

THURSDAY APRIL 25TH 2024
HALL 1 | RDS | DUBLIN 4



THE
MEDIA
AWARDS

**ENTRY TEMPLATE -
BEST USE OF CROSS-PLATFORM
OUT OF HOME CATEGORY**

ENTER ONLINE TODAY www.mediaawards.ie

CLOSING DATE: THURSDAY MARCH 21ST 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*

BEST USE OF CROSS-PLATFORM OUT OF HOME CATEGORY ENTRY TEMPLATE

SECTION 1: Entry Details

Entry Title:

Entrant Organisation:

Client Organisation:

Contact Person:

Email:

Phone:

The cross-platform Outdoor campaigns will be best in class, driving innovation and understanding of how all OOH and DOOH platforms complement and work alongside other media to deliver more successful communications results. The entry should illustrate an understanding of the changing OOH landscape and showcase any use of measurement tools.

Campaigns must have been active in the Republic of Ireland and/or Northern Ireland between Jan 1st 2023 and March 20th 2024.

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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; 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)

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