



How to write a winning FPRA Image Entry

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Image Entry Overview

Two Page Summary

- The two-page summary is worth 70 percent of the total score. You must follow specific guidelines in terms of content and formatting. You must follow the directions exactly -- a simple error or omission will lead to disqualification.

Notebook/Binder

- Proves everything you've outlined in the two-page summary. Allows you to show your supporting documents and gives judges a point of reference and additional insight about your campaign or project.



Two-Page Summary Overview

Situation Analysis/Research

- Must include background – where is the organization coming from? Why has this campaign/project been implemented? What made it seem necessary?
- Include specific research (informal/formal) that was done in preparation for this campaign/project. Include the intended audience.



Two-Page Summary Overview

Objectives

- The recommended number of objectives is two to four, but more can be included if appropriate.
- Simply list the objectives by number so that they can be easily referenced in the evaluation section.
- Must be specific and measurable. Include as many who/what/when factors as possible/appropriate.



Two-Page Summary Overview

Implementation

- Worth the most points.
- First, write down everything you did for this campaign/project. Be specific and comprehensive. You don't want to miss any key elements of your work.
- Embrace the opportunity for creative writing. Harp on the interesting, creative and unique aspects of your work. What stands out?
- Make sure to include the strategy behind what you did. Don't just list the actions – explain why you chose the actions and how they were intended to play out. One way to do this is to tie-in the research section; reference what you learned before starting the project and how that affected what you implemented.



Two-Page Summary Overview

Evaluation

- Directly tie each evaluation point back to each objective. Do not leave any objective unaddressed. This is very important. By doing so, your success will speak for itself.



Two-Page Summary Overview

Budget

- Include everything you spent on the project/campaign.
- Break down costs (don't just give a lump sum).
- Include staff time/hours.
- If the budget was big, show the return on investment.



Notebook/Binder Contents

This is where you prove everything you've outlined in the two-page summary.

- Create a tab for each section of the summary (tab for research; tab for implementation; tab for evaluation, etc.)
- Include surveys and baseline data in the research section of the binder.
- Include pictures, copies of your media materials and other collaterals, and positive client correspondence in the implementation section.
- Did you generate news stories from a press release? Include those stories/clips in the evaluation section of the binder.
- Also consider online analytics for your digital and social media strategies – Google analytics, screenshots from your website, posts from your Facebook or Twitter feed.
- Include any other supporting documents and images from your campaign that can fit in the notebook.



Questions/Contact



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