

**ENTRY TEMPLATE:  
BEST USE OF CROSS-PLATFORM  
OUT OF HOME CATEGORY**



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 CROSS-PLATFORM OUT OF HOME CATEGORY ENTRY TEMPLATE**

### **SECTION 1: Entry Details**

**Entry Title:**

**Entrant Organisation:**

**Client Organisation:**

**Contact Person:**

**Email:**

**Phone:**

The cross-platform Outdoor campaigns will be best in class, driving innovation and understanding of how all OOH and DOOH platforms complement and work alongside other media to deliver more successful communications results. The entry should illustrate an understanding of the changing OOH landscape and showcase any use of measurement tools.

Campaigns must have been active in the Republic of Ireland and/or Northern Ireland between Jan 1st 2024 and March 14th 2025

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CRITERIA	WEIGHT	WORD COUNT
Executive Summary		200
Background & Objectives		100
Data Collection & Integration	20%	100
Mix: Design and Methodology	30%	200
Execution	20%	200
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.\*)

### 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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