

**ENTRY TEMPLATE - GENERAL**



THE  
**MEDIA**  
AWARDS

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**CLOSING DATE: MONDAY MARCH 24TH 2025**

**THURSDAY MAY 8th 2025  
THE MANSION HOUSE | DUBLIN 2**



*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)*

## GENERAL (CAMPAIGN BASED) ENTRY TEMPLATE

### For Categories

- Best Collaboration Agency & Media Owner - Large, Intermediate, Niche (NEW)
- Media Campaign - Large, Medium, Niche (NEW)
- Best Use of Sponsorship

### 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		200
Background – Objective and Goal of Research		100
Insight / Creative Idea	30%	200
Strategy	20%	150
Execution	20%	150
Results	30%	200
<b>TOTAL</b>	<b>100%</b>	<b>1000</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.\*  
\* Campaigns must have been active in the Republic of Ireland and/or Northern Ireland between Jan 1st 2024 and March 14th 2025

### 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)**  
[www.mediaawards.ie](http://www.mediaawards.ie)

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