

The  **Media** **2018**
Awards



ENTRY
KIT

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

Enter Online Today www.mediaawards.ie



The
Media 2018
Awards

KEY INFO

Dates

Entry Deadline : Thursday February 22nd 2018

Entry Fees

€150 + Vat @ 23% Per Entry

Eligibility

- The eligibility period for entries is Jan 1st 2017 – Jan 31st 2017.
- If entries have activity outside of these dates please refer only to activity that took place within the eligibility period.
- Activity must have take part in the Republic of Ireland and/or Northern Ireland.
- Entrants must be operating in the Republic of Ireland and/or Northern Ireland to qualify for entry.
- For the purposes of entry an 'Agency' is an organisation that is offering advice on advertising and media targeting / placement but does NOT have ownership of any media channel or outlet. A 'Media Owner' is an organisation that has one or more media channels that it offers to advertisers / marketers for the promotion of their brand, good, service, message etc.

Confidentiality

- All material submitted will be treated as strictly confidential and will be used only in the context of judging the Media Awards 2018.
- All judges will sign a confidentiality declaration on the above basis.
- Edited summaries of entries may be published if your entry is shortlisted. Please state clearly in the appropriate section of your entry form if you do not wish this to happen.

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JUDGING CHAIRS



The Judging Panel will be chaired by **Liliana Caro**, CMO of Kinetic Worldwide. Adweek has named Kinetic's Global CMO Liliana Caro a 2017 Media All-Star, recognizing her as one of today's most innovative

executives in the media planning and buying business. Having earned her stripes at IPG and Havas Media, Caro came to Kinetic in 2015 with a stated imperative of making out of home "sexy" again. Skeptics may have chuckled, but Caro meant it, and through a program she calls Active Journeys, she and her team have turned out some of the cleverest (and measurably successful) OOH executions in the segment.

Kinetic secured a 6 percent increase in billings last year,

thanks in large part to Caro, who is "a communication and messaging guru," according to Kristien Turner, vp, marketing strategy for client HSBC. "Liliana always sees the thing no one else sees," adds Kinetic CEO Mauricio Sabogal.

"Out of home has existed forever," Caro says, but through the addition of mobile, it's a new medium. Today, it "can actually help close the loop from online to offline, and take advantage of the space ... you're in—and I think it's sexy."



Claire Beale is global editor-in-chief of Campaign. She has written extensively on advertising and marketing for the national press, including a column in The Independent, and is a regular media commentator on the industry.

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GENERAL ENTRY TEMPLATE

Different Categories have different specific entry templates – these can be downloaded at www.mediaawards.ie

Most categories entries follow the same basic format [See below for exceptions]:

- **Entry Details** – contact information etc.
- **Media Placement**
- **Executive Summary** 100 Words
- **Background** 150 Words
- **Insight/ Creative Idea** 150 Words
20% of Total Marks
- **Strategy** 150 Words
20% of Total Marks
- **Execution** 150 Words
20% of Total Marks
- **Results** 150 Words
30% of Total Marks

Support Materials

- Logo and Presentation Image *[Required]*
- Campaign Support Video *[Recommended]*
- Supporting Images / URLs *[Optional]*

The following categories have specific entry templates that can be downloaded at www.mediaawards.ie

- **Media Agency of the Year**
- **Sales Team of the Year**
- **Media Brand of the Year**
- **Network of the Year**
- **Media Hero**
- **Grand Prix**

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HINTS & TIPS

- **Plan Ahead** Don't leave it till the last minute. Draft an outline. Get your work reviewed by a colleague and consider appointing a 'Media Awards Czar' to oversee and manage your entry process
- **Create a Story** We all like a clear narrative. Tell the judges your tale with a beginning middle and end.
- **Follow the Brief** This sounds like an obvious one but if you don't answer the questions you can't get the marks - answer each section!
- **Demonstrate Results** Every campaign has a goal and a target. What was it? Did you achieve it? Did something different happen?
- **Put yourself in the Judges shoes** The judges will be judging a lot of entries. Be clear and get to the point. Make it easy for them!
- **Be selective with supporting material** Ask yourself 'Is it relevant?'. Don't just throw the kitchen sink at it. This is counterproductive. Be selective and add appropriate support material.

ENTRY ENQUIRIES

Email:
info@mediaawards.ie

Phone:
+353 1 284 6096

Web (Live Chat)
www.mediaawards.ie

Full category descriptions can be found at www.mediaawards.ie

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