



THE
2009
**SABRE
AWARDS**
CALL
FOR
ENTRIES

SABRE AWARDS
C/O THE HOLMES GROUP
SUITE 23-A
271 W47TH STREET
NEW YORK
NY 10036

WHY ENTER

COMPETITIVE ADVANTAGE

In today's hyper-competitive marketing and communications environment, public relations firms need to take advantage of every opportunity to differentiate themselves from their rivals and to demonstrate their ability to deliver measurable results to clients.

That's why the SABRE Awards have become established as the most sought-after awards in the public relations business, attracting more than 1,500 entries a year from agencies and corporate PR departments. And it's why last year; more than 900 senior professionals from across the country came to New York to celebrate the best the public relations business has to offer.

That's why you should take the time to enter your best work in the premiere public relations awards competition.

THE REWARDS OF RECOGNITION

Clients don't hire firms to win awards for them, but they do want to know that the firms they hire are focused on business results – the kind of results our judges (all of them senior industry figures) are looking for when they evaluate SABRE entries.

A SABRE trophy in your reception area, the SABRE logo on your website, and mention of a leading industry award in your credentials, all add to the credibility of your marketing material, providing a third-party endorsement of messages about the quality of your work and the respect in which your firm is held by its peers.

The SABRE competition also offers a unique opportunity for practitioners to measure their work against the best an entire continent has to offer.

Moreover, understanding what it takes to win an industry award can actually lead to more consistent, disciplined programming, helping to teach junior professionals the importance of research and planning, and linking objectives to measurable results.

And finally, the awards also present a wonderful opportunity to motivate employees and raise morale. Your people will appreciate the fact that you are championing their great work, and there's no better reward for your star performers than receiving a fabulous trophy in front of your peers at the industry's most glamorous event.

WINNING A SABRE AWARD HONORS ALL OF THE THOUGHT AND EFFORT WE PUT INTO OUR WORK. IT ACTUALLY GOES WAY BEYOND PICKING UP THE AWARD ON STAGE. IT MEANS THAT ALL OF THE PEOPLE INVOLVED WITH THE ACCOUNT HAVE A CHANCE TO BE RECOGNIZED. AND THE HONOR EXTENDS TO OUR WINNING CLIENTS WHO APPRECIATE RECEIVING SUCH PRESTIGIOUS ACCOLADES FROM THE INDUSTRY.

LIZ KAPLOW
PRESIDENT AND CEO, KAPLOW COMMUNICATIONS

WINNING 2007 AGENCY OF THE YEAR AT THE SABRES WAS A HUGE HONOR AND THE HIGHLIGHT OF OUR YEAR. IT'S A POINT OF PRIDE FOR EVERYONE IN OUR AGENCY, ALL AROUND THE GLOBE. WE BELIEVE IT WAS KEY TO OUR EARNING THE HIGHEST EMPLOYEE SATISFACTION SCORES IN OUR HISTORY.

FRED COOK,
CHIEF EXECUTIVE OFFICER OF GOLINHARRIS

HOW TO WIN A SABRE AWARD

It all starts with great work, of course. And while everyone defines great work slightly differently, there are several things all our judges are told to look for:

- **A strategic approach** to public relations, with insights underpinned by sound research and solid planning
- **Breakthrough thinking**, as indicated by the ability to come up with innovative and ingenious solutions to communications challenges
- **Executorial excellence**, including quality creative product and collateral material and attention to detail
- **Integrity**, as indicated by a program that adheres to the highest ethical standards
- **Effectiveness**, as indicated by results that match the objectives of the program, and demonstrate how the program helped an organization achieve both its communications and business goals.

But there's more to winning than creating a great campaign. You also need to make sure that you present it in the most appealing way, to capture the attention of judges who are looking at hundreds of entries.

The most important thing you can do to make your campaign stand out is to tell a great story. The two-page summary that accompanies your entry is your opportunity to make a great first impression. Explain why you think your program is worthy of the judge's attention, tell us about the challenges you faced, the obstacles you overcame, and the benefits your client enjoyed as a result of your efforts.

