

# 29. BEST STATION PRODUCED COMMERCIAL – SINGLE



JUDGING PERIOD: 1 APRIL 2018 – 31 MARCH 2019  
ENTRIES CLOSE 17 MAY 2019

All entries must be submitted online at <http://entry.acras.com.au>. THIS DOCUMENT IS A GUIDE ONLY.

## 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.

### Single Commercial

The commercial 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 commercial to motivate the public to its purpose; the creative quality which makes the commercial novel in presentation of its message; the honesty and integrity with which the commercial presents the merits of its good or services; and the degree to which the commercial demonstrates professional excellence and maximises use of the method by which it is presented.

Entries must be submitted in MP3 format and a letter from the advertiser indicating the success of the commercial must accompany your entry – **1 page limit**.

## Support Material Checklist

- Audio should be submitted in MP3 format
  - Maximum 1 minute in duration
  - Announce the title of entry, 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**.

## Entry Details

- Division:
  - » Metropolitan
  - » Provincial
  - » Country
- Title of entry (for certificate/trophy)
- Name of entrant/s (for certificate/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 certificate/trophy)
- City and state
- Network / Company (for certificate/trophy).

When completing the online form, use the names of individuals or teams exactly as they would appear on a finalist 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.