

# 32. BEST PROMOTIONS DIRECTOR

(Including Brand Managers, Integration Managers,  
Marketing Managers and National positions)

JUDGING PERIOD – 1 APRIL 2017 - 31 MARCH 2018

ENTRIES CLOSE 18 MAY 2018

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## Description of Category:

This category recognises the integral role promotions play between departments and is for those with the title Promotions Director, or those who fulfil that role. Entrants should highlight their most effective promotions and demonstrate how they excite passive and active listeners to listen to the station. The attached special entry form outlines the areas for consideration by the judges and must be completed by all entrants.

**The Philosophy** – a statement of how you assist in bringing together the often conflicting goals of departments within your station.

**The Team** – a statement of your approach to team development, education and communication. If you do not have a dedicated team, talk about how you get others in the station involved.

**The Ideas** – some examples of your best ideas – including at least 1 station and 1 sales promotion – their objectives and why they worked. You should include a testimonial letter or a comment on your audio entry from the happy client.

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## Contact Details:

Entry Contact Name:

Position:

Contact Phone #:

E-mail:

Official ACMA Identity (for office use only):

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## 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 ACRAs.

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## Support Material Checklist:

- Audio should be submitted on CD
- Maximum 1 minute in duration
  - 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
- Special Entry Form – please complete all questions in spaces provided
- Supporting letter from Client – **1 PAGE LIMIT**

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## 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

Name of Entrant (for cert./trophy): \_\_\_\_\_

Email Address of Entrant: \_\_\_\_\_

Facebook username: \_\_\_\_\_

Twitter handle: \_\_\_\_\_

Instagram handle: \_\_\_\_\_

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 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.

### Special Entry Form:

The Philosophy:

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The Team:

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The Ideas:

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**I support the above statements and endorse this entry.**

Station Manager name: \_\_\_\_\_

Station Manager signature: \_\_\_\_\_