



# ROXHILL MEDIA AWARDS 2026

# Entry Kit

## About the Roxhill Media Awards 2026

At Roxhill, we spend a lot of time talking to journalists about their successes, but rarely hear about those of our clients. We set up the Roxhill Media Awards to change that. Our awards are designed to recognise the excellence of the talent in boutique agencies, larger consultancies, in-house teams and freelancers flying solo. They're also 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 2026.

### 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, Fashion & Beauty, Health & Wellness, Books & Culture, Interiors & Gardens).

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](https://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 28th January 2026.

### Key Dates

**Award applications open:** Monday 13<sup>th</sup> October 2025

**Award applications close:** Friday 21<sup>st</sup> November 2025

**Shortlist announced:** Monday 5<sup>th</sup> January 2026

**Roxhill Media Awards:** Wednesday 28<sup>th</sup> January 2026

## Pricing

**Early bird entry:** £100 for entries submitted on or before 31<sup>st</sup> October 2025.

**Standard entry:** £120 for entries submitted between 1<sup>st</sup> and 21<sup>st</sup> November 2025.

**Early bird ceremony tickets :** £35 for tickets purchased on or before 31<sup>st</sup> October 2025.

**Standard ceremony tickets:** £40 for tickets purchased after 1<sup>st</sup> November 2025.

Entrants will receive a discount code for £10 each off up to two awards ceremony tickets.

## 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 November 2024 and October 2025. If you have a winning campaign that will be completed during the awards application dates 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
- Fashion & Beauty
- Health & Wellness
- Books & Culture
- Interiors & Gardens

### 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 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.

## 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 5th January 2026, and the winners will be announced at the Roxhill Media Awards ceremony at the The Cinema in the Power Station, London on Wednesday 28<sup>th</sup> January 2026.

## Scoring

### Best PR Campaign

**What was the objective of the campaign and the strategy employed to reach 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?

## **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?

### **Tell us about your approach to company culture. (10 points)**

What measures have you taken to optimise the working culture for your employees? Do you have initiatives in place to ensure a positive working environment? 200 words

### **Why should your team/agency win? (20 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 November 2024 to October 2025.

### **Give us background information.**

Help us get to know the applicant: what makes them tick? What traits make them a great PR? What do people like about working with them?

