



REAL MEDIA AWARDS



YOUR
POCKET
GUIDE



CALL FOR ENTRIES CLOSE 31.05.19

AWARDS GALA CELEBRATION

30.08.19

MELBOURNE CONVENTION AND EXHIBITION CENTRE

2019

REAL MEDIA AWARDS

WELCOME TO THE REAL MEDIA AWARDS

It's our first ever Real Media Awards and we are pretty excited to bring you an Awards program that is jam packed with opportunities to celebrate yours and your client's achievements from the year that was.

This year is more than catalogues – we have a new category **Media Brands**. So, if you're working on Consumer, Trade or Custom Publishing this award is for you. We will also have **Media Brand Advertiser of the Year** which will celebrate the retailers who are working extra hard to deliver excellence across publishing.

Agency of the Year has also had a shake-up. Agencies will be able to enter their submissions for Agency of the Year, demonstrating their retail marketing excellence. These entries will be judged virtually by leading Retail CMOs across the country. What an opportunity for your agency clients!

Other 'newish' categories include – Point of Sale, Direct Mail, Excellence in Craft. So make sure you work with your clients on their entire portfolios – whilst we are still celebrating catalogues this year, we are also promoting the other channels we work on.

In the past, companies that nominate an **Awards Champion** to co-ordinate your company entries helps ensure all your entries put your company in the best position for success.

Awards Representatives tend to be your Sales personnel who can provide the client's voice to the entries.

We've got some tips to make it easier and look forward to having the best awards entries ever for the year ahead!

Let's get started!

Team Awards!

SPONSORS

We thank all our sponsors for their ongoing support.



TAKE 5

Key tips to becoming the bestest ever AWARDS CHAMPION!

1 Hello, hello

Ring, email or sky-write to our fearless Awards Leader – Phillip Mariette or Phil. He collects pens and restaurant tips so can be bribed with promotional merchandise.

Phil Mariette | 0419 308 013 | phillip@thermc.com.au

2 Get in the KNOW!

The Awards Team can prepare insights into which categories will be most applicable for your entry. If you have not entered before, simply give us a ring and we'll happily provide assistance. We want you fully informed to ensure none of your clients miss out on the important night of nights.

3 Register yourself and become an expert

Register and familiarise yourself with the online Awards Portal. It is user friendly and intuitive, lots of options to replicate entries so you don't need to double up. Go to:

therealmediacollective.com.au/RMA2019

4 The pointy end

Members and Agencies can pay for entries via credit card or direct bank transfer. Tables are invoiced direct and must be paid prior to the event – no free dinners we're afraid! Work with your internal teams and let the Awards Team know exactly how you want your invoicing to be prepared. We will consolidate and manage for you. Please let us know early so we can ensure we are collecting the data correctly from the very first entry and table order. Talk to us for tips.

5 Reconnaissance

Embrace your inner 007 and find best projects to enter. Some client's simply LOVE awards, others need corporate approval. Work through your standout projects and then determine how best to enter. If it becomes too hard, often these entries are left behind. Do the recon first and make the process fun. The Awards Team can also help with letting you know if you or your client entered last year – we are only a phone call away.

www.therealmediacollective.com.au/RMA2019

TAKE 5

Key tips to becoming the bestest ever AWARDS REPRESENTATIVE!

1 Hello, hello

Ring, email or sky-write to our amazing Awards Event Specialist – Duyen Nguyen, yes she's aware, her name isn't pronounced as it's spelt – it's 'Yuen'. She's the detail queen, Awards Portal aficionado and in truth, the heavy lifter of the Team. She's here to help and happy to do so:

Duyen (Yuen) Nguyen | 0433 265 283 | duyen@thermc.com.au

2 Register yourself and become an expert

Register and familiarise yourself with the online Awards Portal. It is user friendly and intuitive, lots of options to replicate entries so you don't need to double up. Go to:

therealmediacollective.com.au/RMA2019

3 Get engaged young

Engage your clients early! Meet with them, sit down with the categories list and work through all their wonderful pieces which can be submitted. Once you've pulled together your short list, let your clients know what you need – 2x hard copies of the entry, 2x hi res images of the cover, correct information (remember this is going to be printed in the Winners Book and on Trophies – make sure it's correct to avoid disappointments). Also bring the personality and passion. Your clients, your team, your colleagues and you have worked with passion in delivering excellence – bring your sweat and tears to the table.

4 Fact or Fiction?

Statistics, facts and percentages give your story credibility. If you can sprinkle your entries with evidence to back up your story, Judges will score you higher.

5 Save the date

Ridiculous I know, however you'd be surprised... Let your clients know to Save the Date and lock it in for yourself. The Awards Team can send you the Save the Date PDF and Postcard artwork to send out to your clients. It's **Friday 30th August in Melbourne** – bring your party shoes!

