

32. BEST MULTIMEDIA EXECUTION – SALES



JUDGING PERIOD: 1 JANUARY 2021 – 31 DECEMBER 2021

ENTRIES CLOSE FRIDAY 13 MAY 2022

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

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.

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, Vimeo or similar outlining/detailing all support material ie. rationale, objectives, results, campaign overview, etc. View compile examples [here](#).

Support Material Checklist

- Active video compile link and password (if applicable):
 - Maximum 2 minutes in duration
 - On-air audio examples must be exactly as broadcast – no added background music or sound effects.

Entry Details

- Division:
 - » Metropolitan
 - » Non-metropolitan
- 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.