

**ENTRY TEMPLATE : BEST USE OF  
MULTI-CHANNEL ACTIVATION  
CONTENT/CREATIVE**



THE  
**MEDIA**  
AWARDS

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**CLOSING DATE : THURSDAY MARCH 19<sup>TH</sup> 2026**



*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 MULTI-CHANNEL ACTIVATION CONTENT/CREATIVE 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

Right Time, Right Place: Great  
content and creativity in crafting the  
message are intrinsically linked to  
media insight, strategy and context.

This category rewards the application of  
creative, disruptive thinking to audience  
understanding, the interplay of each and  
all media channels and all branded /  
creative assets within a successful  
campaign.

The entry can cover any aspect of  
activity and can be single or multimedia.

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CRITERIA	WEIGHT	WORD COUNT
Executive Summary		200
Background		100
Strategy / Creativity	20%	150
Insight / Audience Segmentation	30%	200
Execution / ALL 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**

**EMAIL :**

**[info@mediaawards.ie](mailto:info@mediaawards.ie)**

**WEB (LIVE CHAT) :**

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