TOP 3 TIPS



1 It's story time!

We all loved Playschool and now it's your turn. Judges love a story – how did this project or campaign develop, what was the purpose, what was achieved. Take them on a journey – our most successful entries achieved this, time and time again last year.



2 Colour me this

An image speaks a thousand words. Images of your entry covers or campaigns should be hi-res and interesting. These will be published in our Winners Book and kept for years to come – they are even archived in the State Library of Victoria and National Libraries of Australia (true!). The more beautiful the better!



3 PRESS SUBMIT

It seems simple, however you'd be surprised how many entrants are disappointed they didn't win and we find out they didn't press SUBMIT. Get your information in, check your details are correct and press the green button and SUBMIT.

CATEGORIES

MAJOR AWARDS

- Brand of the Year **(NEW)**
- Media Brand Advertiser of the Year **(NEW)**
- Retailer of the Year **(NEW)**
- Agency of the Year – direct agency entries! **(NEW)**
- Judges' Choice
- Best Emerging Designer
- Best Emerging Talent

HOME

- Kitchenware and Home Interiors
- Furniture, Bedding and Manchester
- Whitegoods, Electricals, Electronics and Home Entertainment
- Home Improvement / Home Repairs / Hardware

FASHION

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

COSMETICS AND PHARMACY

- Cosmetics / Skincare
- General Pharmacy / Health and Wellbeing

RECREATION AND LEISURE

- Sports and Fitness
- Camping, Outdoor Goods and Miscellaneous

B2C

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

RETAILERS

- Supermarkets
- Liquor
- Chain / Department Stores
- Specialty Retailers - Jewellery, Books, Fabrics, Eyewear, Food / Cuisine
- Shopping Centres
- Online Retailers
- Point of Sale / Instore Display

DIRECT MAIL

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

MEDIA BRANDS

- Custom Publishing **(NEW)**
- Consumer **(NEW)**
- Trade **(NEW)**

EFFECTIVENESS

- Multi-channel Campaign
- Customer Insights
- Campaign Series

EXCELLENCE IN CRAFT

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

NEW CATEGORIES

There are lots of newbies and of course this means more winning opportunities for your clients, teams and yourself to demonstrate your winning year.

MAJOR AWARDS

Most have had a tweak to the naming, and will be closed entries. That means the winners, finalists and highly commendeds throughout the night are those celebrated as a Major Finalist and then Winner from the points they are allocated across all the categories. These apply to Brand of the Year – noting this is those producing less than 1.5 million units as a brand average across all entries. Retailer of the Year is over 1.5 million units as a rolling average and Media Advertiser of the Year is balanced off the entries within the Award Category for Media Brands. For more information on evaluation and points please go to:

therealmediacollective.com.au/wp-content/uploads/2019/04/RMA19Categories_vF.pdf

MEDIA BRANDS

Whether campaigns run in consumer publications or trade press if you have run a successful campaign across print or digital or both mastheads then this is the category for you! We want to hear about how this channel has delivered success and achieved your campaign effectiveness or brand equity goals.

Custom publishing is not new to the Awards with previous entries sitting in the Magalogue sector. If you have worked on and developed successful Custom Publishing programs throughout the year then this category is all about singing your praises. Look to circulation growth, content development objectives and achievements, connections to your other channels and more to build the story behind your publication.

EXCELLENCE IN CRAFT

Not a new category but worthy of note to those developing strong brand pieces, stand out creative execution and exceptional excellence in corporate social responsibility. This is for the Design Studios, Creative Agencies and Commercial Printers in the room to celebrate your achievements and showcase the best the industry has developed through the year – whether from creative design and execution, best in class or corporate excellence, this category is for your clients and your teams to celebrate that project that took the extra step and showcase a true Excellence in Craft!

AGENCY OF THE YEAR

This is now a direct entry Major Award. That means agencies, big and small, above, below and through the line are all able to enter directly to demonstrate their retail marketing excellence.

These entries will be judged virtually by leading Retail Chief Marketing Officers and Marketing leaders across the country. What an opportunity for agencies working this space!

Judges will be looking for strong brand insight, outcome focused rationale and approach as well as originality and interesting executions, both in terms of channels and creative work.

Weighting is as follows:

- 1. Commitment to achieving Retailer/Brand/Campaign Objectives = 20%**
- 2. Strategy and execution including creative innovation and or other divisions demonstrating excellence = 40%**
- 3. Results/Outcome/Achievements = 40%**

Submissions are to be submitted in digital form with no more than 800-words addressing the above criteria.

Judges will look for executions that are innovative, bold and out of the box.

Include details of where the campaign may have provided measured ROI. Include visual aids to communicate documented summary.

