

2. BEST MARKETING CAMPAIGN



JUDGING PERIOD: 1 APRIL 2019 – 31 MARCH 2021

ENTRIES CLOSE FRIDAY 14 MAY 2021

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

Description of Category

Best Marketing Campaign is for a single marketing campaign by a station or a network. This award recognises achievements in the creation of a multiplatform campaign promoting a station, network or on-air personality/s.

Eligible entries will have used a minimum of one of the following external media channels – TV, Outdoor, Print or Digital (excluding your own digital assets).

Station, Sales and Cross promotions (including paid cross promotions) are ineligible for this award.

You will need to address the following criteria:

- **Main objectives** – a statement outlining the purpose or goal of the campaign including target audience
- **Rationale** – a statement outlining why this execution was chosen
- **Results** – should be provided to demonstrate the campaigns effectiveness such as website traffic growth, increased podcast downloads or relevant survey results
- **Materials** – need to be provided showcasing campaign elements.

Support Material Checklist

Special Entry Questions:

- Media utilised
- Main objectives
- Rationale
- Results

Active video compile link and password (if applicable) – **maximum 2 minutes**.

- Entrants are required to provide a narrated compile via YouTube, Vimeo, or similar outlining/detailing all support material.

Entry Details

- Division:
 - » Non-metropolitan
 - » Metropolitan
- 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
- 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. Commercial Radio Australia will not be responsible for incorrect spelling of names.