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Wineries Raise a Glass to New Category in Prestigious PR Awards

PRO PR Globe Awards Expand Horizons, Recognizing Communication Prowess in Diverse Sectors

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On September 30, 2024, it was announced in Zagreb that the upcoming edition of the PRO PR Globe Communication Achievement Awards will be held in Rome on September 24, 2025. This will mark a significant milestone in the history of these awards as they will include, for the first time, a category dedicated to winery communication. This new category will allow wineries that have implemented innovative strategies in the market to present their communication projects for evaluation. The inclusion of this category reflects a growing interest in highlighting how wineries communicate and position their products to consumers.

The evaluation process will involve 63 international judges who will review the submitted projects across a total of 20 categories, nine of which represent sectors that are typically not featured in such global awards. The new categories include National Parks, Agriculture, Music Discography, Universities, Automotive, Museums, Real Estate Construction, Green Industry, and Culture and Heritage. This diversification aims to recognize sectors that have traditionally been overlooked in terms of strategic communication but play a significant role within their respective fields.

Wineries interested in participating will be able to register starting January 1, 2025, giving them the opportunity to showcase the creativity and effectiveness of their campaigns. The inclusion of this new category signals that the wine sector is valued not only for the quality of its products but also for the way it conveys its identity, history, and values to the public. For more information on the registration process and evaluation criteria, those interested can visit the official awards website at awards.pro-pr.com.

The PRO PR Globe Communication Achievement Awards are internationally recognized for their focus on rewarding excellence in communication and public relations. With the addition of new categories and an emphasis on traditionally underrepresented sectors, the awards seek to adapt to the current needs of a constantly evolving communicative landscape.