



ROXHILL MEDIA
AWARDS 2025

Entry Kit

About the Roxhill Media Awards 2025

At Roxhill, we spend a lot of time talking to journalists about their successes, but rarely hear about those of our clients. It's time for that to change. The inaugural Roxhill Media Awards are designed to recognise the excellence of the talent in boutique agencies, larger consultancies, in-house teams and freelancers flying solo. They will also be the only UK consumer PR awards where all winning entries are chosen exclusively by journalists. This document will tell you everything you need to know about entering the Roxhill Media Awards 2025.

General Rules

The Roxhill Media Awards are open to UK-based **Roxhill clients** who are PR agencies, in-house PR teams and PR freelancers.

To enter, download the relevant entry form for your desired category [here](#), complete one entry form for each award you wish to enter and follow the link at the bottom of the form to upload your entry. Entry forms provide word count limits to ensure your entry is succinct and snappy. See the **How to Enter Guide** on page 8 of this document for step-by-step instructions.

All entries should include:

- One entry form
- One supporting material PDF document of up to 20MB in size comprising campaign imagery, coverage snippets, links to video or any other relevant content.
- Company logo as JPEG/PNG per submission (not required for freelancers if no logo is available).

Clearly highlight any confidential information within your entry so this can be omitted from the website in the event your entry is shortlisted or wins.

Please **name all file uploads clearly** with the company name, campaign name/coverage name and sector (Travel, Food, Drink, Health & Wellness, Beauty or Fashion).

In the event that your entry is shortlisted, we will contact you for hi-res imagery to be used during the presentation on the night and for use on the Roxhill Media website and social channels.

All entries must be submitted via the roxhillmedia.com awards page and paid for online via Eventbrite only. Entries that are not paid for prior to judging will not be considered.

Winners will be revealed only on the night of the awards on 27th January 2025.

Key Dates

Award applications open: Tuesday 15th October 2024

Award applications close: Friday 29th November 2024

Shortlist announced: Monday 6th January 2025

Roxhill Media Awards 2025: Monday 27th January 2025

Pricing

£100 per entry

Entrants will receive a discount code for £10 off an awards ceremony ticket (up to two per person)

£35 per person for tickets to the Roxhill Media Awards 2025 ceremony

Eligibility

The Roxhill Media Awards are open to UK-based Roxhill clients only. Companies of all sizes are encouraged to enter, as are freelancers. Whether you're a solo PR based in Cornwall or a large agency in Soho, it's about the creativity, ideas and impact of a campaign or a piece of coverage – not about the big budgets thrown at it.

Entries should focus on work completed between 15th October 2023 and 15th October 2024. If you have a winning campaign that will be completed during the awards application dates (15th Oct 2024 to 29th Nov 2024) we will accept it.

Applicants may enter more than one campaign or piece of coverage into each category but note that these must be filed as separate entries.

Guide to each award

There will be two awards in each sector:

- Travel
- Food
- Drink
- Beauty
- Health & Wellness
- Fashion

Best PR Campaign

This is about a campaign that's so innovative and far reaching that the end results are not measured in individual pieces of coverage, but in sheer volume of influence across several different forms of media. Covering the process from conception to execution, the judges want to know what was unique about your approach, the creativity and initiative that made it shine, the complexities of the strategy and what the end result for the client was.

Best Piece of Coverage

This is all about THE piece of coverage that you (and your team) will be eternally proud of. The judges want to understand why you consider this a standout success, how the idea was generated, why the journalist in question was targeted, how the commission came together and why it aligned with your goals so well.

We will also be presenting three standalone awards:

PR Company/ In-house Team of the Year

Judges will look for innovation and excellence across campaigns, pitching, industry relationship building, coverage across multiple platforms, and your success in winning significant clients. Please include a concise overview of the agency, number of staff and details of clients, alongside your own take on why your team deserves to win the award.

When judging agency entries, we are looking for that magical mix of high-quality work and evidence that the organisation looks after its people.

Senior PR of the Year

This award will recognise the brightest PR communicator at Account Manager through to Account Director level working in either an agency or in-house role. Entrants must include details of their career to date, contribution to their organisation and the broader communications industry, and why they think they stand out from their peers.

