**the! Awards APPLICATION FORM**

Please be sure to use the default form without modifying existing instructions. Responses must be written in black, Arial Narrow font size 12. Please do not delete the instructions as they serve as guidelines for the jury members. For all additional information, visit the website [www.huoj.hr](http://www.huoj.hr) or send an inquiry to [grandprix@huoj.hr](mailto:grandprix@huoj.hr)

1. **APPLICANT INFORMATION**

(Provide the full name of the applicant submitting the communication project.

(If there are several applicants, it is necessary to list them all. Applicants A and B must submit the consent of the client/agency along with the Application form).

**Name of the applicant**

a) Agency for Client: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Name of agency and client whose project is submitted)

b) Client and agency: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Client is the applicant, but must state the name of the agency they worked with)

c) Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Legal or natural persons who carried out the project independently, where natural persons should indicate who they worked for on the project, e.g., xy for the city of xz)

Applicant's address:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact person:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Cell phone:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email address:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The applicant covers the costs of the registration fee: YES NO

If the applicant does not cover these costs, please enter the name, address, and contact of the person paying the registration fee:

Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact person (name and family name) and contact (cell phone, e-mail address): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **PROJECT INFORMATION**

2.1. Project title:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Provide the full title of the communication project)

* 1. Project Category (you select a category by deleting all other categories that are not relevant. the! Awards Grand PRix jury reserves the right to transfer the project to another category of which you will be notified.)

1. **the! Award for public relations in institutions, associations, and non-governmental organizations** Includes communication projects of institutions, associations, and NGOs, which include civil society organizations - associations and clubs, educational institutions not founded by state bodies or regional and local government units, cultural institutions and communities not founded by stated bodies or regional and local government units,
2. **the! Award for public relations for large companies**

Includes communication projects of companies, which according to the EU classification employ 250 or more persons,

1. **the! Award for public relations for small and medium companies**

Includes communication projects of companies, which according to the EU classification employ 1 to 249 people,

1. **the! Award for corporate social responsibility**

Includes communication projects in the field of corporate social responsibility, focusing on evaluating project communication,

1. **the! Award for internal communication**

Includes communication projects targeting the internal public,

1. **the! Award for crisis communication**

Includes communication projects that are predominantly and primarily crisis communication,

1. **the! Award for political communication**

The award is given for the best communication project in political communication.

1. **the! Award for event communication**

The award is given for the best communication of the organized and conducted event.

1. **the! Award for digital communication**

The award is given for the best communication project dominantly and primarily in digital communication.

2.3. Project duration

The project was realized from \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

(The submitted project must be implemented within the time specified. In the case of multi-annual projects, the applicant independently chooses for which phase and which year to submit the project, taking into account that the project, regardless of the number of phases, can be submitted only once.)

2.4. Project leader (Indicate the name and family name, function, and organization of the person who leads or coordinates all activities of the relevant project.)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2.5. Project associates (List all those working on the project, legal or natural persons who collaborated either as communication, strategic, or creative support.)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **PROJECT DESCRIPTION**

A maximum of 1000 words may be used to describe the project. The jury will not consider the applications with more than 1000 words in the project description. The project description includes all sections from 3.1. to 3.6.

**3.1.** **Situation analysis, project planning, and strategy**

(Includes preparatory work for project implementation, planning, and strategic plan. We encourage all the information be provided that can give a clear picture of research methods, project background, environment, market, circumstances that affected the project implementation, stakeholder analysis, risk assessment, selection of communication messages about the time plan.)

* 1. **Objectives**

(It is necessary to state specific and measurable objectives according to SMART principles: <http://hr.wayne.edu/leads/phase1/smart-objectives.php> and to show the connection between all objectives, especially how they relate to business objectives. A project can have one or more objectives. Elaborate them as general and specific objectives or by stakeholders.)

