

This is just a brief outline for entries for The Fresh PR Awards 2011/2012. We ask you to stick to a 1000 word count and follow the guidelines as best as you can to make it a little easier during the judging process.



**Company Name:**

**Entry Title:**

**Client:**

**Category:**

**Reference Number:**

- **Introduction/Objectives**
- **Strategy, Planning & Research**
- **Action/Implementation**
- **Evaluation/Results**
- **Summary**