

**ENTRY TEMPLATE :  
BEST USE OF RETAIL MEDIA**

In Partnership with  
**Tesco Media and  
Insight Platform.**

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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](http://www.mediaawards.ie)*

## **BEST USE OF RETAIL MEDIA 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

Retail media can inspire shoppers, sharpen media plans with targeting and personalisation and convert key customers at the point of purchase. Here we focus on the customer's journey from first learning about a product to making a purchase with a seamless retail media campaign.

The best use of retail media may leverage first-party customer data to deliver highly personal, relevant ads to shoppers, across both online and in-store channels, allowing brands to target specific customer segments with tailored messaging based on their shopping behaviours, and ultimately driving higher conversion rates and sales lift.

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CRITERIA	WEIGHT	WORD COUNT
Executive Summary		200
Background		100
Insight / Understanding of Shopping Experience	30%	200
Strategy	20%	150
Execution / Retail Media Mix	20%	150
Results	30%	200
<b>TOTAL</b>	<b>100%</b>	<b>1000</b>

## 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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