Remember that a great story is much more powerful than a long list of all the things you did.

Supporting materials may include (but are not limited to) planning documents, press releases, press kits, art, videos, and press clippings.

It is not necessary to include every single press release or every single press clipping – select the most impressive clips, and summarize the rest. Please do not include video unless you feel it is absolutely essential to a thorough evaluation of the program under consideration. We also strongly suggest that you place your supporting materials within a binder.

**REMEMBER THAT
A GREAT STORY IS
MUCH MORE
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THAN A LONG LIST
OF ALL THE THINGS
YOU DID.**

PAUL HOLMES

BACKGROUND

THE HOLMES GROUP

The SABRE (Superior Achievement in Branding and Reputation) Awards are managed by The Holmes Group, a global public relations publishing operation that provides insight and intelligence to PR professionals via a weekly electronic newsletter, its bi-weekly thought leadership >executive bulletin,< its annual Report Cards on the North American, European and Asia-Pacific agency businesses, and its website, at www.holmesreport.com.

In the United States, the SABREs have a 20-year history (Holmes Group chief executive Paul Holmes previously managed the CIPRA competition) and are recognized as the most prestigious awards for public relations programming, attracting 1800 entries each year and drawing a crowd of close to 1000 professionals to a gala celebration in New York.

OUR JUDGES

One reason the SABRE Awards enjoy such a high level of recognition and credibility among clients is that the judges are among the most experienced and knowledgeable public relations and corporate communications experts in the world. Each year, we select our judges from the management ranks of leading multinational agencies, the best local firms from across the continent, and major corporations.

This year's judges include senior executives from some of the largest multinational public relations firms in the world, including Julie Atherton of **Hill & Knowlton**; Janet Cabot of **Edelman**; Andrew Goldberg of **Burson-Marsteller**; Bud Grebey of **Waggener Edstrom**; Geoffrey Rowan of **Ketchum**; and Gary Rudnick of **GolinHarris**. They will be joined by the principals of leading independent firms, such as Margi Booth of **M Booth Associates** (New York); Gene Grabowski of **Levick Strategic Communications** (Washington, D. C.); David Hargreaves of **Bite Communications** (San Francisco); Rick French of **French/West/Vaughan** (Raleigh); Sabrina Horn of **The Horn Group** (San Francisco); Mark Kaminsky of **ss+k** (New York); Keith Mabee of **Dix & Eaton** (Cleveland); Paul Raab of **Linhart PR** (Denver); Mark Raper of **CRT/tanaka** (Richmond); Janet Tyler of **Airfoil** (Detroit); Mia Wedgbury of **High Road Communications** (Canada); and Diane Weiser of **WeissComm**; And from the client side, our 2009 SABRE judges include Chris Arnold of **Chipolte Mexican Grill**; Judy Blatman of the **Council for Responsible Nutrition**; Hilary Crnkovich of **Quaker Foods**; Matt Furman of **Google**; Rebecca Hamm of **Pfizer**; Cynthia Keeshan of **Microsoft** (Canada); Brendan McCormick of **Altria**; Heather Oldani of **McDonald's**; Merianne Roth of **JC Penney**; David Shane of **HP**; and Renee Zahary of **Kraft**.

**SABRE AWARDS IS TWEETING NOW:
BECOME A FOLLOWER ON TWITTER:
@SABREAWARDS**

PAUL HOLMES

**AND ALSO VISIT THE
SABRE AWARDS PAGE
ON FACEBOOK**

THE 2009 SABRE AWARDS



THE VENUE

NEXT YEAR'S SABRE AWARDS DINNER WILL BE HELD ON MAY 11, 2010 AT CIPRIANI ON NEW YORK'S 42ND STREET.

