5 Points
<ul style="list-style-type: none"> • Understanding of the Brief • Objectives • Key Message • Does the campaign thought answer the brief? 	
This section will count separately towards the overall score and will play a role in case of a tie.	

Criteria 5 – Measurable Impact	1 to 5 Points
<ul style="list-style-type: none"> ● Output - Reach & Impressions, Key message delivery ● Outcome- Audience engagement ● Change in behaviour Awareness levels 	

This will give a total score for each individual entry out of a possible 25.

Guidance on Scoring

Score	Description
5	Outstanding – Fully meets, and even exceeds, the criteria
4-5	Impressive – Meets the criteria and is worthy of recognition
3-4	Good - Meets the criteria but perhaps not so exceptional
2-3	OK - Nothing special or impressive
1-2	Weak - Unimpressive

A Guide To Entering

If you're thinking of entering the Godrej PRmoment 30 under 30 for 2025 presented by Adfactors PR and Godrej, there are a few things to consider when planning and completing the entry that will give you the best chance of winning:

- 1) **Follow the entry instructions.** Take note of the format your entry needs to be in, the time limits for work entered, and the deadline date.
- 2) **Read the judging criteria.** Ensure your entry covers the judging criteria for the category you are entering and answers all questions for your category. Judges can only evaluate you on what is included in your entry form so make sure all-important information is included and all criteria adhered to.
- 3) **Please ensure your answers are clear and succinct – don't waffle!** Judges love clear, concise entries – use bullet points or infographics to effectively illustrate points.
- 4) **Link your results to your objectives.** If there is one thing that judges hate, it's when outcomes don't bear any relation to the objectives.
- 5) **Evidence your results.** Judges love quantified results and want to see some proof of what you've achieved – include facts and figures, quotes from clients or the media, and even images or infographics.
- 6) **Get the judges.** Remember that judges will be reading many entries, so you need to make your entry memorable. Make sure your entry is passionate, tells an interesting story and is backed up with statistics and evidence.
- 7) **Watch your language!** Write concisely, avoid jargon, and never copy and paste from existing materials. Do ask someone to check your entry reads well and is free of typos.

- 8) **Take your time.** Winning awards entries take time and effort to write and perfect. Again, we'd highly recommend you get someone to proofread your entry before you submit it.
- 9) **Provide supporting materials.** Use a selection of documents and URLs to provide context and background to your entry. These can be in Word, Excel, PDF, or JPEG format and must be below 2MB each. In addition, judges love to watch video content so please provide links to relevant videos on Vimeo or YouTube and remember to include any necessary passwords in your entry form.
- 10) **Picture perfect.** Attach an image or logo to your entry form. This will be used in the event brochure and presentations should you be shortlisted. Ensure this represents the campaign, product, or organization you are entering.

Entry Requirements & The Criteria The Judges Mark Your Entries On

There is often a feeling of mystery as to how judges score entries for industry awards. At PRmoment we don't think this sense of mystery is necessary or the right way to do things.

So, very simply, here is the criteria that our judges use to score the entries.

- 1) The judges will be looking for clear objectives, creative and effective implementation, with tangible and demonstrable contribution by the individual.
- 2) They will also consider the structure, presentation, and clarity of each entry. Please consider your entry title carefully as we will use your exact wording on the trophy should you win. Concise and to the point is always best!
- 3) Any entries that do not include information under all these headings will be marked down.
- 4) Objective- Judges will be looking for entries that clearly identify the objectives of the campaign or project.
- 5) Target Audience & Strategy- Judges will look at the quality of the strategy that was implemented considering the objective and target audience stated
- 6) Implementation & Creativity- The level of creativity employed by the individual and quality of implementation when delivering the digital campaign or project will be assessed.
- 7) Judges are looking for fresh, innovative thinking, best practice examples, partnership working where appropriate, and resourcefulness
- 8) Why your entry should win. This is your opportunity to tell the judges why you should win.

Tips and Tricks for Writing a Winning Award Entry

Winning awards is a compelling way to attract and retain clients. Award-winning work turns heads, brings recognition to your team and draws in great people who want to work with you and for you.

Here are our top 5 tips for giving your entry the greatest possible chance of a thumbs-up from your peers on the judging panel:

- 1) **Select the right digital work.** Focus on topical, creative, innovative, challenging work with a big, bold idea at its heart.
- 2) **Be honest.** Is the digital campaign a winner? Is it stand-out, best in class? Are you still excited enough about what you achieved to effectively communicate its brilliance? If not, why would the judges shortlist the entry?

- 3) **Read the criteria.** Follow the criteria. Stick to the rules. Meet the deadline. Don't underestimate how long it takes to pull together an entry. Start early. Factor in time for client approval.
- 4) **Create a clear, concise story.** Judges have dozens of entries to review for each category. Make sure yours really spells out why it has the X-factor: don't expect them to read between the lines.
- 5) **State measurable business and communications objectives.** Ensure the results section proves that every objective was met. Include as much evaluation data and evidence of the impact of the campaign on the client business or organization as possible, from an increase in sales to higher levels of engagement with audiences