

# DIGITAL TEAM OF THE YEAR



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.

## National Award - Single category (All markets are encouraged to enter)

This category recognises the combined work of Producers, Writers and Videographers from radio stations that collectively create station wide digital content across websites, apps and social media, to build audience engagement and drive radio ratings, podcast metrics and revenue.

### Requirements

Audio submission should be submitted in MP3 format

- Maximum 90 seconds
- Announce team

Submission must include:

- Demonstrated creativity
- Highlight the teams creative production, strategy and performance

### Additional Support Material should be in pdf format (3 page limit)

#### Material to include:

- Analytics for social posts that show engagement
- Examples of creative video content
- Podcast numbers

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.