

Thursday April 5th 2018 |
The Clayton Hotel | Burlington Road

The 
Media 2018
Awards

ENTRY
TEMPLATE

**GENERAL
ENTRY**

*NB – actual entries should be
submitted online in soft copy
via www.mediaawards.ie*

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GENERAL ENTRY

SECTION 1: **Entry Details**

Client:

Product / Service:

Campaign Name:

Entrant Company:

Address:

Lead Contact:

Email:

Phone:

Other Companies:

Other collaborating organisations

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**The
Media** 2018



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GENERAL ENTRY

SECTION 2: Media Placement

Campaign Start Date: 01/04/17

ELEMENT	PLACEMENT / LOCATION	FROM	TO
Press	Full Page Colour, The Daily Enquirer	01/04/17	30/04/17
Live Event	National Expo	20/09/17	24/09/17
URL	TYPE	LIVE (Y/N)	NOTES
www.randomsite.ie			
www.youtube.ie/	Website	Yes	Flash required
randomirishsite	Online Video	Yes	n/a

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GENERAL ENTRY

SECTION 3: The Explainer

850 Words Maximum. To Include:

Executive Summary 100 Words

- The essence of the entry / campaign

Background 150 Words

- Competitive Situation
- Brief
- Objectives

Insight / Creative Idea 150 Words
20% of Total Marks

- Research
- Data Gathering

Strategy 150 Words

20% of Total Marks

- Target Audience
- Media Planning
- Approach

Execution 150 Words

20% of Total Marks

- Implementation
- Media Channels
- Integration
- Timeline
- Scale

Results 150 Words

30% of Total Marks

- Actions
- Business Results
- Outcomes
- Awareness

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SECTION 4: **Support Materials**

Required

- Company Logo (JPEG / PNG / GIF)
- Digital Presentation Image
(To be used at Awards Ceremony)

Recommended

- Case Study Video
(Uploaded to YouTube / Vimeo)

Optional

- URL
 - Supporting Images(Digital)
 - Supporting content (Digital)
-

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CONTACT

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