

# 28b. BEST STATION PRODUCED COMMERCIAL - CAMPAIGN

JUDGING PERIOD – 1 APRIL 2016 - 31 MARCH 2017

ENTRIES CLOSE 19 MAY 2017

---

## Description of Category:

The success of the commercial is the responsibility of the writers, producers and engineers to portray the client's message to the consumers using the most creative medium available – radio.

Campaign entries must consist of no less than 3 different commercials.

The commercials must have gone to air at least 10 times during the judging period (**include a 1 page media plan summary to confirm broadcast**), and it must meet relevant industry advertising codes.

Judges will be assessing the effectiveness of the campaign to motivate the public to its purpose; the creative quality which makes the commercials novel in presentation of its message; the honesty and integrity with which the commercials present the merits of its good or services; and the degree to which the commercials demonstrate professional excellence and maximise the use of the method by which it is presented.

Entries must be submitted on CD and a letter from the advertiser indicating the success of the commercial/campaign must accompany your entry (**1 PAGE LIMIT**).

---

## 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 with service area populations of 75,000 and above.

Entries received without payment will not be accepted into the ACRA's.

---

## Support Material Checklist:

- Audio should be submitted on CD
- Duration of CD to be limited to a maximum of 3 minutes
  - 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
- Supporting letter from the advertising client – **1 PAGE LIMIT**
- Media Plan Summary – **1 PAGE LIMIT**

## 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

## 28b. BEST STATION PRODUCED COMMERCIAL - CAMPAIGN

JUDGING PERIOD – 1 APRIL 2016 - 31 MARCH 2017

ENTRIES CLOSE 19 MAY 2017

---

### 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.

---

**I support the above statements and endorse this entry.**

**Station Manager name:**

**Station Manager signature:**

