

30. BEST STATION PRODUCED COMMERCIAL – 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

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.

Entries must be submitted in MP3 format and a letter from the advertiser indicating the success of the commercial/campaign must accompany your entry – **1 page limit**.

Support Material Checklist

- Audio should be submitted in MP3 format
 - Duration of audio is to be limited to a maximum of 3 minutes
 - 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
- Supporting letter from the advertising client – **1 page limit**
- Post report – **1 page limit**.

Entry Details

- Division:
 - » Metropolitan
 - » Non-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.