37. BEST ORIGINAL PODCAST – BRANDED

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 is open to podcasts created or commissioned and published by CRA member stations and is for commercial brand associated podcasts.

Unbranded and radio show podcasts are not eligible for this category.

The podcast must have been made in Australia and cannot be a radio show that was broadcast, must have been run first as a podcast in its own right, and cannot be an extended advertorial.

Entries should be no longer than 5 minutes in duration. Entrants must also provide a link to the original podcast in full. A one-page overview must be submitted to demonstrate the podcast's originality and uniqueness, commercial success metric and a testimonial from the client. The Special Entry Questions outline the areas for consideration by the judges and must be completed.

Support Material Checklist

☐ Audio of no longer than 5 minutes duration

☐ Supporting documentation: the overview must demonstrate the podcast's originality and uniqueness, commercial success metric and a testimonial from the client – **1 page limit**

☐ Special Entry Questions:
  • Link to original podcast
  • The idea
  • Target
  • Audience
  • Execution
  • Downloads.

Entry Details

• Division: 1 category only
• 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.