

28b. BEST STATION PRODUCED COMMERCIAL - CAMPAIGN

JUDGING PERIOD – 1 APRIL 2017 - 31 MARCH 2018

ENTRIES CLOSE 18 MAY 2018

Description of Category:

The success of the commercial is the responsibility of the writers, producers and engineers to portray the client's message to the consumers using the most creative medium available – radio.

Campaign entries must consist of no less than 3 different commercials.

The commercials must have gone to air at least 10 times during the judging period (**include a 1 page media plan summary to confirm broadcast**), and it must meet relevant industry advertising codes.

Judges will be assessing the effectiveness of the campaign to motivate the public to its purpose; the creative quality which makes the commercials novel in presentation of its message; the honesty and integrity with which the commercials present the merits of its good or services; and the degree to which the commercials demonstrate professional excellence and maximise the use of the method by which it is presented.

Entries must be submitted on CD and a letter from the advertiser indicating the success of the commercial/campaign must accompany your entry (**1 PAGE LIMIT**).

Contact Details:

Entry Contact Name:

Position:

Contact Phone #:

E-mail:

Official ACMA Identity (for office use only):

Payment for Entry:

Please attach payment details for this entry and tick one division below:

- Metropolitan** (\$95 inc. GST): Stations in Sydney, Melbourne, Brisbane, Adelaide, Perth.
- Non-Metropolitan** (\$65 inc. GST): Stations with service area populations of 75,000 and above.

Entries received without payment will not be accepted into the ACRA's.

Support Material Checklist:

- Audio should be submitted on CD
- Duration of CD to be limited to a maximum of 3 minutes
 - Announce your name and station only at the start of the audio – Do not announce name of category
 - Be exactly as broadcast – no added background music or sound effects
- Supporting letter from the advertising client – **1 PAGE LIMIT**
- Media Plan Summary – **1 PAGE LIMIT**

Send Entry To:

When your entry is complete please send your entry form, supporting material and CD to:

Australian Commercial Radio Awards
Level 5, 88 Foveaux Street
SURRY HILLS NSW 2010

Entries to be received no later than 18 MAY 2018.

Entry Form

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Entry Details:

Please tick correct division: Metropolitan Non-Metropolitan

Title of Entry (for cert./trophy):

Name of Entrant/s (for cert./trophy):

Email Address/es of Entrant/s: (address for each entrant required)

Facebook username/s:

Twitter handle/s:

Instagram handle/s:

Station Name/On Air I.D. (for cert./trophy):

City:

State:

Network/Company (for cert./trophy):

When completing the entry form, use the names of individuals or teams exactly as they would appear on a finalists certificate or winner's trophy – PRINT CLEARLY to ensure there are no mistakes – Commercial Radio Australia will not be responsible for incorrect spelling of names.

I support the above statements and endorse this entry.

Station Manager name:

Station Manager signature:

