

Angry Bird Scores at the 5th Malaysia PR Awards



PRCA Malaysia Executive Committee members, Judges and Winners

In a nod to the power of public relations to create, manage and facilitate engagement, the Angry Birds entry submitted by Fleishman-Hillard was given an Award under the Best Use of Digital Category.

Nokia broke the Guinness Record with the World's Biggest Angry Birds Playground with a collective effort by participants in discovering gaming and entertainment opportunities within and without Symbian smartphones. The effort enhanced Nokia's commitment to continual investment and improvement in the Symbian experience in entertainment and gaming capabilities.

This year, Malaysia PR Awards (MPRA 2011) received 50 entries, of which 34 were short-listed as finalists. In 2010, there were 30 entries and 19 awards, while in 2009 there were 26 entries and 14 awards.

MPRA 2011 also honoured PR consultancies in the following categories:

1. Product Brand Development Campaign of the Year
 - Certificate of Excellence: *The Standard Chartered KL Marathon* by Essence Communications and *Dettol Happy Hands* by Edelman

- Honourable Mention: *Blackberry Malaysia – Engaging Communities* by Edelman
 - Finalists: *Sunsilk Co-creations – Confidence Borne of Hair Perfection and Blackberry Malaysia – Loving What They Do Online* by Edelman
2. Consumer Launch Campaign of the Year
- Certificate of Excellence: *Kronenbourg 1664 Brand Launch* by BrandThink PR
 - Honourable Mention: *Samsung Galaxy SII Launch and Samsung Smart TV Launch* by Edelman
 - Finalist: *Petals of Spring, Drumming-Up Prosperity at Pavilion KL* by Edelman
3. Healthcare: Ethical Campaign of the Year
- Award: *Pink Purse Campaign – Be a Pink Angel* by GolinHarris.
 - Honorable Mention: *MMA HPV Vaccination Programme for Teens* by GolinHarris and *Quit Smoking Challenge* by Rantau PR
4. Technology Campaign of the Year
- Honourable Mention: *Samsung Galaxy SII Launch and Samsung Smart TV Launch* by Edelman
5. Corporate Branding Campaign of the Year
- Honourable Mention: *Carlsberg Brand Relaunch* by BrandThink PR
6. Public Affairs Campaign of the Year
- Honorable Mention: *You Can Make a Difference Now!* By Perspective Strategies
 - Finalists: *GTP 1H – Media Briefing* by Citrine One and *The Implementation of MY Rapid Transit (MRT)* by Edelman
7. Corporate Social Responsibility Campaign of the Year
- Award: *Kindergarten Health Campaign* by GolinHarris
 - Finalists: *Mari Beramal Bersama Colgate Charity Campaign* by Essence Communications, *Community Sports for Malaysians – Creating Malaysian Duathletes* and *You Can Make a Difference Now!* by Perspective Strategies
8. Best Use of Digital
- Honorable Mention: *Blackberry Malaysia – Engaging Communities* from Edelman
 - Finalists: *Blackberry Malaysia – Loving What They Do Online* and *Live Healthy and Smoke-Free with Champscircle.com* by Edelman

9. Promotional Activity of the Year

- Certificate of Excellence: *Women: 100 International Women's Day Centennial Celebration* by Weber Shandwick
- Honorable Mention: *Carlsberg's Chinese New Year (Happiness) Campaign* by BrandThink PR and *Samsung Galaxy SII Launch* by Edelman
- Finalists: *Blackberry Malaysia – Engaging Communities*, *Samsung Smart TV Launch*, *Sunsilk Co-creations – Confidence Borne of Hair Perfection* and *Achilles Formula Drift Malaysia 2011* by Edelman

Organised by the Public Relations Consultants Association of Malaysia (PRCA Malaysia), the MPRA is an annual programme that recognises excellence in public relations and rewards PR consultants and PR consultancies for innovative communications solutions that drive business outcomes for their clients.

At the awards dinner, President of PRCA Malaysia Julia Ahmad, said the awards programme "remains as a premier platform for Public Relations professionals to showcase their expertise.

"Public Relations lies at the core of multi-channel, multi-stakeholder engagement to build trust across mainstream, online and offline channels. The 5th MPRA saw an increase of entries, clearly indicating that Public Relations is increasingly contributing to return on investment, and more importantly, return on engagement."

She added that the judges thought most of the entries were good promotional campaigns with well-executed activities but concluded that they lacked strategic thinking. "The judges wanted to see new or original approach other than the tried and tested formulas which came through in the winning entries," Julia added.

A five-member panel of judges including Bob Pickard, President and CEO of Burson-Marsteller Asia-Pacific, Mei Kuan, founder partner of Quattro Communications, Tammy Toh, Corporate Affairs Director at Tesco, Vijayarathnam Tharumartnam, Corporate Communications Director of MDeC, and Jacey Lee, Managing Director of Ogilvy Public Relations Worldwide Kuala Lumpur, independently reviewed and selected the 34 finalists.

The judging process, criteria, rules on conflict of interest and confidentiality are based on the technical guidelines used for the Asia Pacific PR Awards. To ensure impartiality, judges abstained from scoring entries or nominees in which they have a conflict.

Commenting on the number of entries this year, Julia said that Public Relations

professionals from external firms, as well as in-house PR departments, should continue to raise the bar in terms of innovation for client campaigns, focus on driving successful engagement opportunities and contributing to commercial outcomes.

Julia also expressed appreciation to *Media*, the fortnightly marketing and communications newspaper for Asia Pacific, which enabled PRCA Malaysia to model MPRA after its annual Asia Pacific PR Awards.

nama – a news media monitoring company, offering complete coverage and analysis of all the nation’s top media outlets– is supporting the event as the main sponsor.

Contact PRCA Malaysia via e-mail at secretariat@prcamalaysia.org or visit our website for the latest news: <http://www.prcamalaysia.org>
