



# CALL FOR ENTRIES OPEN

ENTRIES CLOSE 31ST MAY AT 5PM

## Media Brands - Why Enter?

Whether campaigns run in trade or custom publishing, 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.

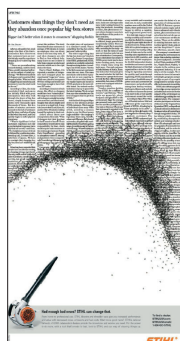
Custom publishing is not new to the Awards with previous entries sitting in the Magalogue sector. If you have worked on and developed successful publishing programs throughout the year then this category is all about singing your praises.

Look to circulation growth, content development objectives and achievements, connections to your other channels and more to build the story behind your media brand initiatives.

The Real Media Awards celebrate you and your client's achievements. To that, end use this opportunity to promote your client's successes and the strong relationship between publisher and advertiser building campaigns that deliver results.

Don't be limited in your approach - include campaigns that saw digital mastheads and print mastheads work together to drive results. Showcase effectiveness for click through, views, circulation and more. Think about what drove the success for the Publisher and the Advertiser - was it innovative creative like the Stihl campaign or emotional triggers paired with talkability like the Home domestic violence campaign in NZ? Is your client a pureplay who leverage from the physicality of print to build brand presence like Net-a-Porter?

With so many successful campaigns running through 2019, this is your chance to celebrate your achievements - hand in hand with your key advertisers throughout the year.



# GET STARTED ON YOUR ENTRIES NOW!

[www.therealmediacollective.com.au/RMA2019](http://www.therealmediacollective.com.au/RMA2019)