

29b. BEST MULTIMEDIA EXECUTION - SALES

(Including online activity and television)

JUDGING PERIOD – 1 APRIL 2017 - 31 MARCH 2018

ENTRIES CLOSE 18 MAY 2018

Description of Category:

This award recognises achievements in developing multimedia executions featuring the on-air brand and online, and one or more of the following: vod/podcasts, mobile phones, electronic media, social-networking sites or other multimedia applications.

Sales and Integration teams are increasingly exploring new ways to engage with listeners, which includes the development of new and integrated delivery platforms featuring innovative ways to involve listeners and reach the target audience.

The on-air activity must be a core part of the execution.

Category B: Best Multimedia Execution – Sales

This category is for multimedia sales executions and recognises excellence in the creation of multiplatform support for an advertiser – eligible entries will be for executions that are designed to enrich and extend a radio event or brand beyond the on-air experience for advertisers.

You will need to address the following criteria in the video:

Main Objectives – explanation of the purpose or goal of the execution including the target audience. This should include an outline of the client's objectives.

Rationale and Achievements – explanation of why this execution was introduced, what platforms in addition to radio were used and what was accomplished by use of this execution.

Results – Specific evidence must be provided to demonstrate achievement such as growth in website traffic, podcast downloads, phone data or similar. As well as specific client results which may be represented by the key metrics according to the client such as increase in sales (%) or volume. Increase in brand awareness (metric needed; increase in visits to website and conversion to sale/subscription/donation), overall listener experience and usability will form part of the judging process.

Entrants are required to provide a narrated compile via youtube, dvd or similar outlining/detailing all support material ie rationale, objectives, results, campaign overview, etc. View compile examples here: www.acras.com.au/Enter/Hints-Tips/Multimedia-Entry-Examples

Contact Details:

Entry Contact Name:

Position:

Contact Phone #:

Email:

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 outside the metropolitan area

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

Support Material Checklist:

- Video compile/DVD/Youtube/etc.
- Maximum 2 minutes in duration
 - On-air audio examples must be exactly as broadcast – no added background music or sound effects

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.

Active video compile link:

Video password (if applicable):

I support the above statements and endorse this entry.

Station Manager name:

Station Manager signature: