

33. BEST SALES PROMOTION



JUDGING PERIOD: 1 JANUARY 2021 – 31 DECEMBER 2021

ENTRIES CLOSE FRIDAY 13 MAY 2021

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

Description of Category

Sales promotions are run by radio stations on behalf of clients to give added value to the client's advertising schedules. The judges are looking for innovative and creative entries based on the marketing objectives of the advertising client – not a station promotion sponsored by a client.

Station promotions sponsored by clients are ineligible for this category; they should be entered into Best Station Promotion.

NB: Check if your entry in this category may also be eligible for Best Multimedia Execution.

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
- An outline of the client's objectives – **1 page limit**
- A written endorsement from the advertising client attesting to the success of the promotion should address the following:
 - how the promotion heightened awareness of the advertiser's/product name, increased sales, increased store traffic in both busy and slow periods, etc – **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.