The judges will score entrants on the following criteria: recent coverage examples, how they have contributed to the wider success of the organisation, and their success in nurturing considered and meaningful journalist relationships.

Entrants can be nominated or may nominate themselves.

Junior PR of the Year

This award will recognise the brightest and most promising PR communicator at Junior Account Executive, Account Executive and Senior Account Executive level, working in either an agency or in-house role. Entrants must include details of their career to date, contribution to their organisation and the broader communications industry, and why they think they stand out from their peers.

The judges will score entrants on the following criteria: recent coverage examples, how they have contributed to the wider success of the organisation, and their success in nurturing considered and meaningful journalist relationships.

Entrants can be nominated or may nominate themselves.



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Judging process

To arrive at our shortlist, each Roxhill judge will pre-score all entries using the below criteria, considering the entry form and any supporting materials. These scores will then be combined giving each entry a final score. The highest-scoring entries will determine the shortlists. These shortlists will then be submitted to our journalist judges who will consult with each other and the Roxhill judges to agree on a winner for each category.

The shortlists will be announced on 6th January 2025, and the winners will be announced at the Roxhill Media Awards ceremony, Haymarket Hotel, London on Monday 27th January 2025.

Scoring

Best PR Campaign

What was the objective of the campaign and the strategy employed to achieve it (10 points)

What did you want to achieve and how did you plan to do it?

Highlight the creativity and individuality that set the campaign apart (10 points)

Why was your approach unique?

Describe your method (10 points)

What original, or effective techniques did you employ to get your message out there?

Results (10 points)

Describe why the campaign was successful and provide metrics to back up your evaluation.

Why should you win? (10 points)

This is your chance to explain to the judges why you stand out from the crowd.

Best piece of coverage

What was the initial client objective? (10 points)

What publication/platform did you target and why? (10 points)

Explain the relationship with the writer or why you considered them to be the best person for the commission.

Highlight the creativity and originality of your pitch (10 points)

What did you do creatively to earn the coverage?

Why did it align with your goals so well? (10 points)

Explain why this coverage was so successful in delivering for your client

Why do you consider this coverage a standout success? (10 points)

What is it about this piece that makes it uniquely impactful?



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Team/Agency awards

The judges are looking for agencies or in-house teams that demonstrate excellence in their creative and innovative approach to PR, the results they achieve, and the manner in which they treat their employees.

What were your objectives this year? (10 points)

Recent campaign/work examples (10 points)

What are the outstanding pieces of work your team has produced this year?

Recent achievements (10 points)

Provide details of the biggest successes your team has achieved this year

Approach to diversity, inclusion and company culture (10 points)

What key initiatives are driving the DE&I agenda in your organisation and what measures have you taken to optimise the working culture for your employees?

Why should your team/agency win? (10 points)

Put your case to the judges

Individual awards

Judges will be looking for individuals who can demonstrate outstanding results, an original and industrious approach to PR, a tangible contribution to their wider company/team, clear efforts to build relationships within the industry and a commitment to innovation in the year from October 2023 to October 2024.

Background information

Please provide a brief description of the nominee, their career to date and their role in the company.

Examples of outstanding work (10 points)

What practices behind the scenes have advanced the nominee's career? What successes can they claim outside of coverage for their clients?

Examples of achievements (10 points)

What exceptional coverage has the nominee earned?

How has the nominee contributed to their company and the industry? (10 points)

What is the wider impact of their work?

What sets this nominee apart from their peers? (10 points)

An opportunity to highlight why the individual deserves this award.

A guide to entering

Follow the entry instructions

Take note of the format your entry needs to be in, the time limits for work entered, how to make payment for your entry, the word count and the deadline date. Please use clear file names for any documents and entries so that it's easy for the judges to identify them.

Choose the appropriate category

Read the category descriptions, and if you are still unsure, drop us a line, as we're happy to offer advice. Remember that you aren't restricted to entering one category. If your campaign fits into more than one, you can enter the same work in other categories, but do ensure you tailor each entry form to the specific category criteria.

Read the judging criteria

Ensure your entry covers the judging criteria for each category and answers all questions for your category in the entry form. Judges can only mark you on what is included in your entry, so make sure all important information is present and all criteria adhered to.

