

ENTRY TEMPLATE: BEST USE OF RETAIL MEDIA (NEW)

In Partnership with
dunnhumby



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*

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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 2024 and March 14th 2025

Retail media can inspire shoppers, sharpen media plans with targeting and personalisation and convert key customers at the point of purchase. Here we focus on the customer's journey from first learning about a product to making a purchase with a seamless retail media campaign. The best use of retail media may leverage first-party customer data to deliver highly personal, relevant ads to shoppers, across both online and in-store channels, allowing brands to target specific customer segments with tailored messaging based on their shopping behaviours, and ultimately driving higher conversion rates and sales lift.

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CRITERIA	WEIGHT	WORD COUNT
Executive Summary		200
Background		100
Insight / Understanding of Shopping Experience	30%	200
Strategy	20%	150
Execution /Retail Media Mix	20%	150
Results	30%	200
TOTAL	100%	1000

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.*)

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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