

THURSDAY APRIL 25<sup>TH</sup> 2024  
HALL 1 | RDS | DUBLIN 4



THE  
**MEDIA**  
AWARDS



**ENTRY TEMPLATE -  
BEST USE OF AV**

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

**CLOSING DATE: THURSDAY MARCH 21<sup>ST</sup> 2024**



*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)*

## 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 1<sup>st</sup> 2023 and March 20<sup>th</sup> 2024.*

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## BEST USE OF AV ENTRY TEMPLATE

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
<b>TOTAL</b>	<b>100%</b>	<b>900</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; 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)**

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