

ENTRY TEMPLATE - GENERAL



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Entries can ONLY be submitted online via www.mediaawards.ie*

GENERAL (CAMPAIGN BASED) ENTRY TEMPLATE

For Categories :

- **Best Collaboration Agency & Media Owner – Large, Intermediate, Niche**
- **Media Campaign – Large, Medium, Niche**
- **Best use of Sponsorship**
- **Best Sales Initiative**

Entry Details

Entry Title :

Entrant Organisation :

Client Organisation :

Contact Person :

Email :

Phone :

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GENERAL ENTRY

CRITERIA	WEIGHT	WORD COUNT
Executive Summary		200
Background – Objective and Goal of Research		100
Insight / Creative Idea	30%	200
Strategy	20%	150
Execution	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.*)

* Campaigns must have been active in the Republic of Ireland and/or Northern Ireland between Jan 1st 2025 and March 19th 2026

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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