



Essence Communications' Eliza Abdul Rahim (centre, with headscarf), Sanjay Jacob (back row, centre) and Chin Chern-Yen, product manager for Lifebuoy Malaysia (seventh from left), posing with other nominees and judges at the awards night

Essence Communications' 'Delta Strike' is adjudged Campaign of the Year at the latest Malaysia Public Relations Awards.

MRPA 2010 HONOURED PR CONSULTANCIES IN THE FOLLOWING CATEGORIES:

1. **Product Brand Development Campaign of the Year**
 - Certificate of Excellence: *Detik-detik MH: Rediscovering the Essence of Malaysian Hospitality* by Fleishman-Hillard
 - Honourable Mention: *Avoid Being a Cybercrime Statistic with Norton 360* from Text 100
2. **Consumer Launch Campaign of the Year**
 - Winner: *Delta Strike* by Essence Communications
 - Certificate of Excellence: *Nippon Odour-Less Aircare* by Kim Chew Communications
3. **Healthcare: Ethical Campaign of the Year**
 - Certificate of Excellence: *Power Over Cervical Cancer* by Fleishman-Hillard
 - Certificate of Excellence: *BREATHE: World Asthma Day Campaign* by GolinHarris
4. **Technology Campaign of the Year**
 - Honourable Mention: *Avoid Being a Cybercrime Statistic with Norton 360* from Text 100
5. **Public Affairs Campaign of the Year**
 - Certificate of Excellence: *Corporate Positioning Framework for Ekulti Nasional Berhad (EKUINAS)* from Weber Shandwick
6. **Corporate Social Responsibility Campaign of the Year**
 - Award: *Spread the Smile Movement* by Text 100
7. **Environmental Campaign of the Year**
 - Honourable Mention: *Standard Chartered Greenfingers Eco-Project* from Weber Shandwick
8. **Best Use of Digital**
 - Certificate of Excellence: *Spread the Smile Movement* from Text 100
 - Certificate of Excellence: *Detik-detik MH: Rediscovering the Essence of Malaysian Hospitality* by Fleishman-Hillard
9. **Promotional Activity of the Year**
 - Certificate of Excellence: *Shell Fuelsave 1 Litre Challenge* by Ogilvy PR
 - Award Winner: *YOUTH 10 Malaysia's Largest Youth Festival* by Weber Shandwick

IN A NOD TO THE POWER OF public relations to create, manage and facilitate engagement, the 'Delta Strike' entry by Essence Communications bagged the Campaign of the Year award at the 4th Malaysia Public Relations Awards (MPRA) recently.

The challenge for Essence Communications was to develop a PR campaign that would not only provoke the public to question the efficacy of existing hygiene brands, but to create an emotional brand compass towards the well-being of their families.

The Campaign of the Year was chosen from the entry considered the best of the individual campaign winners from all the categories.

MPRA, organised by the Public Relations Consultants' Association of Malaysia (PRCA), received 30 entries, of which 19 were short-listed as finalists.

Fleishman-Hillard emerged winner in two categories, Product Brand Development and Healthcare, while Weber Shandwick and Text 100 walked home with awards in the Public Affairs and Corporate Social Responsibility categories respectively.

Held annually, the MPRA recognises excellence in public

relations and rewards PR consultants and PR consultancies for innovative communications solutions that drive business outcomes for their clients.

At the glitzy gala awards dinner, PRCA Malaysia president Julia Ahmad said the awards remained as a premier platform for public relations professionals to showcase their expertise. 'Public Relations lies at the core of multi-channel, multi-stakeholder engagement to build trust across mainstream, online and offline channels,' she said.

This year's panel of judges comprising professionals brought fresh perspectives to the table. They included creativity guru and author Fredrik Härén, and Andreas Vogiatzakis, managing director of Omnicom Media Group in Malaysia. Others on the panel were seasoned communications industry players Ku Kok Peng, Noor Yang Azwar Kamarudin and Sharifah Rozita Syed Sulaiman.

The judging process, criteria, rules on conflict of interests and confidentiality were based on the technical guidelines used for the Asia Pacific PR Awards. To ensure impartiality, judges abstained from scoring entries or nominees in which they had a conflict. 