### **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.

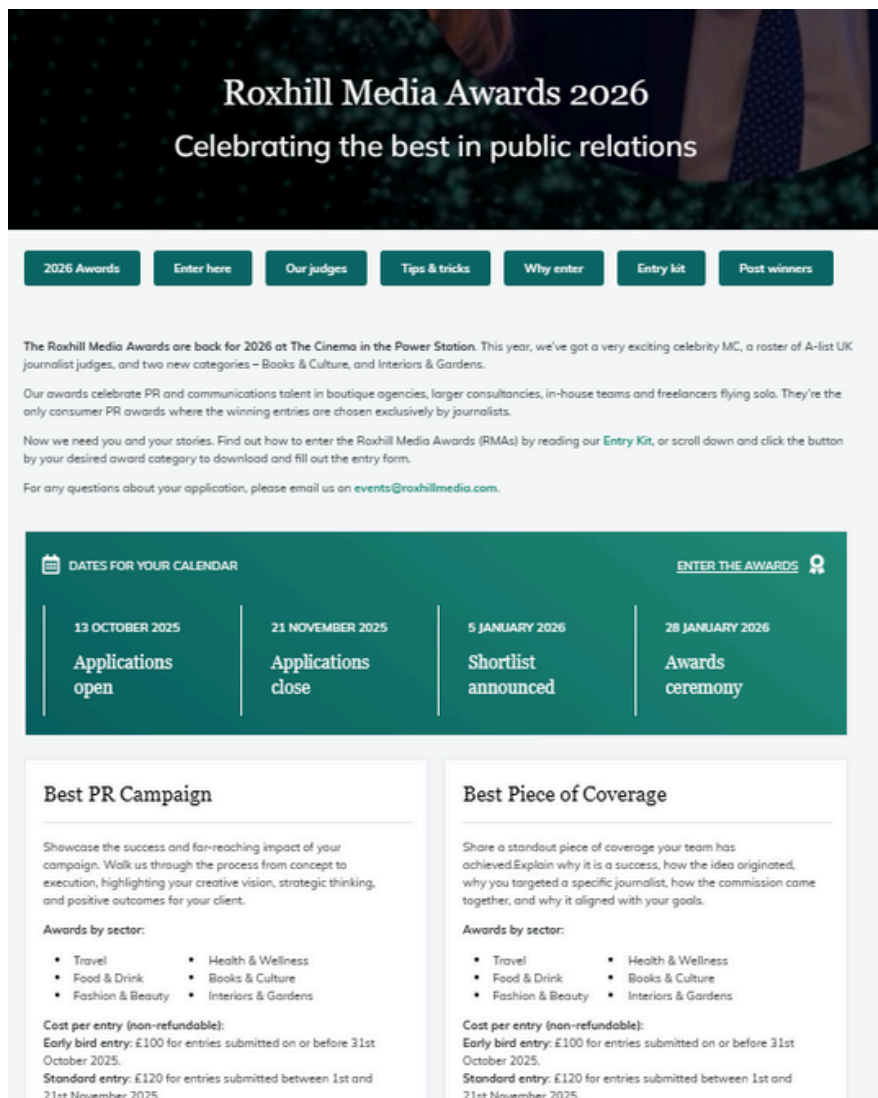
### And finally

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.



## How to enter:

### Explore the homepage



The screenshot shows the homepage for the Roxhill Media Awards 2026. The header features the title "Roxhill Media Awards 2026" and the tagline "Celebrating the best in public relations". Below this is a navigation bar with buttons for "2026 Awards", "Enter here", "Our judges", "Tips & tricks", "Why enter", "Entry kit", and "Past winners". The main content area includes a paragraph about the awards being back for 2026 at The Cinema in the Power Station, mentioning a celebrity MC, A-list UK journalist judges, and new categories. It also states that the awards celebrate PR and communications talent in boutique agencies, larger consultancies, in-house teams, and freelancers. A call to action asks users to find out how to enter by reading the "Entry Kit" or clicking the button by their desired award category. A note provides an email address for questions: [events@roxhillmedia.com](mailto:events@roxhillmedia.com).

**DATES FOR YOUR CALENDAR**

13 OCTOBER 2025	21 NOVEMBER 2025	5 JANUARY 2026	28 JANUARY 2026
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
- Fashion & Beauty
- Health & Wellness
- Books & Culture
- Interiors & Gardens

**Cost per entry (non-refundable):**  
**Early bird entry:** £100 for entries submitted on or before 31st October 2025.  
**Standard entry:** £120 for entries submitted between 1st and 21st November 2025.

**Best Piece of Coverage**

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

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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!



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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 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.

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Apply for this award now. Read our [Entry Kit](#), then download, complete, and submit your entry form below.

ENTER HERE

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### Senior PR Professional of the Year

This award will recognise the most outstanding PR communicator at the Account Manager to 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 (non-refundable):

Early bird entry: £100 for entries submitted on or before 31st October 2025.

Standard entry: £120 for entries submitted between 1st and 21st November 2025.

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ENTER HERE

### 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 (non-refundable):

Early bird entry: £100 for entries submitted on or before 31st October 2025.

Standard entry: £120 for entries submitted between 1st and 21st November 2025.

Apply for this award now. Read our [Entry Kit](#), then download, complete, and submit your entry form below.

ENTER HERE

### 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 (non-refundable):

Early bird entry: £100 for entries submitted on or before 31st October 2025.

Standard entry: £120 for entries submitted between 1st and 21st November 2025.

