

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



THE
MEDIA
AWARDS



**ENTRY TEMPLATE -
BEST USE OF AV**

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*

BEST USE OF AV ENTRY TEMPLATE

SECTION 1: Entry Details

Entry Title: _____

Entrant Organisation: _____

Client Organisation: _____

Contact Person: _____

Email: _____

Phone: _____

This category looks for campaigns that are best in class, driving innovation and understanding how TV-led AV complements and works alongside other media to deliver more successful communications results. The entry should also illustrate an understanding of the changing AV landscape and the results that can be derived from putting a TV lead strategy at the heart of your plan.

Campaigns must have been active in the Republic of Ireland and/or Northern Ireland between Jan 1st 2020 and December 31st 2021.

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CRITERIA	WEIGHT	WORD COUNT
Executive Summary		100
Background & Objectives		100
Data Collection & Integration	20%	100
Mix: Design and Methodology	30%	200
Execution	20%	200
Results	30%	200
TOTAL	100%	900

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

EMAIL:
info@mediaawards.ie

WEB (LIVE CHAT)
www.mediaawards.ie

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