

**Teimpléad iontráil:
ÚSÁID IS FEARR NA GAEILGE**

I gcomhpháirtíocht le



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Is chun críocha léiriúcháin amháin atá an teimpléad seo chun cabhrú leat d'aighneachtaí a ullmhú. Ní féidir iontrálacha a chur isteach ach ar líne trí www.mediaawards.ie

AN ÚSÁID IS FEARR NA GAEILGE TEIMPLÉAD IONTRÁLA

Sonraí Iontrála

Teideal Iontrála: _____

Eagraíocht na nIontrálaithe: _____

Eagraíocht na gCliaint: _____

Duine Teagmhála: _____

Ríomhphost: _____

Fón: _____

Caithfidh go raibh feachtais gníomhach
i bPoblacht na hÉireann agus/nó
Tuaisceart Éireann idir 1 Eanáir 2025 agus
19 Márta 2026

Is féidir le húsáid na Gaeilge i straitéis chumarsáide cur go mór le nasc branda le tomhaltóirí Éireannacha trí bharántúlacht a chur in iúl, trí mhórtas cultúrtha a chothú, agus b'fhéidir go méadófaí dílseacht custaiméirí, go háirithe ina measc siúd a bhfuil luach acu ar an teanga agus a caomhnú.

D'fhéadfadh dearcadh/rannpháirtíocht níos dearfaí feachtais a bheith mar thoradh air seo agus d'fhéadfadh go gcuirfí leis an rathúlacht, ar fud na hÉireann ar fad (agus ní i réigiúin Ghaeltachta amháin).

Tugann an chatagóir seo luach saothair d'fheachtais a úsáideann go suntasach (ach ní gá go heisiach) an Ghaeilge.

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CRITÉIR	MEÁCHAIN	LÌON FOCAL
Achoimre Fheidhmeach		200
Cúlra		100
Straitéis	20%	150
Léargas / Relevance of Irish Language	30%	200
Forghníomhú & Meascán Cainéal	20%	150
Torthaí	30%	200
IOMLÁN	100%	1000

Ábhair Tacaíochta

Ag teastáil

- Lógó Cuideachta (JPEG/PNG/GIF)
- Íomhá Cur i Láthair Digiteach
- Le húsáid ag Searmanas na nGradam

Roghnach

- URL (m.sh.: Suíomh Gréasáin nó ábhar físe ar nós ríl chruthaitheach*)
- Le cúig phíosa ar a mhéad d'ábhar tacaíochta (m.sh.: Íomhánna Cruthaitheacha / Bróisiúr / Seat Táirge etc.)

Breithiúnas Forbhreathnú

Déanfaidh painéal breithiúna na hiontrálacha a mheas agus a scóráil bunaithe ar na critéir agus na hualuithe ábhartha:

- Ar bhonn na scórála seo cuirfear gearrliosta de 6 iontráil ar ghearrliosta agus foilseofar iad.
- Rachaidh na 6 iontrálaithe seo ar an ngearrliosta ar aghaidh lena n-iontrálacha a chur i láthair 'beo' do phainéal moltóirí.
- Bronnfar gradaim Óir, Airgid & Cré-umha ar na bronnadh seo.

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TEAGMHÁIL

RÍOMHPHOST : Gréasán (Comhrá BEO)

info@mediaawards.ie

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**ENTRY TEMPLATE: BEST USE OF
IRISH LANGUAGE (NEW)**

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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 IRISH LANGUAGE 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

Using the Irish language in a communication strategy can significantly enhance a brand's connection with Irish consumers by conveying authenticity, fostering cultural pride, and potentially increasing customer loyalty, particularly among those who value the language and its preservation.

This can lead to a more positive campaign perception/ engagement and potentially boost success, across all of Ireland (and not just Gaeltacht regions).

This category rewards campaigns that significantly (but not necessarily exclusively) use the Irish language.

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CRITERIA	WEIGHT	WORD COUNT
Executive Summary		200
Background		100
Strategy	20%	150
Insight / Relevance of Irish Language	30%	200
Execution & 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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