

35. BEST PROMOTIONS DIRECTOR

(including Brand Managers, Promotions Managers
& Marketing Managers)



JUDGING PERIOD: 1 APRIL 2021 – 31 MARCH 2022

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 category recognises the integral role promotions play between departments and is for those that work on the Brand side of the business with the title of Promotions Director (or those that fulfil that role). Entrants should highlight their most effective promotions and demonstrate how they encourage passive and active listeners to listen to the radio station. The Special Entry Questions below outline the areas for consideration for judges and must be completed by all entrants.

Support Material Checklist

- Audio should be submitted in MP3 format:
 - 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 Questions:
 - 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
 - "I work on the Brand & Product side of the business": Y / N
- Supporting letter from client – **1 page limit**.

Entry Details

- Division:
 - » Metropolitan
 - » Non-metropolitan
- Name of entrant (for certificate/trophy)
- Email address of entrant
- Facebook username
- Twitter handle
- Instagram handle
- 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 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.