THE 18TH
PHILIPPINE
QUILL
AWARDS

THE 8th
PHILIPPINE
STUDENT
QUILL
AWARDS

THE 18TH
PHILIPPINE
QUILL
AWARDS
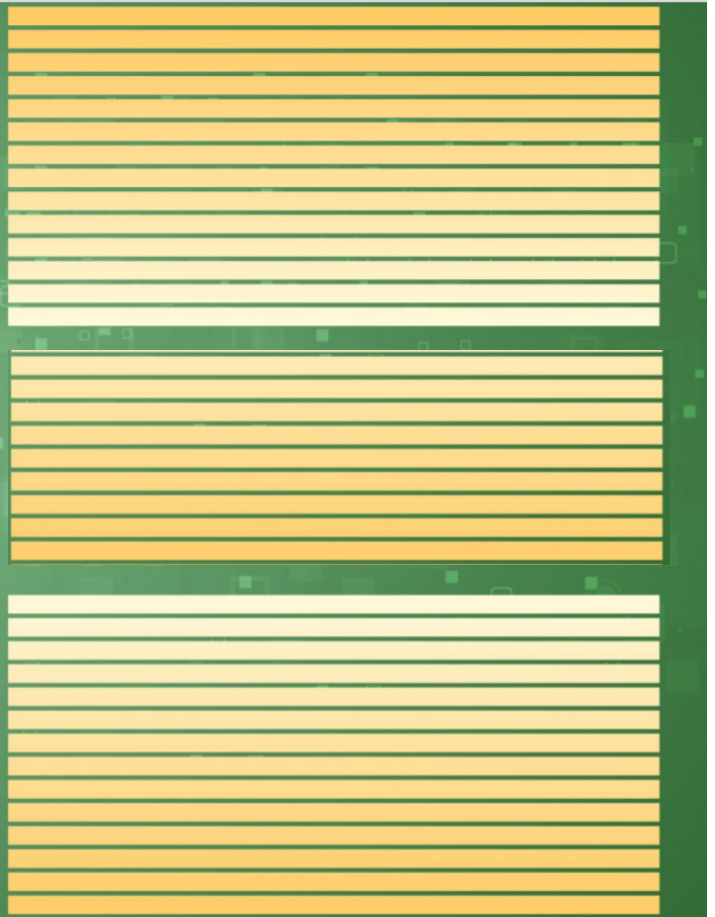
ARISE:
Communications that uplift

THE 8TH
PHILIPPINE
STUDENT
QUILL
AWARDS
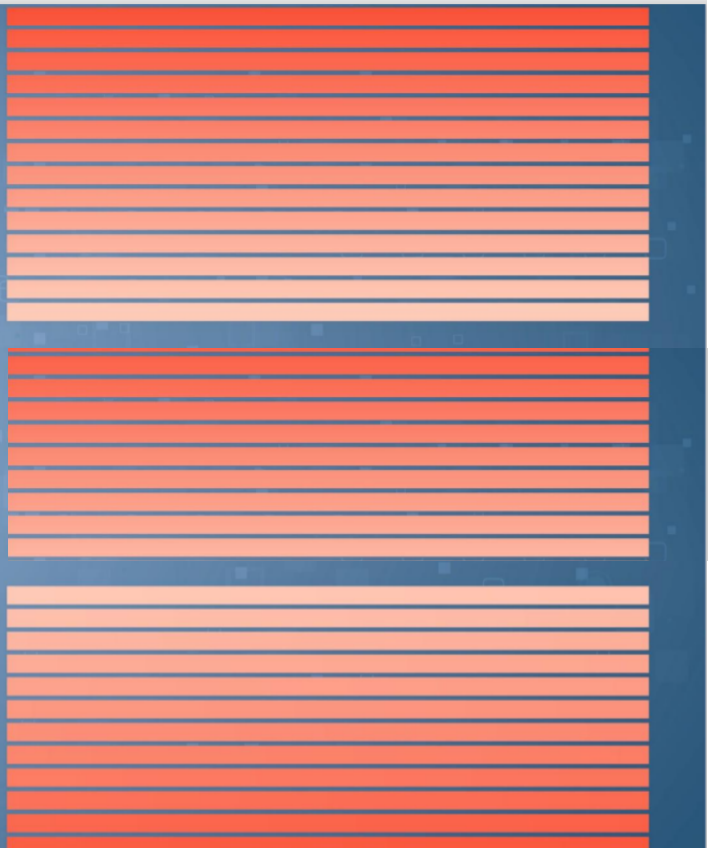
COMMUNICATION IS POWER!

