

THURSDAY APRIL 27TH 2023
HALL 1 | RDS | DUBLIN 4



THE
MEDIA
AWARDS



**ENTRY TEMPLATE -
BEST USE OF AUDIO**

ENTER ONLINE TODAY www.mediaawards.ie

CLOSING DATE: TUESDAY MARCH 21ST 2023



*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 AUDIO 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
2022 and March 14th 2023.*

The Audio campaign will be best in class, driving innovation and understanding of how cross-platform Audio complements and works alongside other media to deliver more successful communications results. The entry should illustrate an understanding of the changing Audio landscape and showcase any or all properties such as Airtime, Sponsorship, Promotions, Contextual Creative etc. The use of measurement tools will also be important.

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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

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info@mediaawards.ie

WEB (LIVE CHAT)
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