



2020 AWARDS UPDATE

THE REAL MEDIA AWARDS ARE ON!

As we emerge from COVID-19 restrictions and in answer to your emails, texts and phone calls, the Real Media Awards are still on! Entries and plans for Awards catch ups are flowing through and we are excited to continue to celebrate our collective industry and focus forward with a strong future post-COVID. Follows are some changes and announcements as we remain agile and flex to the conditions surrounding us during this time.

CALL FOR ENTRIES

First things first, on everyone's mind...call for entries have been officially extended to close on **Friday 31st July** giving you more time to work on that winning entry.

Secondly, judging will take place virtually for all categories excluding Excellence in Craft. Excellence in Craft categories will judge the physical entries in accordance with government and health advice at the time of judging. Judging will be held between **10th August to 21st August 2020**. For any keen judges out there, please contact Phillip at phillip@thermc.com.au to register your interest.

Due to the online judging solution, physical samples are no longer required to be sent to the Collective office excluding Excellence In Craft Categories. This will be outlined in the entry system and we will assist you through this process.

This year's focus remains on a holistic view of real media from print to digital to television, radio. You work across all media and marketing channels. We are no longer the catalogues, we are real media. Consider the immersion of your campaigns across all the channels you use and how they leverage across the strength of each other.

AWARDS EVENT

The annual gala evening is being reviewed as we consider the possible restrictions of having 700 people together in a room to celebrate all things real media. We are considering all options – individual events in Sydney, Melbourne and Auckland. Larger cocktail celebrations and also the gala event. We are working with State governments to work through possible solutions. However, to keep our options open we are moving the event from the 31st August to November. As we receive confirmation we will lock in a date. Keep the ideas coming in, we are loving the creative thinking from you all.



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SPONSORSHIP

With a new generation of the Real Media Awards celebrating work across all real media with real results, the Collective are proud to expand sponsorship opportunities to our community with new sponsorship models in place. If your company is interested in getting involved, please contact Kellie Northwood at kellie@thermc.com.au.

AWARDS INFORMATION SESSIONS

With this move to virtual judging and a shift to our Awards Program, we will be communicating weekly via the bulletins, gathering the 15min genius blasts – with 15 minutes from previous winners on how they developed successful entries, Judges guide – hear from the judges and gain insight into what they think are the key elements to include in a winning entry and more. With these great insights there can be no excuse to not win and win well in the 2020 Real Media Awards.

KEY POINTS

1. Physical samples do not need to be sent to the Real Media Awards Office – Excluding Excellence In Craft categories.
2. Call for Entries Close (Extension) – **Friday 31st July 2020**
3. Virtual Judging – **Monday 10th August to Friday 21st August 2020**
4. Awards Event – **November (date & venue TBC)**

BOOK YOUR AWARDS CATCH UP

The Awards team is across all things Awards and love to work with you and your teams on feedback, insight and inspiration on that winning entry. We've got the research and analysis on hand to provide an in-depth consultation on the Awards process from A to Z. Get in touch at awards@thermc.com.au or at 03 9421 2206.

Get started now! therealmediacollective.com.au/rma2020