CIPRIANI 42ND STREET, FORMERLY THE BOWERY SAVINGS BANK, IS A NATIONAL LANDMARK CONVENIENTLY LOCATED ADJACENT TO GRAND CENTRAL STATION. BUILT IN 1921 IN THE SPIRIT OF THE ITALIAN RENAISSANCE IT HAS BEEN DESCRIBED EASILY THE MOST SUMPTUOUS OF ITS KIND IN THE COUNTRY, DEPARTING SHARPLY FROM THE OLD ARCHITECTURAL IDEA OF A MODIFIED GREEK TEMPLE AS THE PROPER MODEL FOR A SAVINGS BANK.

HAVING FOUNDED HARRY'S BAR IN VENICE (THE CITY WILL HOST OUR EUROPEAN SABRE DINNER IN 2008) IN 1931, GIUSEPPE CIPRIANI CROSSED THE ATLANTIC AND FELT THAT NEW YORK WAS A PERFECT SETTING IN WHICH TO REPRODUCE THE ELEGANCE OF HIS EUROPEAN VENUE. HE FOUNDED CIPRIANI ON FIFTH AVENUE AND HAS SINCE ADDED SEVERAL ELEGANT NEW YORK LOCATIONS, MOST RECENTLY RAINBOW ROOM BY CIPRIANI AT ROCKEFELLER CENTER.

WITH SOARING MARBLE COLUMNS, A 65 FOOT CEILING, MAGNIFICENT INLAID FLOORS AND GLORIOUS CHANDELIERS, THERE IS NO FINER VENUE IN NEW YORK THAT CIPRIANI 42ND STREET.

CATEGORIES

GOLD AWARDS: FOR WORK IN SPECIFIC PRACTICE AREAS

MARKETING

1. Business-to-Business Marketing (Existing Product)
2. Business-to-Business Marketing (New Product)
3. Business-to-Consumer Marketing (Existing Product)
4. Business-to-Consumer Marketing (New Product)
5. Integrated Marketing – this category recognizes programs that include public relations as part of a broader communications effort alongside other disciplines such as advertising, sales promotion, direct mail, etc.

CORPORATE REPUTATION

6. Change Management – this category recognizes comprehensive, multi-stakeholder programs designed to help companies manage major changes such as divestitures, mergers and acquisitions, CEO transitions, or relocations
7. Corporate Image – this category recognizes programs designed to enhance corporate (or institutional) reputation
8. Employee Communications
9. Executive Leadership – this category recognizes programs designed to position the leader(s) of a company or organization
10. Financial Communications – this category recognizes programs that target the financial community, directly or through financial media and/or analysts. Programs may be conducted for public companies or for companies preparing for an IPO or ADR.

BUSINESS AND SOCIETY

11. Cause-Related Marketing – this category recognizes programs conducted on behalf of for-profit corporations seeking to build stronger relationships with their consumers by linking their company or product to a cause or charity. Programs should have a product related results (increased sales, for example).
12. Community Relations – this category recognizes programs designed to position an organization as a good citizen, ranging from proactive philanthropic activities to community outreach designed to facilitate plant sitings or other potentially controversial activities
13. Corporate Social Responsibility – this category recognizes social responsibility programs and reporting, including programs related to the environment, labor issues, and human rights
14. Social Marketing – this category recognizes programs conducted on behalf of government agencies and non-profit groups designed to impact societal and public health issues such as smoking, AIDS prevention, teenage pregnancy. Corporate programs addressing these issues are best entered in either cause-related marketing or community relations categories.

MEDIA RELATIONS

15. Corporate Media Relations (Business Media) – this category recognizes programs designed to build corporate image through mainstream business media (such as Business Week, Fortune, MSNBC, etc.)
16. Corporate Media Relations (Trade Media) – this category recognizes programs designed to build corporate image through trade media (such as Chemical Week, PC Week, etc.)
17. Product Media Relations (Consumer Media) – this category recognizes programs designed to promote products or services through consumer media (such as Time, Newsweek, Cosmopolitan, etc.)
18. Product Media Relations (Trade Media) – this category recognizes programs designed to promote products and services through trade (business-to-business) media
19. New & Digital Media – this category recognizes programs designed to promote companies or their products and services using new and digital media
20. Blogger Outreach – this category recognizes media relations efforts targeting bloggers and other online influencers.

