

THURSDAY APRIL 28<sup>TH</sup> 2022  
| THE RDS INDUSTRIES HALL | DUBLIN 4



THE  
**MEDIA**  
AWARDS



**ENTRY TEMPLATE -  
MEDIA BRAND OF THE YEAR**

**ENTER ONLINE TODAY** [www.mediaawards.ie](http://www.mediaawards.ie)

CLOSING DATE: **TUESDAY MARCH 22<sup>ND</sup> 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](http://www.mediaawards.ie)*

## MEDIA BRAND OF THE YEAR 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 1<sup>st</sup>  
2020 and December 31<sup>st</sup> 2021.*

This award recognises the outstanding media brand on the Island of Ireland.

*For the purposes of clarity, Media Brand refers to the brand as a commercial offering, delivering audiences to advertisers.*

The judges will look for evidence of brand development, delivery to agencies and advertisers, success within the media marketplace and influence on media practice.

The final result will be weighted 50/50 based on the written submission and the live presentation.

This Category is open to all media owners operating on the Island of Ireland between Jan 1<sup>st</sup> 2020 and December 31<sup>st</sup> 2021.

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## MEDIA BRAND OF THE YEAR ENTRY TEMPLATE

CRITERIA	WEIGHT	WORD COUNT
Executive Summary / Overview		200
Brand Development 2020-2021	30%	250
What does the brand deliver to Agencies and Advertisers?	25%	200
Success within the Marketplace	25%	200
Influence on Media Practice	20%	150
<b>TOTAL</b>	<b>100%</b>	<b>1,000</b>

### 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](mailto:info@mediaawards.ie)

**WEB (LIVE CHAT)**  
[www.mediaawards.ie](http://www.mediaawards.ie)

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