



**Media Guidelines & Strategies
exclusively for Winners of**

**The 21st Asia Pacific International
HONESTY - Book Of Records**

1. Introduction

Congratulations once again on your achievement. How you decide to publicize your achievement in The Asia Pacific International HONESTY - Book of Records could pave the way for further opportunities.

Therefore, the Secretariat of The Asia Pacific International HONESTY - Book of Records has developed this Media Guideline and Public Relations Kit to aide you in your PR and media initiatives. We hope you will find this information useful.

2. The Publicity Trail

One of the many benefits of being an The Asia Pacific International HONESTY - Book of Records winner is the wider publicity coverage; from articles published on newspaper, business magazines, Book Of Records, FaceBook, WeChat Moments and other printed or internet media, to being featured on the Official website. Furthermore this may lead to prospective customers and sales generating leads.

3. Why publicize your win?

- Indicates your status as one of Asia Pacific's most reputable companies
- Creates credibility for your company and its products/services
- Attract prospective customers and business partners
- Set the stage for venture funding and/or IPO

4. What type of audiences can you target?

- Existing customers
- Prospective customers
- Prospective employees
- The business and financial community
- Print, web and broadcast media

5. What media avenues can you target ?

The winners of The Asia Pacific International HONESTY - Book of Records will be published on newspaper, business magazines, Book Of Records, FaceBook, WeChat Moments and other printed or internet media. We further encourage you to contact the business editors of relevant media outlets.

These outlets can include:

- **Print** - Newspapers, local/ foreign business journals, magazines, trade publications and research papers (specific to your industry segment)
- **Broadcast** - Local radio/ television stations business programs
- **Web** - Online publications, targeted customers' websites and e-communities

Don't forget to publicize your win to your own employees through your internal communications channels. You may consider displaying your certificate, bunting and trophy at company premises or official website homepage, together with specific congratulatory comments to those employees who played a significant role in the success of the company.

6. Is there an approval process for publicity materials ?

For your convenience, approvals from the The Asia Pacific International HONESTY - Book of Records Secretariat are not required when you publicly release press/ advertising material on your "The Asia Pacific International HONESTY - Book of Records" win. However, if you cite a phrase from the authorized The Asia Pacific International HONESTY - Book of Records secretariat/ spokesperson, please obtain approvals from the The Asia Pacific International HONESTY - Book of Records Secretariat.

If you are using the The Asia Pacific International HONESTY - Book of Records logo, ensure correct sizing and colour.

7. Award & Logo Usage

Winners are conferred The Asia Pacific International HONESTY - Book of Records during the awards dinner and presentation. Upon acceptance of the award, winners will be able to use the logo for the period of 2 years (1st time winner), 5 years (2nd time winner) and an indefinite period (3rd time winner). Please indicate the year the award was presented in.

8. Specifications of The HONESTY Award logo

The Asia Pacific International HONESTY - Book of Records logo is trademarked. By using this logo, you agree to use it in accordance to the guidelines set by The Asia Pacific International HONESTY - Book of Records Secretariat. No modifications to the logo are allowed.

The Asia Pacific International HONESTY - Book of Records logo can be applied to the following media :

- Corporate materials (e.g. company brochures, name cards, proposals, presentations)
- Publicity materials (e.g. press releases, advertisements)
- Actual premises of the company (i.e. certificate can be hung, award can be displayed)

Publication of the The Asia Pacific International HONESTY - Book of Records logo must adhere to the following guidelines:

- Logo must be used/ applied as a single element i.e. never in parts.
- No alterations or variations are permitted to any part of the logo.

9. Frequently Asked Questions

- **Q1 : Besides the logo, are there any other of related publicity materials of The Asia Pacific International HONESTY – Book of Records I can use?**

You may make use all the photos taken throughout the awards dinner and presentation which can be downloaded from official website www.HonestyAward.asia. The video clips on the youtube can be downloaded and free to use too.

- **Q2. Is there a limit to the number of times I can publish the The Asia Pacific International HONESTY – Book of Records logo?**

There is no limit to the usage of The Asia Pacific International HONESTY - Book of Records logo once you are the award winner.

If you need further clarifications on the above, please contact International Secretariat Office :-

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