

**ENTRY TEMPLATE :
MEDIA BRAND OF THE YEAR**



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

MEDIA BRAND OF THE YEAR ENTRY TEMPLATE

Entry Details

Entry Title : _____

Entrant Organisation : _____

Client Organisation : _____

Contact Person : _____

Email : _____

Phone : _____

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

This award recognises the outstanding media brand on the Island of Ireland. For the purposes of clarity, Media Brand refers to the brand as a commercial offering, delivering audiences to advertisers.

The judges will look for evidence of brand development, delivery to agencies and advertisers, success within the media marketplace and influence on media practice.

The final result will be weighted 50/50 based on the written submission and the live presentation.

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CRITERIA	WEIGHT	WORD COUNT
Executive Summary / Overview		200
Brand Development 2025-2026	30%	250
What does the Brand Deliver to Agencies and Advertisers ?	25%	200
Success within the Marketplace	25%	200
Influence on Media Practice	20%	150
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 award will be awarded based on these presentations.

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CONTACT

EMAIL :

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WEB (LIVE CHAT) :

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