

**ENTRY TEMPLATE:
BEST USE OF REGIONAL MEDIA (NEW)**



THE
MEDIA
AWARDS

ENTER ONLINE TODAY www.mediaawards.ie

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*

BEST USE OF REGIONAL MEDIA 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 category celebrates any type of media campaign, which employs significant use of regional media channels and/or specific regional targeting across the Island of Ireland. The judges will be looking for work that demonstrates:

- Strategic thinking in terms of regional audience segmentation and selection of channel mix.
- Breadth of innovation in methods of implementation.
- Effectiveness: business results, with particular recognition for medium-term and long-term impact beyond a single campaign.

ENTER ONLINE TODAY www.mediaawards.ie

CLOSING DATE: MONDAY MARCH 24TH 2025



BEST USE OF RETAIL MEDIA ENTRY TEMPLATE

CRITERIA	WEIGHT	WORD COUNT
Executive Summary		200
Background & Objectives		100
Strategy	20%	150
Insight & Audience Segmentation	30%	200
Execution & Regional 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.

ENTER ONLINE TODAY www.mediaawards.ie

CLOSING DATE: **MONDAY MARCH 24TH 2025**

**THURSDAY MAY 8th 2025
THE MANSION HOUSE | DUBLIN 2**



**THE
MEDIA
AWARDS**

CONTACT

EMAIL:
info@mediaawards.ie

WEB (LIVE CHAT)
www.mediaawards.ie

ENTER ONLINE TODAY www.mediaawards.ie

CLOSING DATE: MONDAY MARCH 24TH 2025