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Radio: Single or Series

Single or Series (any length), min 2, max 5

Audio files = MP3

Category Sponsor:



Entry Name

Tip: If you are submitting multiple entries, use the 'Copy' feature to avoid filling in these details each time. Please ensure to change the category.

Click the box next to the Entry name and click the 'Copy' button to create a copy. Edit this copied entry and submit into different categories

Agency Details

Agency Name

Type N/A for **each of the agency contact details** if entry submitted by company/client only.

Agency Contact Person

Agency Email

Agency Phone Number

Company/Client Details

Company/Client Name

Company/Client Contact Person

Company/Client Email

Company/Client Phone Number

LinkedIn Usernames

Please provide LinkedIn username for both client and agency to help us promote your entry.

Material may be supplied as follows:

1. Upload JPEG or PDF files. Maximum file size is 7MB per piece. 1200 pixel dimensions. A maximum of five pieces can be uploaded with your entry. For larger files, entrants can add the url (directly to an FTP site) using the Add link or video button. The link will then show for the judges along with all attachments and they can click on it to download. **2. Video movie files will only be accepted from YouTube links with "public" or "unlisted" setting. The videos uploaded to YouTube should be 1920x1080 dimensions. Make sure there are no security issues to access the video.**
2. Google drive links are not accepted.
3. Provide website URL's to the publicly accessible campaign or active URL of a landing page. Please ensure any applicable usernames and passwords are provided and active.
4. Please do not upload any further written material as the judges will not consider these. The written component of your entry should be fully explained within the provided form fields.
5. For magazines, entrants must upload 3 consecutive issues. (Use an url link for large file sizes by using the Add link or video button.)

Planning & Development

400 words

Planning & Development (25%): Overall strategy, planning and concept development. In addition to the 'big idea', this also considers the situational overview of the communication goals, how the goals were addressed, tactical targeting of the audience, market timing and other development strategy.

Judging Questions:

How well does the entrant explain the context for the entry by clearly establishing the business need and the related opportunity?

To what extent does the entrant:

- Explain the business need or opportunity, challenge or situational analysis;
- Use research to substantiate the need and inform the direction of the project;
- Clear goals and measurable objectives;
- An understanding of the intended target audience;

- Tactics and timing.

Execution

300 words

Execution (50%) The overall look, feel and delivery of the entry. This includes all craft elements like design, art direction, copy, illustration, photography, visual effects, use of medium and excellence of delivery.

Judging Questions:

Given the business need or opportunity and audience analysis, how effective is the creative approach?

To what extent does the entrant:

- Demonstrate strategic creative;
- Clearly explain how the business needs, audiences and objectives are aligned with the creative approach, tactics or media channels;
- Analysis of the audience taken into account when developing key messages;
- Demonstrate that the creative solution is aligned with the business need, opportunity or problem.

Results

350 words

Results (25%) Industry and audience feedback, qualitative and quantitative results where available.

Judging Questions:

How well were the communication objectives met?

To what extent does the entrant:

- Align measurement with valid objectives;
- Demonstrate output-based and outcome-based results;
- Provide a thorough evaluation that supports the results along with supporting methodologies.

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