Sharpen your Quills!

"Words are singularly the most powerful force available to humanity. We can choose to use this force constructively with words of encouragement, or destructively using words of despair. Words have energy and power with the ability to help, to heal, to hinder, to hurt, to harm, to humiliate and to humble"

YEHUDA BERG

THE BASICS:
HOW TO JOIN THE PHILIPPINE QUILL AWARDS

WHAT I NEED;

1. Entry Form

A. Have ONLY ONE NAME as entrant. The same entrant name will appear twice: in the entry form and in the enumerated details at the beginning of the Work Plan.

B. The entrant should be the person principally responsible for developing, managing and executing the entry.

C. If you, the entrant, are an IABC member, write your IABC Membership Number which is needed for the member rate. State the role of the entrant in the work plan (under Implementation and Challenges).

D. Ensure needed entrant details and contact numbers are complete and accurate. These will be the basis for communicating with the entrant the award results, and for winners, the information for the souvenir program and the certificate/trophy.

E. Choose your category and division well. Wrong choice will result in disqualification and the loss of the entry fee.

2. Work Plan

A. This is the executive summary of your communication strategy and tactics. It describes the program or project, why and how it was developed and done, and what you intended and actually achieved.

B. You have a maximum of four (4) A4-sized pages (8.27 × 11.69 inches) for the work plans. Margins must be at least half an inch (1.27 cm) on all sides. Use CALIBRI fonts no smaller than 10 points. Work plans exceeding the maximum length will be disqualified.

On top of page 1, state these in this order: (These must be the same details in the entry form):

1. Entrant's name
2. Entrant's Organization
3. Title of entry
4. Team members (if applicable)
5. Division and category
6. Time period of projects - inclusive dates of the project

C. Project description – ONLY 3 SENTENCES which may be used as the entry's official description for Award write-ups

D. For Divisions 1, 2 and 3, the work plan needs these headings:

1. Business need/opportunity
2. Stakeholder analysis
3. Goals and Objectives Solution Overview
4. Implementation and challenges
5. Measurement and evaluation

3. Work Sample

- Electronic copies to be uploaded in the online facility
- The work sample is a representative copy of all the material that supports your project facility

a.) For Divisions 1, 2 and 3, the work sample should include a representative sample of all project elements so that evaluators can review the material and determine how well it's aligned with the work plan. This might include a summary of the research, the strategic plan, tactical implementation plan, budget, measurements or evaluation, and sample material such as brochures, print or electronic ads or media clips, screen captures of websites, or a link to the website, Power Point presentations, scripts, publications or specific material referenced in your work plan.

b.) For Division 4, Communication Skills, the work samples should include a copy of the product entered in the program, and any supporting information such as research, media plans, media files, scripts, creative rationale, focus tests, and post-campaign tracking information or other elements.

- Evaluators have limited time so please choose examples that best demonstrate your work, not absolutely everything you did.

c.) The maximum number of work sample files is three (3). If you have more, combine them into fewer files no more than 50 MB per file.

d.) The following file formats are accepted: PDF, PNG, JPG and GIF.

e.) Organize and condense your work to showcase a representative overview of your project. Pick examples (clips, photos, etc.) that best support your work plan and represent your strategy. Be creative in demonstrating how the elements of your work sample are aligned with the business needs and audience preferences.

f.) For websites – please provide the URL or IP address of the site in your work sample.

g.) For intranets or internal, secure access sites – give instructions on how to register for the site, with the account name or password. If the site changes or access may be a barrier to evaluation

h.) Upload a "Tour of Work sample" video of 5 minutes or less in video sharing sites like YouTube and Vimeo and include links in the work sample. For videos and audio files– upload files in video sharing sites like YouTube and Vimeo and include links in the work sample.

i.) For publications – submit: 3 consecutive issues as a single entry if a periodical; 2 consecutive issues if semi-annual; 1 issue within the 2020 Awards time frame if an annual publication.

4. Entry Fee

- Via check or bank deposit. Payment instructions will be advised by the IABC Philippines Secretariat

5. Letter of Permission from Client

- Scanned copy of original to be uploaded in online facility. For agencies, submit/upload the letter signed by your client and other key project participants acknowledging your role in the entry and allowing you to enter the work on their behalf.

workplan guide questions

Complete your work plan by providing within 4 pages the following information, using the headings provided:

I. Business need/opportunity. Provide an overview of the project. What need or opportunity did your solution address? State relevant research.

