

**ENTRY TEMPLATE: BEST USE OF AI (NEW)**



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)*

## BEST USE OF AI 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 2024 and March 14th 2025

This award focuses on demonstrating innovation, measurable impact, and alignment with campaign objectives. Below are key criteria to structure your entry:

Overall, you will need to demonstrate how AI contributed to achieving the campaign's goals (e.g., driving awareness, increasing engagement, improving ROI). Explaining how AI was integrated into an overall campaign strategy or how it was developed as a standalone activation. A critical component is to clearly demonstrate what specific AI tools and techniques were used to deliver against your goals. Please explain in detail how you leverage the capabilities of AI across either personalisation, engagement, content execution.

For effectiveness and results, please provide data showing how AI improved campaign performance across your chosen campaign objectives – Increased ROI or Sales, Higher Engagement Rates (e.g. clicks, likes, shares, dwell time), enhanced audience retention. And, how did AI contribute to achieving your overall KPIs?

It is also important that you demonstrate your use of AI was transparent and ethical. And finally, how do you see scaling AI for future campaigns?

By addressing these criteria in your entry, you can effectively demonstrate the strategic, creative, and measurable value of AI in your media campaign.

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CRITERIA	WEIGHT	WORD COUNT
Executive Summary		200
Background		100
Insight - How have available AI tools helped shape the key insights for this campaign?	30%	200
Strategy - How have AI tools Influenced the campaign's strategic thinking?	20%	150
Execution & demonstration of use of AI	20%	150
Results & Learnings	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.\*)

### 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**

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