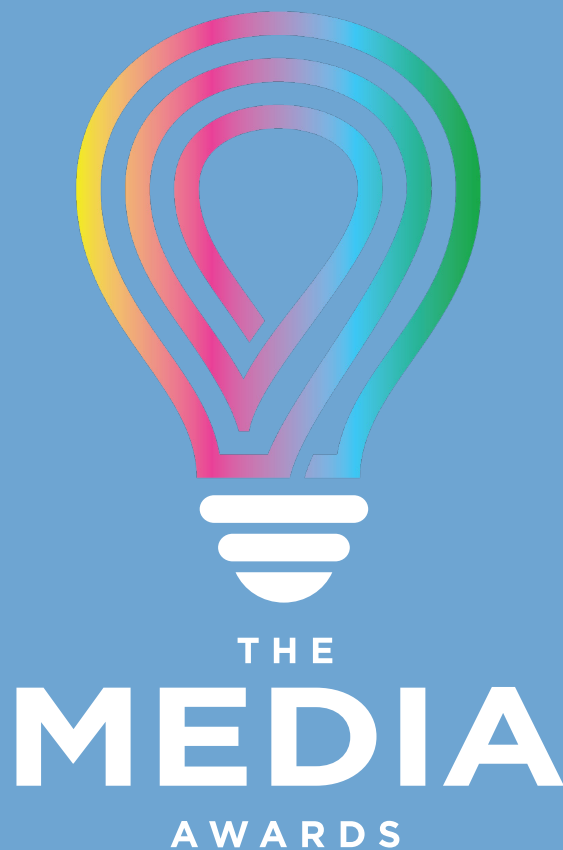


ENTRY TEMPLATE: BEST USE OF AUDIO

In Partnership with



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**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*

BEST USE OF AUDIO 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

The Audio campaign will be best in class, driving innovation and understanding of how cross-platform Audio complements and works alongside other media to deliver more successful communications results. The entry should illustrate an understanding of the changing Audio landscape and showcase any or all properties such as Airtime, Sponsorship, Promotions, Contextual Creative etc. The use of measurement tools will also be important.

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CRITERIA	WEIGHT	WORD COUNT
Executive Summary		200
Background		100
Insight / Creative Idea	30%	200
Strategy	20%	150
Execution & Audio Mix	20%	150
Results	30%	200
TOTAL	100%	1000

Support Materials

Required

- Company Logo (JPEG / PNG / GIF)
- Digital Presentation Image

Optional

- URL (e.g: Website or Video content such as a creative reel*)
With a maximum of five

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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