II. Stakeholder analysis. Identify your primary audience and other audiences. Make sure to segment the audience well and not just give phrases like "general public." How many were you targeting to reach? Who will read your article, look at your web site, buy your product, etc.? Describe the key characteristics (needs, preferences, demographics, etc.) that were taken into account in developing your solution. It is important to cite relevant audience research that led you to the solution.

III. Goals and objectives. What were your goals? Goals generally describe what you want to establish in a broad sense. W hat were your objectives? Objectives should be specific, measurable, attainable, relevant and time-framed (SMART). What outcome did you target?

IV. Solution overview. Summarize the solution and the logic that supported it. Tell us why you did what you did. Describe how your solution demonstrated insight and imagination. What were the most critical messages or themes to convey? State your key messages or theme.

V. Implementation and challenges. State your role in the project and your level of involvement and responsibility. Did you partner or collaborate with other groups or subject experts? Did you consult your target audience or need to have approval for your project? What budget, timetable and resources did the project use? Discuss your budget, resources and time frames, and show how each was used efficiently. What challenges did you encounter and how did you overcome these?

VI. Measurement and evaluation. In what way did you achieve your objectives? How did your solution affect the need or opportunity? Demonstrate the effectiveness of your solution by showing increases in sales, traffic to a web site, participation in an event or other quantifiable outcomes that link back to your goals and objectives. Results must link back to the SMART objectives and goals.

FREQUENTLY ASKED QUESTIONS

a) Is the Quill Awards for IABC MEMBERS ONLY? Can anyone submit entries?

Anyone whose project fulfills the requirements indicated above can join the Quills. However, IABC members will enjoy a membership discount. It's BETTER when you are an IABC Philippines member BECAUSE IABC members have access to a global network and can acquire needed skills and gain knowledge through the many programs of IABC Philippines. As a member one gets a discount for every entry submitted – a definite advantage especially for multiple entries!

b) What is the coverage date for the projects/campaign/material?

Projects implemented from **January 1, 2019 to June 30, 2020.** can be entered. In some cases, planning or implementation of some phases of the entry could have begun before January 2019, in which case it is still eligible, for as long as implementation continued or ended between January 1. 2019 to June 30, 2020.

NEW FOR THE PHILIPPINE QUILL!!!

For this year, we will be including entries related to the Covid19 pandemic under CovidComms 2020. These are projects implemented from February 2020 – present.

c) Can we submit an ongoing campaign/returning campaign, even as it had already been awarded in previous Quills?

If the entry is a previous winner in past Quill Awards, it can still be entered but ENTRY SHOULD CLEARLY SHOW A CHANGE OR INNOVATION FROM ITS PREVIOUS VERSION.

d) Is there a limit to the entries one company/agency/individual can submit for the year's Quills?

Entrants may submit the same project in different categories, provided that the work plan fits the category description. An entry can be submitted only once in the same category. You may submit as many entries as you wish, but each entry needs its own Entry Form, Entry Fee, Work Plan, Work Samples and other requirements.

e) When can we submit entries?

Entries can be submitted from **AUG 12 - SEPT 25, 2020** The Secretariat will communicate on a daily basis for updates as well as changes to the schedule. Due to the Covid19 pandemic, schedules are all tentative or subject to change. However, we intend to adhere to our schedules as much as possible.

For questions and clarifications, contact us at:
TEL. NOS.: (+632) 8772-8327
EMAIL ADDRESS: iabcphilippinesat30@gmail.com

HOW YOU WILL BE SCORED

- **Make sure your entry is original, readable and complete.**

Evaluators consider how well a program was conceived and executed, how appropriate the chosen strategy and objectives were for the desired results, how resources were used, and how the outcomes were measured and achieved.

Winning entries ALWAYS demonstrate that they have met clearly stated objectives, shown originality and generated results based on measurable outcomes.

- **Make sure you UPLOAD THE CORRECT ENTRY.**

Judges score both your work plan and your work sample using IABC's Global Seven-point Scale of Excellence for strategic planning and execution (with a range from 1 to 7 with 7 as the highest).

Entries that receive a total average score of **5.25 win a Merit Award** while those with **5.75 or higher receive an Award of Excellence.**

DIVISION	SCORING	
1. Communication Research Management	**50% Work Plan**	**50% Work Sample**
2. Communication Management	**50% Work Plan**	**50% Work Sample**
3. Communication Training and Education	**50% Work Plan**	**50% Work Sample**
4. Communication Skills	**30% Work Plan** **30% Strategic Alignment**	**40% Creativity**

DO NOT MISS THE DEADLINE!

