

BEST STATION PRODUCED COMMERCIAL - CAMPAIGN



CRITERIA ELIGIBILITY - JUDGING PERIOD: 1 APRIL 2023 - 31 MARCH 2024

ENTRIES CLOSE FRIDAY 31 MAY 2024

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

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 post report 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.

Requirements

Audio should be submitted in MP3 format;

- Maximum 3 minute duration
- Announce the title of entry, 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

Additional Support Material

- Supporting letter from the advertising client (1 page limit)
- Post report (1 page limit.)

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.