

2. BEST MARKETING CAMPAIGN

JUDGING PERIOD – 1 APRIL 2016 - 31 MARCH 2017

ENTRIES CLOSE 19 MAY 2017

Description of Category:

Best Marketing Campaign is for a single marketing campaign by a station or a network.

This award recognises achievements in the creation of a multiplatform campaign promoting a station, network or on-air personality/s.

Eligible entries will have used a minimum of one of the following external media channels - TV, Outdoor, Print or Digital (excluding your own digital assets).

Station, sales and cross promotions (including paid cross promotions) are ineligible for this award.

You will need to address the following criteria:

Main Objectives – a statement outlining the purpose or goal of the campaign including target audience.

Rationale – a statement outlining why this execution was chosen.

Results – Evidence should be provided to demonstrate the campaigns effectiveness such as website traffic growth, increased podcast downloads or relevant survey results.

Materials – Need to be provided showcasing campaign elements.

Contact Details:

Entry Contact Name:

Position:

Contact Phone #:

E-mail:

Official ACMA Identity (for office use only):

Payment for Entry:

Please attach payment details for this entry and tick one division below:

Metropolitan (\$95 inc. GST): Stations in Sydney, Melbourne, Brisbane, Adelaide, Perth.

Non-Metropolitan (\$65 inc. GST): Stations outside the metropolitan area

Entries received without payment will not be accepted into the ACRAs.

Support Material Checklist:

Special Entry Form – please complete all questions in spaces provided

Materials (eg: TVC link, screenshots, pics etc) - **Maximum 2 minutes**

Send Entry To:

When your entry is complete please send your entry form, supporting material and CD to:

Australian Commercial Radio Awards

Level 5, 88 Foveaux Street

SURRY HILLS NSW 2010

Entries to be received no later than **19 MAY 2017**.

Entry Form

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Entry Details:

Please tick correct division: Metropolitan Non-Metropolitan

Title of Entry (for cert./trophy):

Name of Entrant/s (for cert./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 cert./trophy):

City:

State:

Network/Company (for cert./trophy):

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

Special Entry Form:

Media utilised:

Main Objectives:

Rationale:

Results:

Materials (eg: TVC link, screenshots, pics etc):

I support the above statements and endorse this entry.

Station Manager name:

Station Manager signature: