

**ENTRY TEMPLATE: MEDIA AGENCY  
OF THE YEAR (ROI OR NI)**



THE  
**MEDIA**  
AWARDS

**ENTER ONLINE TODAY** [www.mediaawards.ie](http://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](http://www.mediaawards.ie)*

## MEDIA AGENCY OF THE YEAR (ROI OR NI) ENTRY TEMPLATE

### SECTION 1: Entry Details

**Entry Title:**

**Entrant Organisation:**

**Client Organisation:**

**Contact Person:**

**Email:**

**Phone:**

The Media Agency of the Year will be decided based on a specific set of criteria. To be considered for Agency of the year, entrants must have submitted a minimum of two entries into other categories in the 2025 Media Awards. 25% of the marks for Media Agency of the Year will be awarded based on shortlisting and success (Gold) in the 2025 Awards.

This Category is open to all agencies operating in the Republic of Ireland between Jan 1st 2024 and March 14th 2025

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

**ENTER ONLINE TODAY** [www.mediaawards.ie](http://www.mediaawards.ie)

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



## MEDIA AGENCY OF THE YEAR (ROI OR NI) ENTRY TEMPLATE

CRITERIA	WEIGHT	WORD COUNT
Overview / Executive Summary		200
Success in 2024-2025	15%	150
Client Retention 2024-2025	15%	150
Client Acquisition in 2024-2025*	15%	150
Development of Agency Brand	10%	100
Development of Agency Talent Base	10%	100
Contribution to Industry	10%	100
<b>THE ORGANISERS WILL GATHER THE FOLLOWING INFORMATION</b>		
Shortlisting's & Wins for Media Awards 2025	25%	
<b>TOTAL</b>	<b>100%</b>	<b>950</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 award will be awarded based on these presentations

**ENTER ONLINE TODAY** [www.mediaawards.ie](http://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](mailto:info@mediaawards.ie)

**WEB (LIVE CHAT)**  
[www.mediaawards.ie](http://www.mediaawards.ie)

**ENTER ONLINE TODAY** [www.mediaawards.ie](http://www.mediaawards.ie)

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