



Essence Communications' hygiene entry 'Delta Strike' bags Campaign of the Year at 4th Malaysia PR Awards

Kuala Lumpur, 3rd November 2010 – In a nod to the power of public relations to create, manage and facilitate engagement, the Delta Strike entry submitted by Essence Communications was named Campaign of the Year at the 4th Malaysia Public Relations Awards.

Codenamed 'Delta Strike', Essence Communications was tasked to develop a PR campaign that would not only provoke the public to question the efficacy of existing hygiene brands but to create an emotional brand compass towards the wellbeing of their families. The Campaign of the Year was chosen from the entry considered the best of the individual campaign winners from all categories.

The MPRA received 30 entries, of which 19 were short-listed as finalists. In 2009, there were 26 entries and 14 awards, while in 2008 there were 16 entries and 12 awards.

MPRA 2010 also honoured PR consultancies in the following categories:

1. Product Brand Development Campaign of the Year
 - Certificate of Excellence: *Detik-detik MH: Rediscovering the essence of Malaysian Hospitality* by Fleishman-Hillard

- Honourable Mention: *Avoid being a cybercrime statistic with Norton 360* from Text 100
2. Consumer Launch Campaign of the Year
 - Winner: *Delta Strike* by Essence Communications
 - Certificate of Excellence: *Nippon Odour-Less Aircare* by Kim Chew Communications
 3. Healthcare: Ethical Campaign of the Year
 - Certificate of Excellence: *Power over cervical Cancer* by Fleishman-Hillard
 - Certificate of Excellence: *BREATHE: World Asthma Day Campaign* by GolinHarris
 4. Technology Campaign of the Year
 - Honourable Mention: *Avoid being a cybercrime statistic with Norton 360* from Text 100
 5. Public Affairs Campaign of the Year
 - Certificate of Excellence: *Corporate Positioning Framework for Ekuiti National Berhad (EKUINAS)* from Weber Shandwick
 6. Corporate Social Responsibility Campaign of the Year
 - Award: *Spread the Smile Movement* by Text 100
 7. Environmental Campaign of the Year
 - Honourable Mention : *Standard Chartered Greenfingers Eco-Project* from Weber Shandwick
 8. Best Use of Digital
 - Certificate of Excellence : *Spread the Smile Movement* from Text 100
 - Certificate of Excellence: *Detik-detik MH: Rediscovering the essence of Malaysian Hospitality* by Fleishman-Hillard
 9. Promotional Activity of the Year
 - Certificate of Excellence: *Shell Fuelsave 1 Litre Challenge* by Ogilvy PR
 - Award Winner: *YOUTH '10 Malaysia's Largest Youth Festival* by Weber Shandwick

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 4th MPRA saw an increase of entries, clearly indicating that Public Relations is increasingly contributing to return on investment, and more importantly, return on engagement.”

This year’s panel of experienced professionals brought fresh perspectives. Leading creativity guru and author Fredrik Härén, and Andreas Vogiatzakis, Managing Director of Omnicom Media Group in Malaysia, joined seasoned communications industry professionals Ku Kok Peng, Nordin Yang Azwar Kamarudin and Sharifah Rozita Syed Sulaiman, broadening the field of expertise and insight beyond traditional public relations.

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.

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