



REAL
MEDIA
AWARDS



CALL FOR

ENTRIES OPEN

ENTRIES CLOSE 31ST MAY AT 5PM

AGENCY OF THE YEAR - WHY ENTER?

This year's Major Awards now has a twist – Agency of the Year is now a direct entry Major Award. That means if you are or work with an Agency that is kicking goals across the retail and brand marketing space, then this is the category for you!

We want to hear from agencies, big, small, above, below or through the line about how they've effectively used real media channels for retailer, brand or campaign success.

These entries will be judged virtually (that's code for digital submission only – think showreel, animation, TVC and more) by **brand Chief Marketing Officers and Marketing leaders** across the country.

What an opportunity for agencies to showcase their achievements to key marketers across the country!

Get creative in your entry – 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. Don't be afraid to present your best work that reflects your agency's culture, personality and innovation.

Judges will be looking for executions that are out of the box and demonstrate excellence and strategic approach. Think about what will make your agency stand out from the rest – have you demonstrated brand insightfulness, creative innovation and execution to strategic objectives, ROI measurements and delivery, engagement, response and sales uplifts? The canvas is blank for you to paint.

With so many agencies demonstrating their excellence in 2019, this is your chance to win the highest accolade and celebrate your achievements.

TOP 3 REASONS TO ENTER

1 Get valuable facetime and showcase your agency's best work and achievements in front of leading Chief Marketing Officers and Marketing leaders across the country.

2 As a Winner or Finalist, your agency's work will be showcased at both the Awards Gala Celebration and in the Winners Book viewed by some 750 Retailers, Agencies, Brand Owners and more.

3 As a Winner, your agency will receive the highest accolade with an industry-revered and the very first direct entry Real Media Major Award – Agency of the Year.

GET STARTED ON YOUR ENTRIES NOW!

www.therealmediacollective.com.au/RMA2019