

THURSDAY APRIL 25TH 2024
HALL 1 | RDS | 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: **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*

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

SECTION 1: Entry Details

Entry Title:

Entrant Organisation:

Client Organisation:

Contact Person:

Email:

Phone:

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 2024 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 2024 Awards.

This Category is open to all agencies operating in the Republic of Ireland between Jan 1st 2023 and March 14th 2024.

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
Overview / Executive Summary		200
Success in 2023-2024	15%	150
Client Retention 2023-2024	15%	150
Client Acquisition in 2023-2024*	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 2024	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; 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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