Link your results to your objectives

Ensure that your results perfectly match the campaign or coverage objectives you've cited.

Stats and data

Judges love quantified results and want proof of what you've achieved – including using facts and figures. Please make sure they are accurate and not inflated.

Make it memorable

Remember that judges will be reading many entries, so you need to make your entry stand out. Ensure your submission is passionate, tells an exciting story and is backed up with tangible evidence.

Take care

Winning award entries take time and effort to write and perfect. We'd highly recommend you get someone to proofread your entry before you submit it. Spelling mistakes aren't appreciated in this game.

Permission

If you submit work on behalf of a client, make sure they are happy for you to do so.

Image use

Attach an image or logo to your entry form. Should you be shortlisted, this will be used at the award ceremony and in marketing materials. Remember, Roxhill would like to recognise you, the PRs, so ensure that the logo is of your company as opposed to the client that you've been a champion for.

And finally

The journalist judges will be looking for creative and powerful campaigns, coverage, individuals and teams. They are also masters in storytelling and understand fundamentally how things should read and be presented. Do bear that in mind when crafting your submission.



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How to enter:

Explore the homepage

The screenshot shows the homepage for the Roxhill Media Awards 2025. The header features the title "Roxhill Media Awards 2025" and the tagline "Celebrating the best in public relations". Below this is a navigation bar with five buttons: "Enter now", "Our judges", "Tips & tricks", "Why enter", and "Entry kit". A paragraph of text explains that the awards are designed to recognise excellence in boutique agencies, larger consultancies, in-house teams, and freelancers, and that winning entries are chosen exclusively by journalists. It also mentions a quick entry kit guide. Below this is a section titled "DATES FOR YOUR CALENDAR" with a calendar icon and a link to "ENTER THE AWARDS". This section contains four columns with dates and events: "15 OCTOBER 2024 Applications Open", "29 NOVEMBER 2024 Applications Close", "6 JANUARY 2025 Shortlist Announced", and "27 JANUARY 2025 Awards Ceremony". At the bottom, there are two sections: "Best PR Campaign" and "Best Piece of Coverage", each with a description of what to submit and a list of award categories by sector: Travel, Food, Drink, Beauty, Fashion, and Health and Wellness.

Roxhill Media Awards 2025
Celebrating the best in public relations

[Enter now](#) [Our judges](#) [Tips & tricks](#) [Why enter](#) [Entry kit](#)

The inaugural Roxhill Media Awards are designed to recognise the excellence of talent in boutique agencies, larger consultancies, in-house teams and freelancers flying solo. They will also be the only UK consumer PR awards where all winning entries are chosen exclusively by journalists.

Find out how to enter the Roxhill Media Awards (RMAs) with our quick entry kit guide, or scroll down and click the button by your desired award category to download and fill out the corresponding entry form.

DATES FOR YOUR CALENDAR [ENTER THE AWARDS](#)

15 OCTOBER 2024	29 NOVEMBER 2024	6 JANUARY 2025	27 JANUARY 2025
Applications Open	Applications Close	Shortlist Announced	Awards Ceremony

Best PR Campaign

Showcase the success and far-reaching impact of your campaign. Walk us through the process from concept to execution, highlighting your creative vision, strategic thinking, and positive outcomes for your client.

Awards by sector:

- Travel
- Food
- Drink
- Beauty
- Fashion
- Health and Wellness

Best Piece of Coverage

Share a standout piece of coverage your team has achieved. Explain why it stands out as a success, how the idea originated, why you targeted a specific journalist, how the commission came together, and why it aligned with your goals.

Awards by sector:

- Travel
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- Health and Wellness



Familiarise yourself with who our judges are, check out the tips and tricks for entering and find out what the benefits of entering awards are for your business.



Make sure you've marked the deadline dates down in your diary, don't miss out!



**ROXHILL MEDIA
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Choose the appropriate category



Select which category you want to put your submission forward for. More information on each category can be found on our website and on pages [3-6 of this document](#).



Once you have chosen your category, you can download your entry form and get started.



Entries are £100 each and are non-refundable.



Remember that you aren't restricted to entering one category. If your campaign fits into more than one, you can enter the same work in other categories.

