

Zone 10B & 10C Public Image Awards

OVERVIEW

A strong public image is key to Rotary's growth and impact. This competition encourages clubs to creatively showcase their projects, maintain brand consistency, and tell compelling stories that inspire and engage their communities. By recognising excellence, we drive innovation, increase visibility, and strengthen Rotary's identity as People of Action.

BASIC RULES AND INFORMATION

Eligibility

- Open to all Rotary, Rotaract, and Interact Clubs within the participating Districts/Zones.
- For Interact Clubs, all submissions must be channelled through your sponsoring Rotary Club.
- Each club may submit one entry per category, per month.
- Joint club projects are allowed, but entries must be submitted under one lead club's name.

Entry Requirements

- Submissions must be Rotary-related and carried out between July 2025 and April 15, 2026
- All entries must comply with Rotary International's Brand Center Guidelines (logos, fonts, templates).

Submission Format

- All entries must be submitted using the links submitted via Rotary Service Project Center
- The final submission must be made by 15 April 2026
- Only use this official submission form for all submissions

Awards and Recognition

Winners will:

- Receive a Regional Recognition Certificate & Trophy
- Win a Monetary Prize
- Be featured in Regional Rotary Publications & Social Media
- Gain special mentions for outstanding creativity or impact

General Rules

- All submissions become the property of Rotary and may be used for promotional purposes.
- Clubs must obtain consent for any identifiable individuals featured in photos/videos.
- Late or incomplete submissions will not be considered.
- Judges' decisions are final.

Timeline

- Launch of Competition: 21 October 2025
- Submission Deadline: 15 April 2026
- Winners Announced: May 2026

CATEGORIES

There are 5 categories:

1. Best People of Action Photo Award

Description:

This award recognises the most powerful photograph that captures the spirit of Rotary's **"People of Action"** - showcasing Rotarians, Rotaractors, Interactors or community members actively making a positive difference. The image should tell a compelling story of service, compassion, and impact, while inspiring others to engage in meaningful change.

Award Criteria & Marking Points:

1. **Relevance to Rotary's Mission: 20 points**
 - The photo should clearly reflect Rotary's values: service, fellowship, diversity, integrity, and leadership.
 - It must show *action* — not posed or symbolic, but people actually engaging in service.
2. **Visual Impact: 20 points**
 - Emotionally moving or inspiring.
 - Strong composition, lighting, and clarity.
3. **Storytelling Power: 20 points**
 - The image should tell a story without words or be accompanied by a caption that enhances its message.
 - Demonstrates community engagement, change-making, or collaboration.
4. **Authenticity: 15 points**
 - Real moments — not staged.
 - Participants should ideally be identifiable (unless ethical/privacy issues require otherwise).
5. **Technical Quality: 15 points**
 - In focus, good exposure, high resolution.
 - Avoid over-editing or filters that reduce realism.
6. **Diversity & Inclusion: 10 points**
 - Representation of different age groups, genders, cultures, or communities.

Important Elements to Include in the Photo

- People actively engaged in service (e.g. building, teaching, cleaning, providing aid).
- Rotary branding visible (t-shirts, banners, pins, etc.) – **optional but highly encouraged.**
- Facial expressions that convey emotion: joy, focus, empathy, determination.
- Contextual background that hints at the project type (e.g. school, clinic, flood area).
- Natural lighting preferred; candid over posed.
- Use the keywords: TRANSFORM, CONNECT, EMPOWER, END POLIO, etc (refer the full list from the Rotary Brand Center)
- Must be generated from the Rotary Brand Center

2. Best Rotary Story Video Award

Description:

This award honors the most powerful and inspiring short video that tells a compelling Rotary story. Whether it showcases a transformative project, a personal testimony, or a community impact initiative, the winning entry should reflect Rotary's identity as **People of Action** and demonstrate service, leadership, and community engagement in a visually impactful and emotionally resonant way.

Award Criteria & Marking Points:

- 1. Relevance to Rotary Values and Mission: 20 points**
 - The video must align with Rotary's mission of service, integrity, peacebuilding, and leadership.
 - Should showcase real Rotary initiatives or people creating positive change.
- 2. Clarity and Storytelling: 20 points**
 - Strong narrative structure (beginning, middle, end).
 - Easy to understand, emotionally engaging, and effectively conveys its message.
- 3. Visual and Audio Quality: 15 points**

- Clear visuals, appropriate pacing, and good audio (voice, music, or ambient sound).
- Subtitles are encouraged for accessibility.
- 4. **Creativity and Originality: 15 points**
 - Fresh, innovative approach to storytelling.
 - May include interviews, voiceovers, music, or creative visuals (as long as they support the message).
- 5. **Length and Focus: 10 points**
 - Ideally 1 to 3 minutes. Should not exceed 5 minutes.
 - Focused on one key story or theme, without distractions.
- 6. **Branding and Identity: 10 points**
 - Rotary logo, messages, or branding (shirts, banners, pins, etc.) included where relevant.
 - Tone reflects Rotary's professionalism, optimism, and action-oriented spirit.
- 7. **Accessibility & Inclusivity: 10 points**
 - Use of subtitles, inclusive representation, and universal appeal

Important Elements to Include in the Video

- Real people sharing stories or in action.
- Clear identification of the project or purpose.
- Emotional connection — stories of hope, impact, or transformation.
- Rotary branding (visual or verbal).
- Subtitles or captions (strongly encouraged).
- Use royalty-free music or sound design to enhance your message.

3. Best Rotary Marker / Outdoor Media Award

Description:

This award recognises outstanding Rotary visibility efforts through **physical markers or outdoor media**, including signboards, billboards, murals, community structure branding, banners, or exhibits. It celebrates creative and strategic use of public-facing media that enhances Rotary's **public image**, reinforces its brand identity, and promotes the "People of Action" message to the broader community.

