

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



THE
MEDIA
AWARDS

ENTRY TEMPLATE - GENERAL

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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*

GENERAL (CAMPAIGN BASED) ENTRY TEMPLATE

SECTION 1: Entry Details

Entry Title:

Entrant Organisation:

Client Organisation:

Contact Person:

Email:

Phone:

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GENERAL ENTRY

CRITERIA	WEIGHT	WORD COUNT
Executive Summary		100
Background - Objective and Goal of Campaign		100
Insight / Creative Idea	30%	200
Strategy	20%	150
Execution	20%	150
Results	30%	200
TOTAL	100%	900

Judging Weighting:

Insight & Idea	30%
Strategy & Targeting	20%
Execution	20%
Impact & Results	30%

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.

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

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:

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WEB (LIVE CHAT)

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