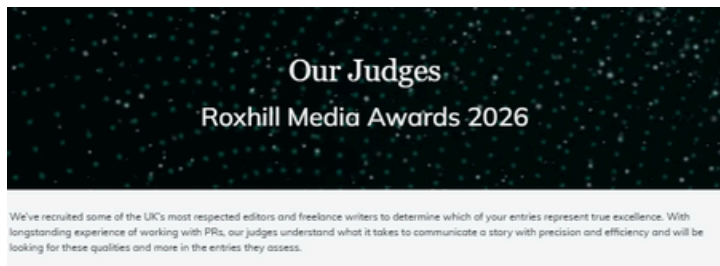
Apply for this award now. Read our [Entry Kit](#), then download, complete, and submit your entry form below.

ENTER HERE

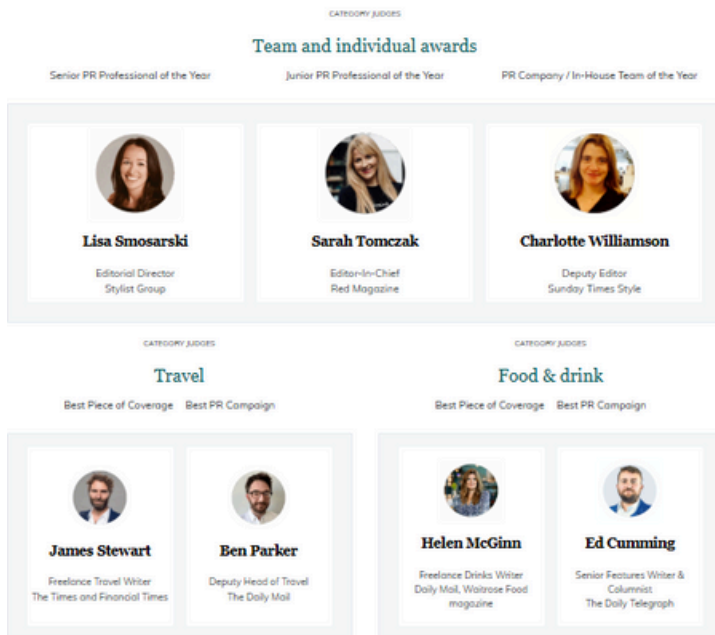


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## Read the judging criteria



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 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 5th January 2026, and the winners will be announced at the Roxhill Media Awards ceremony at the The Cinema in the Power Station, London on Wednesday 28<sup>th</sup> January 2026.

### 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. For most questions, 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.

**Step two:** please pay for your entry [here](#).

**Step three:** submit your saved entry form and supporting materials via the links below. Follow the link relevant to your sector to submit:

<a href="#">Travel</a>	<a href="#">Food &amp; Drink</a>	<a href="#">Health &amp; Wellness</a>	<a href="#">Fashion &amp; Beauty</a>	<a href="#">Books &amp; Culture</a>	<a href="#">Interiors &amp; Gardens</a>
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### Best Piece of Coverage Entry form

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, Health & Wellness, Fashion & Beauty, Books & Culture and Interiors & Gardens

**Step one:** please fill out your responses in the space below (take note of the word count) and save it, adding your name and company name to the file name.

**Step two:** please pay for your entry [here](#).

**Step three:** submit your saved entry form and supporting materials via the links below. Follow the link relevant to your sector to submit:

<a href="#">Travel</a>	<a href="#">Food &amp; Drink</a>	<a href="#">Health &amp; Wellness</a>	<a href="#">Fashion &amp; Beauty</a>	<a href="#">Books &amp; Culture</a>	<a href="#">Interiors &amp; Gardens</a>
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**Questions:**

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.**



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.

## 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

Page 1 of 1



**Remember to purchase a ticket to our awards ceremony on 28th January here. You will receive a £10 discount each on two tickets (but aren't limited to two) for submitting an application**

## 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're looking forward to receiving your submission.

Contact: [bethany.church@roxhillmedia.com](mailto:bethany.church@roxhillmedia.com)  
or [saffron.hepworth@roxhillmedia.com](mailto:saffron.hepworth@roxhillmedia.com)



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