

**PR
CLUB**



BELL RINGER

SAMPLE BELL RINGER AWARD ENTRY

Presentation-based format

Updated February 2026



*PR Club board member tips will be featured alongside this icon,
for your reference*

ABC Agency with XYZ Client

**Super-rad public relations program designed to
achieve a business goal**



Start your entry with a title slide including the organization name and an entry title. Logos are welcome but not necessary on this slide. Judges love to see engaging images and branded content. Be careful of spelling errors and don't be afraid to get creative with your title.

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SITUATION ANALYSIS

XYZ client had a specific problem that affected its growth, profitability, reputation, and relationships with its stakeholders. Use this slide to tell us about the problem and why it needed to be solved. Tell your story and engage the audience.

There is a lot happening in the market, too, which makes this even more urgent. Tell us about market factors or competitive forces that affects the situation. Did this client have a funding round that was coming up? Were they dealing with a stakeholder crisis? Really set the stage here for why this was important and why judges should care.

XYZ client hired ABC agency to tackle this problem with a creative, thoughtful solution. Tell us anything else about the situation, using one additional slide, if necessary.



Remember, not all judges are in your specific industry. So make sure to tell the broader narrative and avoid specific jargon. Judges also love to see relevant images.

OBJECTIVES

To support XYZ, ABC agency aimed to:

- Raise awareness by X%, as measured by an X% increase in some measurable outcome such as social media followers, views, or media impressions
- Spur consideration, as measured by an X increase in a relevant metric such as web traffic to a landing page or X engagements on social media
- Drive trial, as measured by developing X leads during the campaign period
- Foster loyalty, as measured by securing X repeat customers or X instances of a hashtag
- Create advocacy, as measured by X shares of a social media post



While you don't need as many objectives as we have, be sure your objectives are explained as specifically as ours are below. Judges look for clear, measurable objectives and often flip between the objectives and results during the judging process to make sure the results correlate with the campaign's objectives.

STRATEGY & TACTICS

Here is where you discuss the approaches you took, methods you employed, techniques you used, and steps you took to achieve the stated objectives. Strategy is very different from objectives, and it's important to create a differentiation between slides.

As you explain this, don't just tell the judges what you did, explain *why* you thought it would work. Judges often hone in on the *how* and the *why*.

You can use bullets to list out multiple tactics:

- Sample tactic - explanation
- Sample tactic - explanation
- Sample tactic - explanation
- Sample tactic - explanation



Be sure to review the category guidelines, as some call out specific information judges need to review the entry.

STRATEGY & TACTICS CONT.

You will likely need a second slide to finish explaining your strategies and tactics. This is the most important section as it gives judges a glimpse into why you created the campaign you did.

In essence, this should serve as a high-level recipe someone could follow. Use specifics where you can and don't be afraid to be creative with how you tell your story.

Was there a pivotal moment or “aha” insight that drove this approach? What unforeseen obstacles did you have to overcome? Were there any surprises?

Tell us how you were creative and innovative. Why does this entry deserve to win?



Tell us all the relevant steps you took to make your communication approach stand out from competitors. Judges love images and love to see how your thought process works.

RESULTS

ABC's work achieved the following results:

- Raised awareness by X%, as measured by an X% increase in some measurable outcome such as social media followers, views, or media impressions
- Spurred consideration, as measured by an X increase in a relevant metric such as web traffic to a landing page or X engagements on social media
- Drove trial, as measured by developing X leads during the campaign period
- Foster loyalty, as measured by securing X repeat customers or X instances of a hashtag
- Created advocacy, as measured by X shares of a social media post

In addition, ABC's work also solidified relationships such as XX, earned praise from the client such as XX, opened up new business possibilities such as XX, and helped grow other areas such as XX...



This should all be factual information, mapped back to your objectives. If you did not achieve an objective, you should explain why. After the hard numbers in your results, you can add some qualitative information to help strengthen your story.

GENERAL TIPS & TRICKS

- **Proofread.** Judges will mark off points for spelling errors, grammar mistakes, and general sloppiness.
- **Take your time.** Judges can tell when a submission is rushed or put together right before the deadline.
- **Get creative.** Judges love to see creative ways to tell a story. If you have engaging images, client quotes, or anything “unique” that can help your entry stand out, add it in!
- **Tell your story.** As PR pros, we are storytellers at heart. Which means our judges are too. So really focus in on those strategy and tactics, set the stage for your entry, and wrap it all up in a neat little bow with your results.
- **Have fun!** This is for an award, after all.



Good luck! And see you at the Bells 🤔