Award Criteria & Marking Points:

1. Visibility and Placement: 20 points

- Positioned in a location that attracts significant public attention.
- Easily seen, well-lit (if applicable), and accessible to diverse audiences.

2. Brand Consistency: 20 points

- Follows Rotary branding guidelines (correct logo usage, fonts, colours, and tone).
- Includes "Rotary" or "People of Action" messaging where relevant.

3. Message Impact & Clarity: 20 points

- Conveys a clear, positive message about Rotary's values or specific projects.
- Inspires interest, curiosity, or engagement from the public.

4. Design Quality and Creativity: 15 points

- Aesthetically appealing and professional in design.
- Original, creative approach to design or materials used.

5. Durability and Quality: 15 points

- Built or printed with quality materials.
- Designed to withstand outdoor conditions if permanent/semi-permanent.

6. Community Connection: 10 points

- Reflects the local context, culture, or community it serves.
- May include community collaboration (e.g., mural with local artists, public co-design)

Important Elements to Include

- Compliant Rotary branding (logos, colours, fonts).
- "People of Action" or project-specific messaging.
- Visuals or icons that connect emotionally with viewers.
- Placement in a high-traffic, relevant, or symbolic location.
- QR code, website, or contact info (optional but useful for engagement).
- For murals or signboards, a description plaque may be added to give context.

4. Best Rotary Online Media Award – Using AI

Description:

This award celebrates innovative and effective use of **artificial intelligence tools and technologies** in Rotary's **online media presence** — including social media content, websites, digital campaigns, videos, or graphics. It highlights how AI has enhanced Rotary's **public image**, storytelling, and community engagement in the digital space, in line with the "People of Action" brand.

Whether it's AI-generated visuals, automated social media posts, video editing, voiceovers, chatbots, or data-driven engagement strategies, this award honors creativity, relevance, and impact.

Award Criteria & Marking Points:

1. **Effective Use of AI Technology: 20 points**
 - Thoughtful and purposeful integration of AI tools (e.g., ChatGPT, Canva AI, Lumen5, DALL·E, Synthesia, Adobe Firefly, etc.).
 - AI should add value to the content, not just be used for novelty.
2. **Relevance to Rotary's Mission: 20 points**
 - Promotes Rotary values such as service, leadership, peacebuilding, and community impact.
 - Supports Rotary branding and public image.
3. **Engagement and Reach: 15 points**
 - Demonstrates online impact through metrics (likes, shares, comments, reach, impressions).
 - Captures attention and encourages participation or awareness.
4. **Creativity and Innovation: 15 points**
 - Unique or imaginative use of AI in visual design, storytelling, or interaction.
 - New approach or fresh style that enhances Rotary messaging.
5. **Design and Content Quality: 15 points**
 - Professional look and feel.
 - Content is well-structured, easy to understand, and visually appealing.
6. **Ethical and Responsible Use: 15 points**
 - Avoids misinformation, deepfakes, or harmful stereotypes.

- AI-generated content is clearly identified or used transparently & aligns with Rotary Values

Important Elements to Include

- Showcase the specific AI tool(s) used and how they were applied.
- Example outputs: AI-generated videos, auto-captioned reels, chatbot content, personalized social media graphics, auto-edited event recaps, etc.
- Must include links, screenshots, or samples of the online media posted.
- Brief write-up on the objective, strategy, and result of the campaign/content.
- Optional: analytics, before-and-after examples, user testimonials.

5. Best Rotary Public Image Campaign Award

Description:

This award recognises the most outstanding **public image campaign** that effectively promotes Rotary's causes, values, and global presence. The campaign may focus on **Rotary's 7 areas of Focus, membership growth**, the **End Polio Now** initiative, **Rotary's monthly themes** (such as Maternal & Child Health or Basic Education & Literacy), or key **UN-recognised days** like World Peace Day, Earth Day, or International Women's Day.

The winning campaign will combine strong messaging, creative execution, strategic outreach, and measurable public engagement — all while strengthening Rotary's identity as **People of Action**.

Award Criteria & Marking Points:

- 1. Clarity of Purpose: 20 points**
 - Clear focus on the theme (e.g. promoting polio awareness, celebrating World Water Day, increasing membership).
 - Well-defined objectives.
- 2. Strategic Public Engagement: 20 points**
 - Effective outreach through traditional and/or digital media.
 - Targeted to reach both Rotarians and the general public.
- 3. Creativity and Messaging: 20 points**
 - Innovative campaign concept and content.

- Messaging is impactful, inspiring, and aligned with Rotary's voice.
- 4. **Use of Branding and Rotary Identity: 15 points**
 - Correct use of Rotary logos, colours, fonts, and brand tone.
 - Reinforces Rotary's credibility and professionalism.
- 5. **Impact and Measurable Results: 15 points**
 - Evidence of audience engagement (e.g. likes, shares, participation, new members, partnerships, press coverage).
 - Demonstrated change in awareness or action taken.
- 6. **Sustainability and Replicability: 10 points**
 - Campaign can be continued or adapted by other clubs or districts.
 - Leaves a lasting public image impact.

Important Elements to Include

- A clear campaign theme (e.g. "Join Rotary, Change Lives," "World Polio Day Rally," "International Day of Peace Outreach").
- Campaign materials (e.g. posters, social media posts, videos, press articles, event recaps).
- Use of Rotary branding elements.
- Online and offline engagement (events, hashtags, booths, media coverage, partnerships).
- Timeline, team roles, and execution strategy.
- Optional: testimonials, media clippings, QR codes, analytics reports.