

**ENTRY TEMPLATE : BEST USE OF
MULTI-CHANNEL ACTIVATION
CONTENT/CREATIVE**



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

BEST USE OF MULTI-CHANNEL ACTIVATION CONTENT/CREATIVE 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

Right Time, Right Place: Great content and creativity in crafting the message are intrinsically linked to media insight, strategy and context.

This category rewards the application of creative, disruptive thinking to audience understanding, the interplay of each and all media channels and all branded / creative assets within a successful campaign.

The entry can cover any aspect of activity and can be single or multimedia.

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CRITERIA	WEIGHT	WORD COUNT
Executive Summary		200
Background		100
Insight / Audience Segmentation	30%	200
Strategy / Creativity	20%	150
Execution / ALL 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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