ADVOCACY

21. Crisis Management – this category includes both crisis planning, crisis response and crisis recovery programs
22. Issues Management – this program recognizes programs designed to monitor, mitigate and manage issues with the potential to adversely affect the client organization.
23. Public Affairs – this category recognizes programs designed to influence public policy, using techniques including media relations, advertising, and direct lobbying; as well as political campaigns and ballot initiatives

SPECIALIST AUDIENCE

24. Multicultural Communications – this category recognizes programs designed to reach diverse publics, including specific ethnic groups, or gay or lesbian audiences.
25. Marketing to Women
26. Marketing to Youth

EVENTS AND SPONSORSHIP

27. Publicity stunt – this category recognizes any event designed to draw media attention to a corporation, its products or services
28. Special Event (Less Than 7 Days) – this category includes one-time events and other fixed duration events, including publicity stunts, conferences, employee celebrations, etc.
29. Special Event (More Than 7 Days) – this category includes ongoing events, including series of events spread over multiple locations and multiple dates
30. Sponsorship – this category recognizes programs to support paid sponsorships, including sponsorship of sporting events, arts and entertainment programming, etc.
31. Trade show – this category recognizes a PR campaign to support a company's involvement at a trade show

INTERNATIONAL

32. Canada – a program developed or conducted primarily in Canada
33. Latin America – a program conducted primarily in Latin America
34. Multi-Country Program – a program conducted in more than one country
35. Global Program – a country conducted in more than five countries and in more than one region (ie, North America and Europe, Europe and Asia, etc.)

THE HOLMES REPORT REMAINS THE GOLD STANDARD IN THOUGHT LEADERSHIP FOR PUBLIC RELATIONS. THE SABRE AWARDS, IN PARTICULAR, ARE KNOWN IN THE INDUSTRY FOR RECOGNIZING COMMUNICATIONS PROGRAMS THAT POSITIVELY IMPACT AN ORGANIZATION'S BOTTOM LINE. AS A RESULT, THE SABRE AWARDS HAVE GIVEN MWW GROUP AN EDGE IN DIFFERENTIATING OUR AGENCY TO PRESENT AND FUTURE CLIENTS, AS WELL AS TO STAFF AND POTENTIAL EMPLOYEES.

MICHAEL KEMPNER
PRESIDENT/CEO, MWW GROUP

SILVER AWARDS: FOR WORK IN SPECIFIC INDUSTRY SECTORS

CONSUMER GOODS

- 36. Automotive
- 37. Fashion & Beauty
- 38. Food & Beverage – Note: programs conducted on behalf of restaurants, etc., should be entered in category 41.
- 39. Beer, Wine & Spirits
- 40. Household Products
- 41. Consumer Products

CONSUMER SERVICES

- 42. Entertainment – this category recognizes programs conducted on behalf of entertainment industry clients, including movie studios, television networks, celebrities, etc. It does not include entertainment sponsorships or tie-ins by companies in other sectors.
- 43. Financial Services – this category recognizes work conducted on behalf of financial services companies such as banks, insurers, credit card providers, etc.
- 44. Food Service – this category recognizes programs conducted on behalf of individual restaurants and restaurant chains.
- 45. Retailers – this category recognizes programs conducted for retailers (Sears, Target, Wal-Mart, etc.). Programs for products sold at retail should be entered under the appropriate category (Home & Fashion, Consumer Electronics, etc.)
- 46. Travel & Tourism

CORPORATE PRODUCTS AND SERVICES

- 47. Business Services – this category involves work for companies in the business-to-business service arena, including package transportation services
- 48. Industrial & Manufacturing
- 49. Professional Service Firms – this category recognizes programs conducted for professional service firms such as accounting firms, management consultants, law firms, etc.