All entries and entry fees must be received (not postmarked) by the stated or publicized deadlines. No refunds are given if your work plan and work sample are not received on time. Please do not fax or email your entry!

All entries must be uploaded via www.philquill.com.

All entries become the property of IABC Philippines and may be used in its publication, publicity, display, lectures and other purposes. If your material is proprietary, please indicate this clearly in your entry and entry form.

Deadline: September 25, 2020

Entry Fee: IABC Member: Php 6,000 | Non-Member: Php 7,000
Early Bird Rate: Php 5,000 (Payment until August 19)

DIVISIONS AND CATEGORIES

DIVISION 1: COMMUNICATION MANAGEMENT

The Communication Management division covers project, programs and campaigns that are guided by a communication strategy. Entries to this division can be submitted by any type of organization, from governments to retail companies to services such as utilities and healthcare.

NEW: COVIDComms – entries which were implemented from February 2020 - onward resulting from the Covid19 pandemic as it has affected the Philippines.
All standards and rules apply under this division.
Please include *CovidComms 2020* before the title entry.
For Example: CovidComms 2020: Employee Safety and Covid19 Guidelines

Category 1: INTERNAL COMMUNICATION
• Programs or strategies targeted at employee or member audiences

• Includes programs that create awareness and influence opinion or behavioral change, including those focused on ethics, morale, internal culture or change management

• May involve improving employee understanding and alignment with business direction, improving face-to-face communication, preparing employees for change, integration of organizational cultures caused by an acquisition or downsizing, an internal brand ambassador program or a program to inspire pride in the organization

Category 2: EMPLOYEE ENGAGEMENT
• Local, regional, national or international programs or strategies that profile the role of strategic communication as a driver in improving employee engagement

• Entries must focus on the communication elements of these programs, which could include contribution to program development and promotion through various communication vehicles and channels

• May include employee recognition and employee volunteer programs, including programs that benefit charitable or philanthropic causes, or that recognize   employees' organizational contributions or achievements in the organization

Category 3: HUMAN RESOURCES AND BENEFITS COMMUNICATION
• Programs or strategies targeted at internal audiences that relate to communication of health and welfare, savings and pension, stocks and compensation, or recruitment and retention initiatives

Category 4: CHANGE COMMUNICATION
• Communication strategies that support organizational change

• May be directed at internal or external audiences, or both

Category 5: SAFETY COMMUNICATION
• Programs or strategies that focus on improving awareness, understanding and behaviors related to safety issues within an organization

Category 6: LEADERSHIP COMMUNICATION
• Programs or strategies that help leaders become more effective communicators, improve the quality of leadership communication within an organization, or improve leader knowledge and the ability to use communication as a business driver.

• Tactics may include tool kits with speaking notes, games or other tools that help leaders communicate a specific topic,
and special publication with information and support
for leadership communication

Category 7: MARKETING, ADVERTISING AND BRAND COMMUNICATION
• May include various activities designed to sell products, services, destinations, organizations or ideas to external audiences, and is generally delivered through a variety of communication vehicles and channels

• Strategies for new brands and the repositioning of existing brands in relationship to internal and external audiences

• May include brand characteristics and attributes, changes to corporate identities and design solutions that address the challenges of brand communication (must be more than a logo redesign)

• Strategic advertising campaigns designed to build brand awareness, influence opinion, motivate audience behaviors, or sell products and service

Category 8: CUSTOMER RELATIONS
• Strategies or ongoing programs targeted at customer audiences that educate, inform, engage or otherwise connect the organization and its employees to the customer

• Programs may influence reputation, brand awareness and loyalty, and market position

• May include relationship management, experience standards or appreciation programs, but must be focused on communication and marketing elements

Category 9: MEDIA RELATIONS

• Strategies or ongoing programs that use the news media as the primary channel to reach target audiences and seek to influence awareness, understanding and opinion or motivate action

• Should demonstrate the quality of media coverage and its impact on the organization—quantity of media stories alone is not considered a valid measurement in this category
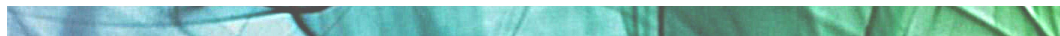
Category 10: COMMUNITY RELATIONS

• A one-time or an ongoing program that enhances stakeholder understanding of issues affecting business operations within the community served

• Seeks to build trust and credibility with stakeholder groups generally through consultation and other communication-based activities

