



PRCA Malaysia Executive Committee, Award Winners and Judges of MPRA 2012.

For The First Time Ever – Two Agencies Bag Campaign of the Year Award at 6th Malaysia Public Relations Awards

For the first time since the Malaysia Public Relations Awards (MPRA) was inception, two consultancies, Perspective Strategies and Ogilvy PR, took home the highest accolade at the MPRA 2012 by nabbing the Campaign of the Year award for their respective client's campaigns. The Campaign of the Year award was presented to Perspective Strategies for Ambank's "Uniting Under One Banner" and Ogilvy PR for Phillips's "Phillips 50 Shaves of Modern Man". These campaigns were also recognised for the Employee Communications Campaign of the Year and Best Use of Digital, respectively.

An award was also presented for the Corporate Social Responsibility Campaign of the Year category to Weber Shandwick for their work on the "Multiple Sclerosis Awareness Campaign" for the Multiple Sclerosis Society of Malaysia.

Apart from these awards, the 6th MPRA saw six Certificates of Excellence and 12 Honourable Mentions awarded to public relations consultancies and in-house departments in acknowledgement of their exceptional work for clients. The winners were selected from 35 finalists vying for the top honours in 13 categories.

Public Relations Consultants' Association (PRCA) Malaysia President Rozani

Jainudeen said that the awards were evaluated on strict judging criteria by a panel of industry leaders and experts from the public relations sector and the media, which lends high credibility to the winners.

“I would like to congratulate the public relations agencies and in-house departments that have been recognized at the awards tonight for their hard work in effectively conceptualizing and executing their client’s communications campaigns. This year’s entries were from diverse industries and is a great testament of the public relations industry being recognized as an important partner in bridging the gap between organizations and their stakeholders,” she further added.

This is the sixth year that the MPRA is being held. The MPRA serves as a platform for the country’s public relations professionals to showcase their best campaigns and communications programmes executed for their clients. Other categories contested for the Awards were the Product Brand Development Campaign of the Year, Consumer Launch Campaign of the Year, Healthcare: Ethical Campaign of the Year, Technology Campaign of the Year, Business-to-Business Campaign of the Year, Corporate Branding Campaign of the Year, Public Affairs Campaign of the Year, Financial Communications Campaign of the Year, Environmental Campaign of the Year and Promotional Activity of the Year.

NAMA – a news media monitoring company offering complete coverage and analysis of all the nation’s top media outlets– supported the event as the main sponsor while Guinness Anchor Berhad (GAB) supported the awards presentation night as a beverage sponsor.

For a full list of winners, download the awards supplement available via www.prcamalaysia.org.

PR Newswire Survey

In an effort to further understand how video is utilized by marketing professionals in Asia, PR Newswire is conducting a Video Marketing Survey. To complete the survey, please visit: <http://prna.co/12wTBke>

Thank you.

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