TECHNOLOGY

- 50. Consumer Electronics
- 51. Technology: Hardware
- 52. Technology: Software
- 53. Telecommunications
- 54. Web-base Business – this category recognizes programs designed to promote Internet-based business. Programs dealing with the design and content of websites should be entered in category 84

HEALTHCARE

- 55. Consumer Health – this category recognizes work conducted on behalf of OTC pharmaceuticals and other health-related products sold direct-to-consumer
- 56. Healthcare Providers – this category recognized work conducted on behalf of hospitals, physicians' groups, etc.
- 57. Medical Devices
- 58. Pharmaceutical: Rx – this category recognizes programs on behalf of prescription pharmaceutical products and the companies that make them

NON-CORPORATE

- 59. Associations – this category involves work for trade associations
- 60. Educational & Cultural Institutions – this category recognizes programs conducted on behalf of schools, churches, museums, etc.
- 61. Government Agencies – this category recognizes programs conducted on behalf of domestic or overseas governments, including industrial development, social marketing, and other programs.
- 62. Not-For-Profit Organizations – this category recognizes programs for which the paying client is a non-profit, as well as pro bono campaigns. Programs paid for by corporate clients, which then partner with nonprofits, should be entered under the appropriate corporate category.

BRONZE AWARDS: FOR PUBLIC RELATIONS PRODUCT

EDITORIAL PRODUCT

63. Blog
64. Speech or By-Lined Article – this category recognizes by-lined articles written by executives or PR professionals and placed in relevant media and speeches written for and delivered by corporate clients
65. Annual Report – this category includes financial annual reports for public and non-public companies, as well as non-profits, and social and environmental reports (multiple awards may be presented in sub-categories, depending on the number and quality of entries).
66. External Publication – this category recognizes brochures and other printed material designed for external audiences

CREATIVE PRODUCT

67. Advertising – this category includes any advertising campaign (print, television, radio or Internet) designed to promote corporate image, to promote a public affairs agenda, or address an issue
68. Digital Video – this category includes video created for or released on the Internet, at sites such as YouTube or on client websites
69. Corporate Video – this category includes longer-form video created for employees, investors, or other stakeholders
70. Press Kit
71. Internal Communication – this category is designed to recognize creative materials (employee publications, video, or Intranet) designed to communicate with an organization's members or employees
72. Podcast/Webcast
73. Poster/Calendar/Photography
74. Public Service Announcement
75. Video News Production
76. Website – this category recognizes the design and content of a website. Programs promoting or driving traffic to websites should be entered in category 47.

MEDIA RELATIONS

77. Media Placement: Television – this category recognizes single media placements; media campaigns should be entered in the appropriate gold category
78. Media Placement: Magazine – this category recognizes single media placements; media campaigns should be entered in the appropriate gold category
79. Media Placement: Newspaper – this category recognizes single media placements; media campaigns should be entered in the appropriate gold category
80. Research for publicity – this category recognizes the creative use of research to attract publicity to a company, product or service

ALL TOO OFTEN WITH THE INTENSITY OF BUSINESS AND THE PACE OF CHANGE IN THE MARKET WE DON'T TAKE THE TIME TO STEP BACK AND REFLECT ON THE SIGNIFICANT IMPACT OUR WORK HAS ON OUR CLIENTS SUCCESS. IT'S ONLY FITTING THEN TO TAKE THIS OPPORTUNITY ONCE A YEAR TO ENJOY THE GLORY OF WINING A SABRE AWARD. I'VE SEEN FIRST HAND THE PRIDE THIS CREATES WITHIN THE TEAM AND ACROSS THE COMPANY AS A WHOLE. IT'S ALSO A HUGE HONOR FOR OUR CLIENTS AND CREATES A TERRIFIC SENSE OF COMMON PURPOSE ACROSS BOTH THE INTERNAL AND EXTERNAL TEAM.

