

**ENTRY TEMPLATE:  
BEST INTERNATIONAL CAMPAIGN (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](http://www.mediaawards.ie)*

## BEST INTERNATIONAL CAMPAIGN ENTRY TEMPLATE

### SECTION 1: Entry Details

**Entry Title:**

**Entrant Organisation:**

**Client Organisation:**

**Contact Person:**

**Email:**

**Phone:**

Campaigns must have been active outside the island of Ireland between Jan 1st 2024 and March 14th 2025

This category recognises a client, agency or media owner for an international (outside the island of Ireland) single or cross-platform media campaign, with particular recognition for work that goes beyond a single campaign and has lasting impact. The judges will be looking for work that demonstrates:

- Strategic thinking in terms of 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.
- Partnership: identifying and highlighting ongoing and future collaborations.

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## BEST INTERNATIONAL CAMPAIGN ENTRY TEMPLATE

CRITERIA	WEIGHT	WORD COUNT
Executive Summary		200
Background		100
Strategy	20%	150
Insight / Creative Idea	30%	200
Execution/ Partnerships	20%	150
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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