

**ENTRY TEMPLATE:
BEST USE OF IRISH LANGUAGE (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*

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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

Using the Irish language in a communication strategy can significantly enhance a brand's connection with Irish consumers by conveying authenticity, fostering cultural pride, and potentially increasing customer loyalty, particularly among those who value the language and its preservation.

This can lead to a more positive campaign perception/ engagement and potentially boost success, across all of Ireland (and not just Gaeltacht regions).

This category rewards campaigns that significantly (but not necessarily exclusively) use the Irish language.

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CRITERIA	WEIGHT	WORD COUNT
Executive Summary		200
Background		100
Strategy	20%	150
Insight / Relevance of Irish Language	30%	200
Execution & Channel 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

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WEB (LIVE CHAT)
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