Showreels, artwork, visual language, media channel selection and strategic thinking are all part of the story.

Entries are \$500.00 per entry plus GST.

For more information or should you require assistance in pulling your entries for Agency of the Year together, please contact Phil on **0419 308 013** or phillip@thermc.com.au.

HOW TO SUBMIT YOUR 2019 APPLICATION

CALL FOR ENTRIES OPEN
ENTRIES CLOSE 31ST MAY AT 5PM

The Real Media Awards 2019 Call for Entries Are Now Open!
The Real Media Awards "Call for Entries" are now open, closing all sign on Friday 31st May 2019.

To get started:

- 1 Register an account (or use your account from last year)
- 2 Start your entries (you can save them in progress and come back later if you are missing details, be sure to fill in all details and upload any required attachments)
- 3 Submit and pay for your entry to be in the running.
Good luck to all entrants!
Should you have any questions, please contact the Real Media Awards team via awards@thermc.com.au or on 03 9421 2206.

Register

First name
Last name
Email
Mobile (optional)
Password
Confirm password

Login

Email or mobile
Password
Remember me
Log in
Reset password

Subscribe to TRMC eNews
☐ Yes
☐ No

Stay up to date with all industry and Awards news. eNews is sent out monthly with additional Awards insights and updates during entry and booking periods.

☐ I have read and agree to the [privacy policy](#), [cookie policy](#) and [terms of service](#).

☐ I agree to receive notification and communication emails or SMS from the Real Media Awards. You may withdraw your consent at any time.

Register

VISIT THE 2019 REAL MEDIA AWARDS PAGE
FOR ALL INFORMATION:
therealmediacollective.com.au/RMA2019

REGISTER OR LOGIN TO THE AWARD FORCE
ONLINE ENTRY PORTAL:
realmediaawards.awardsplatform.com

www.therealmediacollective.com.au/RMA2019

Account Verification:

- An email will be sent to confirm your account to login.

Note: If you do not receive an email please contact the Awards team at (03) 9421 2206 or awards@thermc.com.au.

Entries:

- You may edit your entry after submitting, up until the entry deadline: Friday 31st May at 5pm.
- You can use the 'copy' feature to create a copy of your entry and change the category.

Cart:

- Multiple entries can be added to one cart.
- Entry fees may be paid by via invoice or credit card.
- If paying by credit card, payment must be made online at time of completing submissions.
- If your submissions have not been paid for at the close of entry they may not be included for judging.

WHAT ARE THE JUDGES LOOKING FOR?

TIP:
Judges will be placing an emphasis on Effectiveness.

Role of the Entry

- From the first interpretation, is the publication/campaign logical to the Brand, Category, Target Audience and Objectives?
- Does the publication/campaign clearly indicate what the publication/campaign is promoting?

Audience

- Does the publication/campaign reflect and appeal to the targeted audience?
- Does the publication/campaign offer an incentive, promotion, special or voucher that connects with the targeted audience?
Please note: This may be an aspirational incentive and not always a literal suggestion or offer.
- Does the distribution method and zoning make logical sense to reach the targeted audience?

Target Objective

- Does the publication/campaign deliver in a logical manner to its identified Target Objective?
- Does the Distribution range make logical sense to the identified Target Objective or Audience?
- Does the quantity produced and distributed meet the Targeted Objective of the publication/campaign?
- Does the paper, ink and general production of the publication/campaign meet the Targeted Objectives?

Layout, Design & Art Direction

- Does the layout live up to the promise of the cover and lead the reader through the publication/campaign effortlessly?
- Is the publication/campaign easy to follow?
- Are the prices, copy and pictures sensibly positioned and sufficiently sized?
- Are the images and fonts sufficient enough for the reader to identify with the product or promotion?
- Is the copywriting appropriate and work within the design?

Innovation & Effectiveness

- Does the publication/campaign have an x-factor that makes it unique or memorable?
- Does the publication/campaign meet the specific credentials relating to the category?
- Does the publication/campaign clearly and succinctly summarise the effectiveness credentials?

Note: The above evaluation categories are from the general judging form. Other judging forms apply when required and are highlighted in the Awards Force entry platform.

ENTRY DETAILS

My entries → Edit entry

All questions must be answered, unless marked optional.

Entry Details Team Info Publication Info Attachments

Category

b) Home

Whitegoods, Electricals, Electronics & Home Entertainment

Entry Title (Eg: Brand X / Easter 2017) This is how we refer to your entry.

Test Entry #1

Publication Company or Brand

Test Entry #1

Publication Name

Test Entry #1

Our homes are our castles and this category provides the opportunity to demonstrate your success in promoting a growing and dynamic retail sector.

