

Epica Awards adds Grand Prix for PR category

The Epica Awards will now also hand out a Grand Prix for PR. The prize will be open to the winners of the PR category as well as other campaigns with a proven high level of earned media coverage at the discretion of the jury.

The addition brings the number of Epica Grand Prix up to seven alongside film, print, digital, design, responsibility and alternative.



Epica Awards announces new Gender Equity Prize
25 Jul 2019



Epica Awards editorial director Mark Tungate said: “Over the years we have evolved from an advertising award into one that embraces every facet of creative communications. In terms of entries, we’ve seen an increase in the number of PR campaigns, as well as PR agencies, so it seemed appropriate to give the discipline its own big prize.”

Epica defines PR operations as “campaigns in the field of press relations, public affairs, crisis management, lobbying, community and influencer management, financial communications and stakeholder relations” as well as “projects and activities specifically devised to generate earned media”.

“ Time to get your work truly tested.. The creative prize judged by the press is open for entries. <https://t.co/Rg4aPgulMx> [#epicaawards](#) [#callforentries](#) [#earlybird](#) [#journalism](#) [#creativity](#) [pic.twitter.com/bdUsDLpkjv](#)— Epica Awards (@EpicaAwards) [July 3, 2019](#) ”

“We know that great ads sometimes generate earned media, but this is a prize for campaigns with PR strategy at their heart,” Tungate added.



Epica Awards announces new website and ad campaign
24 Jun 2019



The Epica Awards are open for early bird entries until 31 August. The closing date is 7 October.

More information at <https://www.epica-awards.com>