* 1. **Implementation**

(Indicate how you carried out the project, what instruments, tools, tactics, communication channels you used, and why you had chosen them. Indicate whether and how you involved the interested public, whether the interested public had the opportunity to influence the strategy and objectives of the project, and at what level. Show how the objectives and the implementation were connected.)

* 1. **Impact and evaluation of communication performance**

(Indicate whether the set objectives and planned results have been achieved and describe the outcome. The description of the impact and the evaluation must correspond to the stated objectives. If you have conducted a survey, briefly describe it and list the results. The evaluation should be presented in accordance with the recommendations for measurement in public relations according to the Barcelona Principles.)

* 1. **Creativity and innovation**

(Indicate how you used theory and practice in designing creative and innovative approaches to solving a problem, what makes the project distinctive compared to the competition, and what differentiates it.)

* 1. **Budget spent**

(Be sure to indicate the total amount of budget spent, which includes agency fee, man-hours, advertising, the amount for donations, and any other costs incurred in implementing the project.)

1. **STATEMENTS AND SUPPLEMENTARY MATERIAL**

**4.1**. Supplementary material

E-mail the Application form, Statement on data authenticity (signed and certified), Statement on data use, Consent, confirmation of payment of registration fee, and supplementary material to [grandprix@huoj.hr](mailto:grandprix@huoj.hr) . Supplementary material in the presentation should provide additional, more in-depth insight into the project as an added value to the content of the application so that the jury can ask questions and possibly clarify existing uncertainties if there are any. The presentation is sent in a format selected by the applicant, the video content must not be longer than 2 minutes, and the ppt may contain a maximum of 15 slides.

* 1. Registration fee

(Circle the deadline in which you submit the project, which means sending the complete material, which is the basis to determine the amount of the registration fee.)

1. Regular registration Monday, March 7, 2022 - Monday, March 14, 2022
2. Late registration Tuesday, March 15, 2022 – Monday, March 21, 2022
   1. **Statements**

Please fill in the attached statements, sign and certify them and submit them as a mandatory part of the application.

You may contact [grandprix@huoj.hr](mailto:grandprix@huoj.hr) for any additional information.

**STATEMENT OF AUTHENTICITY OF DATA IN THE APPLICATION**

I fully accept the terms of the application as integral and binding.

I declare under full material and moral responsibility that all the information in the application form is correct and that I can substantiate it with material evidence upon additional request.

I agree that the judging is done based on the Regulations of HUOJ Annual the! Awards, and I fully accept all the provisions and evaluations arising from these Regulations.

Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name and family name of the applicant

(Indicate in legible, block letters the person filling in the application form on behalf of the applicant who is responsible for the integrity of the information)

Signature and stamp

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**CONSENT ON THE USE OF INFORMATION FOR EDUCATIONAL PURPOSES**

The Croatian Public Relations Association undertakes to protect and preserve all information that constitutes classified information such as OIB and the budget spent, which are stated in the application. All other personal data will be collected, processed, and used in accordance with The General Data Protection Regulation.

For the purpose of education on the example of best communication practices in Croatia, the applicant allows the use of information about the project stated in the application form, which is not classified information. The projects will be listed on the HUOJ website and will be available to all members.

If the information needs to be used through another communication channel or tool, HUOJ will notify the applicant in advance.

Name and family name

(Indicate in legible, block letters the person filling in the application form on behalf of the applicant who is responsible for the integrity of the information)

Signature and stamp

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**CONSENT**

1. CLIENT\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (enter full name)
2. AGENCY\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (enter full name)

(Choose a or b depending on who gives consent)

confirming that we are aware of the submission of the communication project to the Grand Prix competition of the Croatian Public Relations Association.

We agree will all application terms.

Name and family name

(Indicate in legible, block letters the person giving consent)

Signature and stamp

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Note: Consents are required only for agencies that submit the project on behalf of the client or for clients who independently submit the project without an agency, even though they have worked on the project together.**