

THURSDAY APRIL 28TH 2022
| THE RDS INDUSTRIES HALL | DUBLIN 4



THE
MEDIA
AWARDS

ENTRY TEMPLATE - GENERAL

ENTER ONLINE TODAY www.mediaawards.ie

CLOSING DATE: **TUESDAY MARCH 22ND 2022**



*This template is for illustrative purposes only to assist you in preparing your submissions.
Entries can ONLY be submitted online via www.mediaawards.ie*

GENERAL (CAMPAIGN BASED) ENTRY TEMPLATE

SECTION 1: Entry Details

Entry Title:

Entrant Organisation:

Client Organisation:

Contact Person:

Email:

Phone:

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GENERAL ENTRY

• Executive Summary	100 Words
• Background	100 Words
• Insight / Creative Idea	200 Words
• Strategy	150 Words
• Execution	150 Words
• Results	200 Words

TOTAL **900 Words**

Judging Weighting:

Insight & Idea	30%
Strategy & Targeting	20%
Execution	20%
Impact & Results	30%

Support Materials

Required

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

Optional

- URL (e.g: Website or Video content such as a creative reel*)
- With a maximum of five pieces of supporting content (e.g: Creative Images / Brochure / Product shot etc.*

* Video or image content should NOT Include: results; case studies; agencies names; logos and also should not contain and confidential material or information.

Judging Overview

Entries will be judged and scored by a panel of judges based on the relevant criteria & weightings:

- On the basis of this scoring a shortlist of 6 entries will be shortlisted and published.
- These 6 shortlisted entrants will go forward to present their entries 'live' to a panel of judges.
- Gold, Silver & Bronze awards will be awarded based on these presentations.

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CONTACT

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info@mediaawards.ie

WEB (LIVE CHAT)

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