From food processors to bed linen, dining tables to washing machines, carpets to hammers, if your products are in or around the home then this category is for you.

Provide the name of the publication brand or product.
NB: This may be different to the company submitting the entry.

Provide the name of this particular publication.
NB: This will be the name presented in the Winners book and all Awards collateral should the entry be a finalist.

Save + next Save + close Preview Submit entry



HOME

AWARD CATEGORY

WHITEGOODS, ELECTRICALS,
ELECTRONICS & HOME ENTERTAINMENT



2018 WINNER

BIG W
'Winter Home There's No Home Like Yours'

CLIENT Big W
AGENCY Big W In-House Team
TEAM LEADER Rebecca Spurr
CREATIVE DIRECTOR Rebecca Spurr, Lara Drew
DESIGNER Anna Dixon, Lara Drew
STYLIST Corina Koch, Lara Drew
PRODUCTION MANAGER Chad Mackenzie
PRE-PRESS Carl Doyle
PRINTER PMP Limited
DISTRIBUTION Salmat
STOCK Cover: 150gsm Satin / Text: 75gsm Satin
PRINT RUN 4,000,000

OTHER FINALISTS



BETTA
'Kitchen & Laundry Innovation'
Produced by Media Merchants



BI-RITE
'Battle of the Best Deals'
Produced by Media Merchants



DOMAYNE
'Sight & Sound'
Produced by GP Advertising



HARVEY NORMAN
'Cooking - Everything For
The Heart Of The Home'
Produced by GP Advertising

Ensure all information in your application is detailed and complete as this will be included in the Awards Winners Book should your entry be successful.

ENTRY SUBMISSION


Search list Advanced

My entries Active season (Real Media Awards 2019) Current

[Start entry](#) [Copy](#) [Delete](#) [Download](#)


Need a hand?

Displaying 1 - 1 of 1

<input type="checkbox"/>	ID	Entry	Chapter	Category	Status	Updated
<input type="checkbox"/>	2463-H3	Test Entry #1	Real Media Awards 2019	Whitegoods, Electricals, Electronics & Home Entertainment	In progress	2 days ago 




Once you have finalised your entry and submitted your payment (invoice or credit card) please print two (2) copies of your entry PDF found in 'My Entries'.

 **CALL FOR ENTRIES OPEN**
ENTRIES CLOSE 31ST MAY AT 5PM

Real Media Awards 2019 (Real Media Awards 2019)
2463-R3 Chain/Department Stores

Test Entry #1


QevpMpWL

Entrant details

subscribe to eNews ☐ Yes

Entry details

Publication Company or Brand	Test Entry #1
Publication Name	Test Entry #1
Creative Agency	Test Entry #1
Team Leader	Test Entry #1
Creative Director	Test Entry #1
Account Director	Test Entry #1
Designer	Test Entry #1
Copywriter	Test Entry #1
Stylist	Test Entry #1
Photographer/Illustrator	Test Entry #1
Production Manager	Test Entry #1
Pre-Press Company/Person	Test Entry #1
Printer	Test Entry #1

Include this PDF with the two (2) physical copies of the publication/campaign sent to the Awards Team for judging.

ENTRY CHECKLIST

Read through our entry checklist to give yourself the best chances to win!



FLICK THROUGH THE CATEGORIES LIST AND RULES OF ENTRY

- Don't miss out on Agency of the Year, Media Brand Advertiser of the Year and Media Brands categories!



GET REGISTERED!

- Register at realmediaawards.awardsplatform.com



ENGAGE YOUR CLIENTS

- Go through the categories list and work through all their wonderful pieces which can be submitted



RECONNAISSANCE

- Tell the story behind the work and pull together statistics and facts to back up your work
- Meet with your clients to get your entry details, team info and publication info right



TRIPLE-CHECK ALL ENTRY DETAILS

- Remember this is going to be printed in the Winners Booklet and on Trophies!



ATTACH A HI-RES IMAGE OF THE COVER FOR ALL ENTRIES



SUBMIT & PAY FOR ENTRIES

- Press the green button and SUBMIT ENTRY
- Pay for entries either by invoice or credit; multiple entries can be added to be one cart.



POST X2 HARD COPIES OF EACH ENTRY

- Post x2 hard copies of the publication for each entry with its entry form attached and send to Suite 6, 151 Barkly Avenue, Richmond VIC 3121 Australia
- Remember that 1 entry = x2 hard copies, even if the same entry is submitted in multiple categories.

Ring, email or sky-write to our Awards Team at 03 9421 2206 or awards@thermc.com.au



REAL MEDIA AWARDS



GET IN TOUCH

We wish you the best of luck with your entries in the 2019 Real Media Awards.

Please do not hesitate to contact the Awards Team at any time.

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