

MOST CREATIVE SALES SOLUTION



CRITERIA EIGIBILITY - 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

Sales solutions are created by stations to win a client brief and deliver on the clients stated objectives. The judges are looking for innovative and creative entries, as well as use of multiple platforms & internal collaboration across multiple areas of the business.

Station promotions sponsored by clients are ineligible for this category unless specifically created at a solution for the client.

Requirements

Written submission in pdf format (**3 page limit**)

- Provide overview of the solution including;
 - Any video/digital/social execution
 - how the solution delivered on the stated objectives for the client.
 - A written endorsement from the advertising client attesting to the success of the campaign and addressing the solutions effectiveness

Entry Details

- Division: 1 category only – 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)
- Facebook username/s
- Twitter handle/s
- Instagram handle/s
- Podcast RSS Link (if applicable)
- 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 Australia will not be responsible for incorrect spelling of names.