• Tactics and supporting strategies may include formal and informal meetings, town hall discussions, workshops, presentations, open houses, and electronic or printed material

Category 11: GOVERNMENT RELATIONS

• Short- or long-term programs that influence the opinion or actions of government bodies or agencies

• May seek to create awareness, or influence the attitudes and behaviors of decision-makers toward the organization or industry

Category 12: FINANCIAL COMMUNICATION

• Entails strategies, tactics and tools used to share financial data and recommendations with investors and other interested parties

• Includes investor relations functions that integrate finance, communication, marketing and securities laws compliance to enable effective two-way communication between a company, the financial community, and stakeholders

Category 13: ISSUES MANAGEMENT AND CRISIS COMMUNICATION

• Programs targeted at external and/or internal audiences that address trends, issues or attitudes that have a significant impact on an organization, such as labor relations, crises, mergers, acquisitions, public policy or environmental concerns

• Programs may demonstrate proactive planning and preventative action during an extraordinary event, or show the actions taken to address trends, issues and interest group attitudes that have a major impact on an organization

Category 14: CORPORATE SOCIAL RESPONSIBILITY

• Programs or strategies that communicate social responsibility and encourage positive actions while building awareness and reputation and positioning the organization as a good corporate citizen

• May be targeted to multiple audiences and influence share price and customer loyalty, retention and recruitment, operational efficiency and increased sales

• Generally long-term and focused on enhancing the well-being of communities and populations through causes such as the environment, energy sustainability, food safety, economic stability, employment, poverty reduction, literacy, education, health, cultural preservation, and indigenous and heritage protection

Category 15: GOVERNMENT COMMUNICATION PROGRAMS

• Programs and strategies specific to government organizations at the municipal, state, provincial, regional, federal, national or international level

• May be targeted to one or more audiences, and include internal, external or integrated communication strategies or programs

Category 16: NONPROFIT CAMPAIGNS

• Programs recognizing the particular challenges of the non profit sector

• May include multiple internal or external audiences

• Promotes nonprofit organizations or causes
• May be paid projects or pro-bono projects donated to the client by an organization, agency or consultancy; entries will generally have a small budget or none at all.

Deadline: September 25, 2020
Entry Fee: IABC Member: Php 6,000 | Non-Member: Php 7,000
Early Bird Rate: Php 5,000 (Payment until August 19)

DIVISION 2: COMMUNICATION RESEARCH

Entries in this division recognize the importance of research and measurement as a foundation for strategic communication work and a competency that is integral to success throughout the career of a communication professional. A clear understanding of why the research was needed demonstrates its strategic value to an organization.

Category 17: COMMUNICATION RESEARCH

• Formative research conducted during the initial stages of the strategic communication planning process that benchmarks internal audience opinions or behaviors, profiles the marketplace or internal communication environment in which the organization   operates, aligns   best   practices   against organizational needs or informs strategic direction for internal communication programs

• May include audience analysis, competitive benchmarking, secondary research related to best practices, program or product test markets, and reputation or brand studies

DIVISION 3: COMMUNICATION TRAINING AND EDUCATION

This new division recognizes the mentorship and education role of consultants and senior communicators in developing and delivering workshops, classes, seminars or training that educates an audience about any aspect of the communication profession. This division includes all communication disciplines and professional competencies.

Entries in this division must demonstrate:
- Alignment of learning outcomes to goals and objectives
- Alignment of assessments to specific learning outcomes
- Theories and practices of educational excellence
- Impact outside the classroom

Category 18: COMMUNICATION TRAINING AND EDUCATION

• Training or educational programs delivered to an internal or external audience that help to improve their communication competencies

• For internal audiences, this may include supervisor/manager/leader training in communication skills, presentation skills and employee ambassador development, in addition to media training, speaker's bureau training, and other communication disciplines

• For external audiences, this may include presentations for conferences, university classes, seminars or workshops, as well as media and executive coaching

DIVISION 4: COMMUNICATION SKILLS

The communication skills division includes marketing and communication elements that showcase technical skills such as editing, writing, design and multimedia production. Entries in this division are generally tactical in nature. Entrants must demonstrate strategic alignment, the creative process and measurable results tied
to objectives.

