

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



THE
MEDIA
AWARDS



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

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 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 1st
2023 and March 20th 2024.*

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 1st 2023 and March 14th 2024.

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CRITERIA	WEIGHT	WORD COUNT
Executive Summary / Overview		200
Brand Development 2023-2024	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
TOTAL	100%	1,000

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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