Best PR Campaign

Showcase the success and far-reaching impact of your campaign. Walk us through the process from concept to execution, highlighting your creative vision, strategic thinking, and positive outcomes for your client.

Awards by sector:

- Travel
- Food
- Drink
- Beauty
- Fashion
- Health and Wellness

Cost per entry:
£100 – non-refundable

Apply for this award now. Download, complete, and submit your entry form below.

ENTER AWARD

Best Piece of Coverage

Share a standout piece of coverage your team has achieved. Explain why it stands out as a success, how the idea originated, why you targeted a specific journalist, how the commission came together, and why it aligned with your goals.

Awards by sector:

- Travel
- Food
- Drink
- Beauty
- Fashion
- Health and Wellness

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ENTER AWARD

Senior PR Professional of the Year

This award will recognise the most outstanding PR communicator at the Account Manager or Account Director level working in either an agency or in-house.

Entrants must provide details of their career, contributions to their organisation and the broader communications industry, and why they believe they excel.

Judges will evaluate entrants based on recent coverage examples, contributions to the organisation's overall success, and the quality of their journalist relationships. Entrants can be nominated or self-nominate.

Cost per entry:
£100 – non-refundable

Apply for this award now. Download, complete, and submit your entry form below.

ENTER AWARD

Junior PR Professional of the Year

This award will recognise the most promising PR communicator at the Junior Account Executive, Account Executive or Senior Account Executive level, working in either an agency or in-house role.

Entrants must provide details of their career, contributions to their organisation and the broader communications industry, and why they believe they excel.

Judges will evaluate entrants based on recent coverage examples, contributions to the organisation's overall success, and the quality of their journalist relationships.

Cost per entry:
£100 – non-refundable

Apply for this award now. Download, complete, and submit your entry form below.

ENTER AWARD

PR Company/In-House Team of the Year

Are you a PR company or in-house team that consistently delivers exceptional results? We're looking for an innovative, results-driven team with strong media relations and client success.

We'll evaluate your team's campaign excellence, strategic planning, media relations, client satisfaction, company culture, professional development, and industry impact. Tell us why your team deserves this prestigious award!

Cost per entry:
£100 – non-refundable.

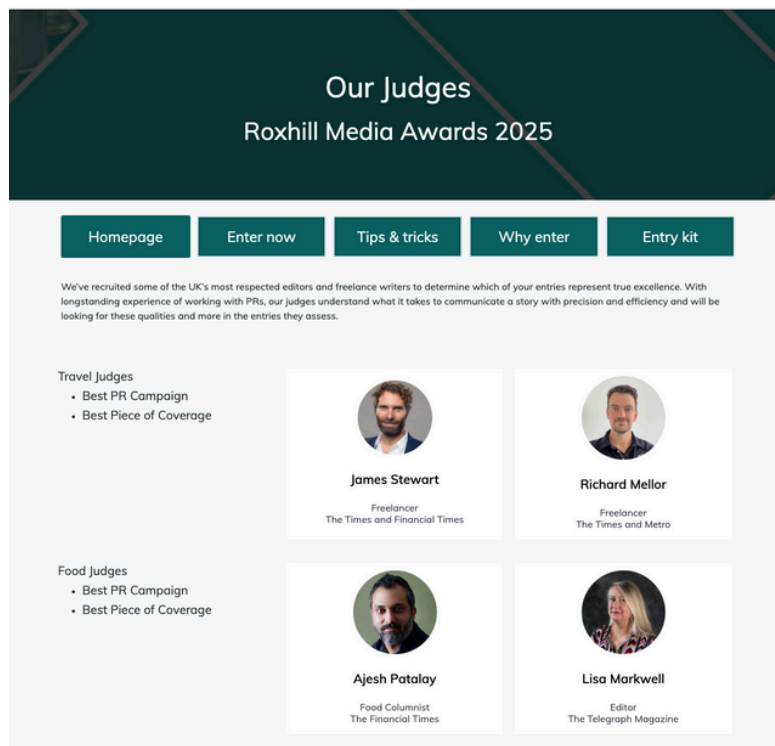
Apply for this award now. Download, complete, and submit your entry form below.

ENTER AWARD



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Read the judging criteria



Find out who is judging each category on our [judges page](#).



