

SUMMARY

Graduate qualification work on the topic:

Evaluation of the highest professional PR achievements (on the example of PR campaigns of the world leading industry awards winners)

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Relevance of the topic. The problem, which this work is devoted to can in a certain sense be considered as a derivative and a special case of another problem, which is undoubtedly more fundamental and relevant for all spheres of human activity throughout human history: the problem of person creative potential realization, and achievement of mastery peaks in a particular sphere. The focus of our attention is the issue of specific ways to obtain the highest recognition in relatively young industry - public relations. The simplest and general formulation of the main question in this paper is how does a good PR product differ from an outstanding one, what are the criteria for a «PR masterpiece» from the expert community point of view?

In relation to PR, such a question was not immediately on the agenda, because for a long time, through big efforts of many undoubtedly outstanding and talented people who stood at the origins of the profession, this activity was perceived as «pure art», not subject to any formalization. At the same time, during the profession formation the need for its «technologization» has showed up and the selection of the best practices that allow you to achieve high results has become very important.

These circumstances have led to a growing need for research on what exactly ways, methods and means can be used, firstly, to create a high-quality PR campaign, and secondly, to evaluate and measure this quality. On the one hand, the effectiveness of PR campaign has always been assumed to be the key criterion of professional skill. On the other hand, for a long time, the measure of the PR campaign success was not results but the amount of work done by PR specialists. Only about half a century ago, the scientific and professional community was ready for a systemic change in this direction, and towards the end of the last century, the measurement and evaluation of PR campaign results have become key topics of discussion in the profession.

The purpose of the study is to identify «PR mastery recipe» key components by analyzing PR campaigns evaluating practices and examining awards for the highest professional achievements. The implementation of the stated goal led to the formulation of the following **tasks**:

- 1) consider the concept of a PR campaign in terms of its effectiveness;
- 2) establish key institutions for evaluating the highest achievements in PR;
- 3) identify the general characteristics and features of the leading industry awards winning campaigns;
- 4) describe the problems and identify the prospects for evaluating «highest grade» PR campaigns.

The theoretical and practical significance of the study lies primarily in the fact that the systematization of approaches to the assessment of higher professional achievements in PR allows us to clarify «skill recipe» theoretical model used within the framework of professional award institutions. The planned program of further research can, if it is successfully implemented, serve to clarify the ways that help PR campaigns in winning world leading competitions prizes.

The practical significance of the research lies in the fact that its theoretical conclusions can be used by award applicants to plan and implement campaigns and choose the most effective ways to represent them in leading world's PR competitions. In addition, some conclusions can be used to improve the quality of award institutions activities.

Results of the study:

1. The analysis of the winning projects allows us to identify the main contours of the «PR recipe for excellence» from award institutions point of view, number of common characteristics that increase their chances of professional recognition. Such PR campaign reflects the emphasis of the global agenda and combining marketing goals with the ideas of social responsibility, paying attention to campaign long-term results, the quality of the evaluation system and high creativity, combined with the technology of used tools.

2. The leading awards are characterized by a number of problems of an institutional and organizational-managerial nature, including: agenda «conservation» around a fairly narrow list of topics; insufficient use of modern theoretical achievements in the evaluation of works, serious lags between theory and practice in the content of some applications recognized as winners; missing, incomplete or inaccessible information about the motives of competitive institutions decisions. Ways to solve these problems can be: organizing «planned competition» between individual award institutions in order to diversify the problem agenda; increasing institutional pressure to "push out" outdated and failed research and evaluation methods; organizing and expanding public free access for

applicants and researchers to the materials of competitions that reveal decision-making motives.

Recommendations. Further scientific search for «mastery recipes» seems possible, expedient and promising. In particular, projects on the same topic, similar in the applied methods and presented measurable parameters results, but significantly different in the final competitive assessments, may provide a key to identifying the «informal» skill component, that is not related to the evaluated specific techniques, technologies and results.