



ENTRY CRITERIA 2020

DATE: _____

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



AWARD CATEGORY LIST

MAJOR AWARDS

- o Brand of the Year
- o Media Brand Advertiser of the Year
- o Retailer of the Year
- o Agency of the Year
- o Judges' Choice
- o Best Emerging Designer
- o Best Emerging Talent

B2C

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

COSMETICS AND PHARMACY

- o Cosmetics/Skincare
- o General Pharmacy/Health and Wellbeing

DIRECT MAIL

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

EXCELLENCE IN CRAFT

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

FASHION

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

HOME

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

EFFECTIVENESS

- o Multi-channel Campaign
- o Customer Insights
- o Campaign Series

MEDIA BRANDS

- o Custom Publishing
- o Consumer Publishing
- o Trade Publishing

RETAILERS

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

RECREATION AND LEISURE

- o Sports and Fitness
- o Camping, Outdoor Goods and Miscellaneous

(Please tick the boxes of awards categories you wish to enter)



PUBLICATION INFORMATION

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)

(Please tick the circles which best relate to your entry)