

**ENTRY TEMPLATE : MEDIA AGENCY
OF THE YEAR (ROI OR NI)**



**THE
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AWARDS**

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

MEDIA AGENCY OF THE YEAR (ROI OR NI) ENTRY TEMPLATE

Entry Details

Entry Title :

Entrant Organisation :

Client Organisation :

Contact Person :

Email :

Phone :

This Category is open to all agencies operating in the Republic of Ireland between Jan 1st 2025 and March 19th 2026.

The Media Agency of the Year will be decided based on a specific set of criteria.

To be considered for Agency of the year, entrants must have submitted a minimum of two entries into other categories in the 2026 Media Awards.

25% of the marks for Media Agency of the Year will be awarded based on shortlisting and success (Gold) in the 2026 Awards.

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CRITERIA	WEIGHT	WORD COUNT
Overview / Executive Summary		200
Success in 2025-2026	15%	150
Client Retention 2025-2026	15%	150
Client Acquisition in 2025-2026*	15%	150
Development of Agency Brand	10%	100
Development of Agency Talent Base	10%	100
Contribution to industry	10%	100
THE ORGANISERS WILL GATHER THE FOLLOWING		
Shortlisting's & Wins for Media Awards 2026	25%	
TOTAL	100%	950

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 award will be awarded based on these presentations.

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CONTACT

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