

30. BEST SALES PROMOTION

JUDGING PERIOD – 1 APRIL 2016 - 31 MARCH 2017

ENTRIES CLOSE 19 MAY 2017

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.

Entries should be submitted on CD of no longer than 1 minute in duration. A written endorsement from the advertiser attesting to the success of the promotion and 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. An outline of the Client's objectives should be included with all entries into this category as well.

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

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.
- Provincial** (\$65 inc. GST): Stations with service area populations of 75,000 and above.
- Country** (\$60 inc. GST): Stations with service area population of less than 75,000.

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

Support Material Checklist:

- Audio should be submitted on CD
 - 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
- Clients Objectives – **1 PAGE LIMIT**
- Supporting letter from the advertising client re: the success of the promotion – **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

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Entry Details:

Please tick correct division: Metropolitan Provincial Country

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:

