

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



THE
MEDIA
AWARDS

**ENTRY TEMPLATE - MEDIA AGENCY
OF THE YEAR (ROI OR NI)**

IN PARTNERSHIP WITH

dmg::media
Ireland

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*

MEDIA AGENCY OF THE YEAR (ROI OR NI) ENTRY TEMPLATE

SECTION 1: Entry Details

Entry Title:

Entrant Organisation:

Client Organisation:

Contact Person:

Email:

Phone:

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

The Media Agency of the Year will be decided based on a specific set of criteria

To be considered for Agency of the year, entrants must have submitted a minimum of two entries into other categories in the 2022 Media Awards. 25% of the marks for Media Agency of the Year will be awarded based on shortlisting and success (Gold, Silver, Bronze) in the 2022 Awards.

This Category is open to all agencies operating in the Republic of Ireland between Jan 1st 2020 and December 31st 2021.

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CRITERIA	WEIGHT	WORD COUNT
Overview / Executive Summary		200
Success in 2020-2021	15%	150
Client Retention 2020-2021	15%	150
Client Acquisition in 2020-2021*	15%	150
Development of Agency Brand	10%	100
Development of Agency Talent Base	10%	100
Contribution to Industry	10%	100
THE ORGANISERS WILL GATHER THE FOLLOWING INFORMATION		
Shortlisting's & Wins for Media Awards 2022	25%	
TOTAL	100%	950

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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