Make sure to read all the information about how we are scoring the categories and what our judges are looking for. Found on [page 5](#)

Judging process

To arrive at our shortlist, each Roxhill judge will pre-score all entries using the above criteria, considering the entry form and any supporting materials. These scores will then be combined giving each entry a final score. The highest-scoring entries will determine the shortlists. These shortlists will then be submitted to our journalist judges who will consult with each other and the Roxhill judges to agree on a winner for each category.

The shortlists will be announced on 2nd January 2025, and the winners will be announced at the Roxhill Media Awards ceremony, Haymarket Hotel, London on Monday 27th January 2025.

Scoring

Best PR Campaign

What was the objective of the campaign and the strategy employed to achieve it (10 points)
What did you want to achieve and how did you plan to do it?

Highlight the creativity and individuality that set the campaign apart (10 points)
Why was your approach unique?

Describe your method (10 points)
What original, or effective techniques did you employ to get your message out there?

Results (10 points)
Describe why the campaign was successful and provide metrics to back up your evaluation.

Why should you win? (10 points)
This is your chance to explain to the judges why you stand out from the crowd.



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Filling out your application



Make sure the **name and company name** is the same throughout the application process.



Focus on the most important points in the written parts of your entry. You have only **200 words** so be succinct and snappy.



Ensure that your results hit the campaign or coverage objectives you've cited.



Judges love quantified results and want proof of what you've achieved including relevant stats and figures. Make sure they are accurate and not inflated.



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Best Piece of Coverage

Name:

Company Name:

Coverage Headline:

This is all about THE piece of coverage that you (and your team) will be eternally proud of. The judges want to understand why you consider this a standout success, how the idea was generated, why the journalist in question was targeted, how the commission came together and why it aligned with your goals so well.

The sectors: Travel, Food, Drink, Beauty, Health & Wellness and Fashion.

1. What was the initial client objective? 200 words – 10 points
2. What publications/ platforms did you target and why? Explain the relationship with the writer or why you considered them to be the best person for the commission. 200 words – 10 points
3. Highlight the creativity and originality of your pitch. What did you do creatively to earn the coverage? 200 words – 10 points
4. Why did it align with your goals so well? Explain why this coverage was so successful in delivering for your client 200 words – 10 points



Follow the link on step 6 to pay. **Make a note of your order number, you will need this to complete the application.**

6. Please pay for your application [here](#). You will need your order number on hand to complete the final steps of the application

7. To upload the resulting coverage details and complete the application, please click on the relevant link of the sectors you wish this to be put forward for below.

Travel	Food	Drink	Fashion	Beauty	Health & Wellness
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If you are applying for a campaign or coverage award, click on your chosen sector. This link will take you to the final step of the application process.



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The final step

Here, you will add your supporting material PDF which should contain all the evidence for your entry including imagery, press releases, web links and any other relevant information. Each file has a maximum size of 50 MB. Pay attention to the formats and file sizes that can be used.

Do tick the box to include your email address with the response. This is a way for us to track the submissions, payments and to contact you if you're shortlisted.

Name all files and forms uploaded with your name, company name and title of the award

Add your Eventbrite order number and make sure you fully read and understand the [T&Cs](#).

Email *

☐ Record roxhilleditorial@gmail.com as the email to be included with my response

1. Completed entry form.

2. One PDF of supporting material up to 50MB in size comprising of campaign imagery, coverage snippets, links to video or any other relevant content.

3. Company logo as JPEG/PNG per submission (not required for freelancers if no logo is available)

Please make sure every document submitted is clearly named

Upload up to 5 supported files: PDF, document, or image. Max 100 MB per file.

[Add file](#)

Please put your order number from Eventbrite here - e.g 12345678910 *

Your answer

Please accept the [Terms and Conditions](#) *

☐ I agree

Submit

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Remember to purchase a ticket to our awards ceremony on 27th January [here](#). You will receive a £10 discount per ticket (up to two tickets) for submitting an application



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KEY CONTACTS

If you encounter any problems or have a question about the entry process, please don't hesitate to contact us. More information can be found on our [website](#). We are looking forward to receiving your submission.

Contact: holly.ewen@roxhillmedia.com
or saffron.hepworth@roxhillmedia.com



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