



# BEST DIGITAL CONTENT CREATOR

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 an individual working as part of a digital team within a station or show, who demonstrates creative flair, output with a demonstrable performance in audience growth and engagement across multiple platforms. Entries must include a sizzle reel of performance, no more than 60 seconds in length or a PowerPoint of no more than 3 pages that demonstrates creative production and performance.

### Requirements

Submissions must be YouTube, Vimeo or similar (60sec max) or PowerPoint (3 page limit)

- Please link Video or PowerPoint in pdf documentation

Submission must include;

- Demonstration of creativity
- Evidence of audience growth & engagement across multiple digital platforms
- Letter of endorsement from senior executive, talent, executive producers, etc

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.