NEW : COVIDComms – entries which were implemented from February 2020 onwards resulting from the Covid19 pandemic as it has affected the Philippines.
All standards and rules apply under this division.
Please include CovidComms 2020 before the title entry.
For Example: *CovidComms 2020*: Special Briefing on Covid19 for
Barangay Health Workers

Category 19: SPECIAL AND EXPERIMENTAL
• Planning and execution of a special event for an internal or external audience

• For internal audiences, this may include employee appreciation events, or events that mark a significant occasion such as an anniversary, internal conference or meeting, or a celebration or special retirement

• For external audiences, this may include conferences, workshops, anniversaries, official openings, product launches, road shows and customer events.

Category 20: COMMUNICATION FOR THE WEB
• Online communication vehicles that are produced for internal or external audiences.

• Electronic and interactive communication channels such as websites, intranets, online stores and microsites.

Category 21: AUDIO/VISUAL
• Communication vehicles for internal or external audiences, and using sound, images, video, apps, film, slides, CDs or a combination of these elements

• May include webinars, video, audio, podcasts, PowerPoint or other presentations, infographics, and interactive content and film. Does not include advertising commercials or websites.

Category 22: SOCIAL MEDIA PROGRAMS
• Engages internal and external audiences in conversation through social media.

• Encompasses tools and practices that allow individuals and groups to collaborate and share knowledge and experiences online

• May use conversation-enabled publishing platforms such as blogs and podcasts, social networks such as Twitter, LinkedIn and Facebook, democratized content networks such as wikis and message boards, content-sharing sites such as YouTube and Flickr, and virtual networking platforms

Category 23: PUBLICATIONS

• Publications produced for internal or external audiences in all formats, including hard copy and electronic

• May include magazines, newspapers, newsletters or tabloids, annual reports, books, special publications, brochures and other advertising material, e-newsletters, and similar material

Category 24: WRITING

• This category includes writing in both print and electronic formats:

CORPORATE WRITING:

- Material written primarily for use by an organization to inform or educate employees or external stakeholders

- May include recurring features or columns, magazines, newsletters, internal or special publications, stand -alone features, speeches and presentations, executive correspondence, scripts for corporate use, writing for an intranet, internal publications, technical writing, and annual and special reports

PROMOTIONAL WRITING:

- Material written to persuade customers, consumers, employees or stakeholders to adopt a point of view or to purchase goods or services

- May include commercials, advertising, marketing or sales promotion material, advertorials and writing for the Web

NONPROFIT WRITING:

- Material written to promote non profit organizations, including IABC regional and chapter events

WRITING – SPECIAL PROJECTS:

- Books (fiction and nonfiction), educational material, scripts for theatrical use, and other writing projects not covered above

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A QUILL CAN GIVE YOU

- Nationwide recognition for a job well done

- Approval from your peers and higher-ups A boost on your profile as a professional

- A reputation as a communication maven

- Bragging rights without expiration

- A cherished trophy (optional for this year)

- Experience to guide you in your quest for the international Gold Quill award

TOP DIVISION AWARDS

For the entry in each division that garners the highest score from the judges:

- Top Division Award for Communication Research Management
- Top Division Award for Communication Management
- Top Division Award for Communication Skills
- Top Division Award for Communication Training and Education
- Top Entry for CovidComms 2020

SPECIAL AWARDS

For the agency, school and companies with the most number of Awards of Excellence: (In case of a tie, the number of Awards of Merit will be the tie-breaker.)

- Company of the Year, 1st runner-up, and 2nd runner-up
- Agency of the Year
- School of the Year
- NEW: CovidComms 2020

THINGS TO KEEP IN MIND

Your work will be judged by experienced evaluators, so be meticulous in preparing your entry.

The Philippine Quill is known for its professional evaluation by seasoned communication professionals and industry experts. Expect them to be strict about formats, objectives vs. results, budget and resources and keen on every detail in your entry.

Make it easy to read through your entries.

Make sure to label your work plan and work sample attachments with the name of your entry.

Make sure you upload the CORRECT AND FINAL VERSION.

COMPETITION IS TOUGH. EYES ON THE PRIZE.

AIM HIGH! Vie for the Top Awards and the Special Awards!

17th PH Quill Top Division Awards:
Communication Management | Aboitiz Group

17th PH Quill Top Division Awards:
Communication Skills | Ayala Land

17th PH Quill Company of the Year | Meralco

17th PH Quill Company of the Year
1st Runner-up | Jollibee Corporation

17th PH Quill Company of the Year
2nd Runner-up | Aboitiz Group

17th PH Quill Agency of the Year
DDB Group

17th PH Quill Agency of the Year
1st Runner-up | Ogilvy Philippines

17th PH Quill Agency of the Year
2nd Runner-up | CommCo SouthEast Asia