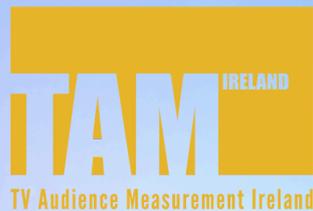


**ENTRY TEMPLATE :  
BEST USE OF AV**

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*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 AV ENTRY TEMPLATE**

### **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 2025 and March 19th 2026

This category looks for campaigns that are best in class, driving innovation and understanding how TV-led AV complements and works alongside other media to deliver more successful communications results.

The entry should also illustrate an understanding of the changing AV landscape and the results that can be derived from putting a TV lead strategy at the heart of your plan.

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CRITERIA	WEIGHT	WORD COUNT
Executive Summary		200
Background		100
Insight / Creative Idea	30%	200
Strategy	20%	150
Execution & Channel Mix	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**

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