**AEDHMAR HYNES
CHIEF EXECUTIVE OFFICER, TEXT 100 PUBLIC RELATIONS**

IRON AWARDS: FOR PR AGENCY OR INDUSTRY INITIATIVES

81. Employee Program – this category recognizes efforts to public relations agencies directed at their own employees, including employee communication, rewards and recognition, information and knowledge sharing, professional development programming, and more.
82. PR Agency Initiative – this category recognizes efforts by public relations agencies directed at external audiences, including programs designed to market PR firms, research that adds to the profession’s body of knowledge, public service work designed to enhance the agency’s standing in the communities in which it operates,
83. Product of the Year – this category recognizes products, services and ideas developed by agencies or service firms that deliver superior new capabilities
84. Evaluation – this category can include both products for the evaluation and measurement of PR programs, or individual case studies involving sophisticated evaluation techniques.

WEBER SHANDWICK COLLEAGUES TAKE IMMENSE PRIDE IN THEIR HISTORY OF SABRE AWARD HONORS. TRIBUTES OF THIS CALIBER BRING WIDESPREAD RECOGNITION TO THE TALENT, PASSION AND COLLABORATION THAT OUR TEAMS BRING TO THE WORK THEY DO FOR CLIENTS EACH DAY.

**ANDY POLANSKY
PRESIDENT, WEBER SHANDWICK**

WINNING A SABRE IS LIKE WINNING AN ACADEMY AWARD IN OUR INDUSTRY! FROM THE ENTIRE AGENCY TO THE ACCOUNT TEAMS, THE PRESTIGE OF A SABRE TRULY SIGNIFIES THAT YOU HAVE BROKEN THROUGH AND ACCOMPLISHED RESULTS THAT FEW IN THE INDUSTRY HAVE ACHIEVED.

**TOM COYNE,
PRESIDENT, COYNE PR**

**DARYL MCCULLOUGH
CEO OF PAINEPR**

ENTERING AND WINNING SABRE AWARDS IS ALWAYS HIGHLY MOTIVATING FOR OUR TEAMS AND OUR CLIENTS BECAUSE THE SABRES ARE HIGHLY REGARDED FOR HONORING PR PROGRAMS THAT ARE NOT ONLY CREATIVE AND STRATEGIC BUT THAT ALSO GENERATE STRONG BUSINESS RESULTS.

INSTRUCTIONS

THE SUMMARY

Each entry should contain a two-page summary of the program. This summary should include:

- A one paragraph description of the program, explaining why it is worthy of an award
- A description of the challenge or opportunity faced by the submitting company
- Any research conducted prior to execution, plus a description of the planning process, including a statement of objectives
- An explanation of the strategic approach
- A description of the campaign execution
- A summary of the results, with particular emphasis on business results (sales, share price, etc.)

Note: Please include five printed copies of the two-page summary for each category entered.
Please also include a copy of the summary on a CD-ROM or other PC-compatible media.

SUPPORTING MATERIALS

Supporting materials may include (but are not limited to) planning documents, press releases, press kits, art, videos, and press clippings.

Please keep the quantity of supporting materials to a minimum. It is not necessary to include every single press release, or every single press clipping – select the most impressive clips, and summarize the rest with a clips report. Please do not include video unless you feel it is absolutely essential to a thorough evaluation of the program under consideration.

We strongly suggest that you place your supporting materials within a binder. There are no restrictions on binder size, although anything above a two-inch binder is probably excess to the judges' reading requirements.

IMPORTANT

Please do not send more than one copy of the supporting material.

ENTRY FEE

Basic entry fee: \$300

Late entry fee: An additional \$40 will be charged for entries received after December 11, 2009

Payment is accepted by check, wire transfer, or credit card.

If you require an invoice in advance of payment, please notify Celeste Picco (cpicco@holmesreport.com) in sufficient time for an invoice to be generated ahead of the deadline.

DEADLINE

Deadline for entries: Friday December 11, 2009

Late deadline: Friday January 22, 2010

