



MOST CREATIVE SALES SOLUTION

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

ENTRIES CLOSE FRIDAY 07 JUNE 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)

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 (via youtube or vimeo link in pdf) - 60 seconds
- 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

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.