

BEST MARKETING CAMPAIGN



CRITERIA ELIGIBILITY - JUDGING PERIOD: 1 APRIL 2022 – 31 MARCH 2023

ENTRIES CLOSE FRIDAY 7 JULY 2023

All entries must be submitted online at <http://entry.acras.com.au>. THIS DOCUMENT IS A GUIDE ONLY.

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
- **Creativity:** The marketing campaign should demonstrate a unique and innovative approach to radio/audio marketing that captures the attention of the target audience and makes them engage with the brand. It should also be creative in terms of meeting the brand's objectives and target audience.
- **Innovation:** The campaign should use new technology or techniques in a way that enhances the impact of the advertising message. It should also be innovative in terms of addressing the brand's unique challenges or opportunities.
- **Advertising effectiveness:** The campaign should demonstrate clear and measurable results in terms of increased sales, audience growth, brand awareness, or customer engagement. It should also effectively meet the business goals and objectives.
- **Strategy:** The campaign should demonstrate a clear understanding of the target audience and how influence increased loyalty or audience growth. It should also align with the overall marketing strategy.
- **Execution:** The campaign should be well-executed, with high-quality production values and attention to detail. It should also be executed in a way that meets the business needs and expectations
- **Originality:** The campaign should have a fresh and original approach that stands out from other radio/audio marketing in the industry. It should be able to capture the attention of the target audience and make them remember the brand.
- **Results** – should be provided to demonstrate the campaigns effectiveness such as audience growth, website traffic growth, increased podcast downloads or relevant survey results
- **Materials** – provided to showcase campaign elements and outcomes.

Requirements

Submission in pdf format (**3 page limit**) & must include;

- Media utilized
- Campaign objectives and strategies
- Creativity and use of technology and innovation
- Results

Active video compile link (and password if applicable) **maximum 2 minutes**.

- Entrants are required to provide a narrated compilation via YouTube, Vimeo, or similar outlining/detailing all support material.
- Include link in pdf submission

Entry Details

- Division: 1 category – All markets encouraged to enter
- Title of entry (for certificate/trophy)
- Name of entrant/s (for certificate/trophy)
- Email address/es of entrant/s (address for each entrant required)
- Podcast RSS Link (if applicable)
- 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. Please provide phonetic pronunciations of names if possible. Commercial Radio & Audio will not be responsible for incorrect spelling of names.