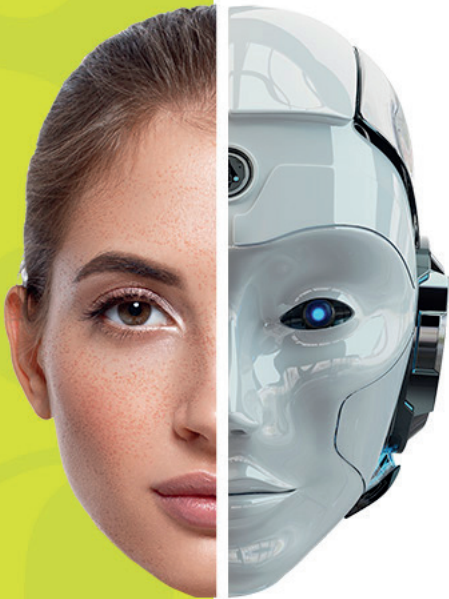




REAL
MEDIA
AWARDS



MANUAL

ENTRY FORM

ENTRIES CLOSE 31ST MAY AT 5PM

Entry Criteria:

First Name: Last Name: Mobile:

Your Company: Email address:

Address: State: Postcode:

Creative Agency: Publication Title: Company/Brand:

Team Leader: Creative Director:

Account Director: Designer:

Copywriter: Stylist:

Photographer/Illustrator: Production Manager:

Pre-Press Company/Person: Printer:

Distributor: Quantity Produced: Stock:

Effectiveness: Please attach separately information relating to the effectiveness of the publication. Please include as much information as possible to consider in your submission

Get In Touch

+61 3 9421 2206
awards@thermc.com.au

Suite 6, 151 Barkly Ave
Burnley VIC 3121 Australia

therealmediacollective.com.au
therealmediacollective.co.nz



2019 Award Category List (Please tick the boxes of awards categories you wish to enter)

Major Awards

- ☐ Best Emerging Designer
- ☐ Best Emerging Talent
- ☐ Brand of The Year (Up To 1.5M Units)
- ☐ Retailer of The Year
- ☐ Media Brand Advertiser of the Year
- ☐ Agency of the Year

Home

- ☐ Kitchen & Home Interiors
- ☐ Furniture, Bedding & Manchester
- ☐ Whitegoods, Electricals, Electronics & Home Entertainment
- ☐ Home Improvement / Home Repairs / Hardware

Cosmetics & Pharmacy

- ☐ Cosmetics / Skincare
- ☐ General Pharmacy / Health & Wellbeing

Fashion

- ☐ Women and Men's Apparel
- ☐ General - Shoes, Swimwear, Mixed Apparel
- ☐ Children's Toys/Apparel

Recreation & Leisure

- ☐ Sports & Fitness
- ☐ Camping, Outdoor Goods & Miscellaneous

B2C

- ☐ Telecommunications
- ☐ Real Estate & Property
- ☐ Automotive Vehicles & Parts
- ☐ Tourism, Education & Government
- ☐ Office Supplies / Product Guides

Direct Mail

- ☐ Campaigns over 100,000 units
- ☐ Campaigns under 100,000 units

Excellence In Craft

- ☐ Creative Design & Execution
- ☐ Best in Class
- ☐ Excellence in Corporate Social Responsibility - Diversity, Environment, Community

Media Brands

- ☐ Consumer
- ☐ Trade
- ☐ Custom Publishing

Effectiveness

- ☐ Multi-channel Campaign
- ☐ Customer Insights
- ☐ Campaign Series

Publication Information (Please tick the boxes relating to your entry)

Budget Range

- ☐ Under \$10,000
- ☐ \$10,000-\$50,000
- ☐ \$50,001-\$100,000
- ☐ \$100,001-\$500,000
- ☐ \$500,001-\$1 Million
- ☐ Above \$1 Million

Main Distribution Channel

- ☐ Letterbox
- ☐ Newspaper or Magazine insert
- ☐ Direct Mail - Addressed
- ☐ Direct Mail - Unaddressed
- ☐ Other (Please specify)

Distribution Zone

- ☐ Metro Only
- ☐ Country / Regional Areas only
- ☐ Metro & Country / Regional Areas
- ☐ Targeting - Local Area to store only
- ☐ Other (Please specify)

Targeting

- ☐ Geographic (Distance to Store)
- ☐ Data Driven (Transactional or Loyalty)
- ☐ Demographic (Grocery Buying Mum's)
- ☐ Mixed
- ☐ Other (Please specify)

Target Market - Gender

- ☐ Male
- ☐ Female
- ☐ Mixed

Target Market - Age

- ☐ Under 18
- ☐ 19-29
- ☐ 30-39
- ☐ 40-49
- ☐ 50+
- ☐ Mixed

Targeted Objective

- ☐ Sales Growth by Store
- ☐ Brand Awareness - Aspirational
- ☐ Sales Growth by Product
- ☐ Sales Growth by Category/Department
- ☐ Specific Campaign
- ☐ Range - Product
- ☐ Range - Store
- ☐ Public Communication/Notice
- ☐ Other (Please specify)

Role Of Publication

- ☐ Brand Awareness/Corporate Identity/ Aspirational
- ☐ Department/Category promotion
- ☐ Seasonal/Category Destination
- ☐ Range - Product
- ☐ Public Communication
- ☐ Other (Please specify)

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