

**ENTRY TEMPLATE :
BEST USE OF REGIONAL MEDIA**



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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*

BEST USE OF REGIONAL MEDIA 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 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.

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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.

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CONTACT

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WEB (LIVE CHAT) :

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