



2024

powered by

The PRomise Foundation and PRmoment.in

#FulcrumAwards



@FulcrumAwards

www.fulcrumawards.in

- The Fulcrum Awards were launched in 2016 and aim to provide a platform for applauding individuals and teams who work relentlessly on impactful Public Relations campaigns.
- The awards are open to both consultancies and organisations and honour women and men who are pivotal to campaigns.
- The jury consists of senior in-house communication professionals from various organisations. Maintaining separation of jury and participation, the jury member organisations do not participate in the awards.
- Fulcrum Awards partners with a process validator to ensure transparency and process orientation. It also avoids bias by not accepting any entries from jury member organisations.

Early Deadline- Friday, 10th May 2024

Early bird fees per entry: INR 10,000/- plus GST
(Valid from 3rd April till 10th May 2024)

Regular Deadline- Friday, 24th May 2024

Regular fees per entry: INR 12,000/- plus GST
(Valid from 11th May till 24th May 2024)

Fulcrum Awards Saturday, 21st September 2024

A. TECHNIQUE AWARDS (CAMPAIGN) CATEGORIES

There are 12 sub categories under the technique awards that will be judged for outstanding campaigns.

This will have three awards that of Gold/ Silver/ Bronze.

- A1 Best Use of Content
- A2 Best Use of Creativity and Innovation
- A3 Best Use of Event
- A4 Best Use of Digital
- A5 Best Use of Integrated Communications
(Must have three verticals integrated in a campaign. Various verticals are Employee engagement/digital/ traditional media/Public Affairs/ Community and Advocacy)
- A6 Best Use of Public Affairs
- A7 Best Management of Crisis
- A8 Best Use of Internal Communications
- A9 Best New Product Launch
- A10 Best Use of Media Relations
- A11 Best Use of Community Outreach
- A12 Best Regional Campaign (only implemented in Tier 2 cities)

B. SECTOR AWARDS (CAMPAIGN) CATEGORIES

There are 14 sub categories under the Sector Categories that will be judged for outstanding campaigns in particular sector. This will have one award of Gold.

- B1 Best Hospitality and Travel Sector Campaign
- B2 Best Automobile Sector Campaign
- B3 Best Luxury Sector Campaign
- B4 Best Technology and Telecom Sector Campaign
- B5 Best Healthcare and Pharma Sector Campaign
- B6 Best Consumer Products and Retail Sector Campaign
- B7 Best Not-for-Profit and Associations Sector Campaign
- B8 Best Food and Beverage Campaign
- B9 Best Entertainment and Media Sector Campaign
- B10 Best Banking and Financial Services Sector Campaign
- B11 Best Services Sector Campaign
- B12 Best Sports Sector Campaign
- B13 Best Infrastructure and Real Estate Sector Campaign
- B14 Best Campaign by a PSU

D. SPECIAL AWARDS CATEGORY

These include three subcategories that honour outstanding campaigns from Brands and Corporates. Only the Lifetime Achievement category is nominated by the Jury.

- D1 Best Brand Reputation Campaign of the year
- D2 Best Corporate Reputation Campaign of the year
- D3 Lifetime Achievement Award

FULCRUM MASTERS

Each winner of a Technique Award will be allotted points; 3 points for Gold, 2 points for Silver, and 1 point for Bronze. The three organisations with the highest points will be awarded a Fulcrum Master Trophy – Gold, Silver, and Bronze.

This will be separate for Consultancy and Corporate.

JURY 2024



Abhishek Mahapatra
Director - Public Relations
Amazon India



Anubha Pandey
Head - Communications
(Asia Pacific and Japan)
Broadcom Inc



Ajey Maharaj
Head - Corporate Communications and PR
Fortis Healthcare



Asawari Sathaye
Director - Communications and
Patient Advocacy
OPPI



Ashutosh Sharma
Global Head - Corporate Communications
& Corporate Affairs
HCL Technologies



Bibhu Mishra
Director - Corporate Communications
& Public Relations
InMobi



Geetanjali Bhatia Nehru
Head - Asia Communications
GE Vernova



Jasrita Dhir
Director - Marketing and Communications
Karkinos Healthcare



Jeyasingh Balakrishnan
Head - PR & Corporate Communications
Metropolis Healthcare



Kavita Doshi
Head- Corporate and Digital
Communications
NASSCOM



Lavanya Mandal
General Manager - Head of PR and
Internal Communications
Aster DM Healthcare



Michelle Kumar
VP - PR & Corporate Communications
Swiggy



Nadhiya Mali
Head, PR and Corporate Communications
Agilus



Neha Singhvi
Lead - Public Affairs,
Communications & CSR
Games24x7



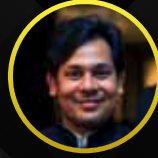
Pooja Thakran
Senior Director - Corporate
Communications & CSR
Honeywell India



Pooja Trehan
Communications, PR & Content
Jio World Centre



Rasick Gowda
Head of Communications - Asia
Fortinet



Rishi Basu
Global Head & Director - Corporate
Communications & PR
Infosys



Sakshi Talwar
Head of Communications
LinkedIn India



Sameer Bajaj
Head - Corporate Communications
& Corporate Affairs
MakeMyTrip



Sandeep Fernandes
Head - Public Relations &
Communications
Škoda Auto India



Saumya Bhushan
Lead- Corporate Communications
S&P Global South Asia



Shivanjali Singh
Chief Corporate Communication Officer
Cairn Oil & Gas



Sunaina Jairath
Head of Communications
CREd



Saba Khan
General Manager and Head - Marketing
Communications and PR
Honda India

ORGANISING PARTNERS



SUPPORTING PARTNERS

