




REAL  
MEDIA  
AWARDS

2021/22

CALL FOR ENTRIES  
**ENTRY GUIDE**



# WELCOME TO THE REAL MEDIA AWARDS

## **Welcome to our Call for Entries for the 2021/22 Real Media Awards.**

Despite the challenges of recent times the horizon ahead delivers with greater certainty, so it's time to turn our attention to the Real Media Awards that we have all missed so much.

We have an exciting Awards Program this year, jam packed with opportunities to celebrate your achievements from the year that was COVID, and 2022.

New categories reflect our growing and evolving media sector, whilst retaining the strong performing traditional channels. New categories include, Publishing, Mail and Digital.

Agency of the Year is up for grabs again as a Major Award. Agencies can submit entries demonstrating their retail marketing excellence, to be judged by leading Retail CMOs across the country. What an opportunity for all of you, large or small, through the line or bespoke - we have seen quality work win every year since we've introduced this category.

Other crowd favourite categories include Point of Sale, Mail, Magazines and Excellence in Craft.

So please make sure you work through your entire portfolio to ensure each entry is your best foot forward to win. Include new campaigns, expanded channels, new projects and more to ensure your hard work through weeks of lockdowns is recognised!

Remember, companies that nominate an Awards Champion to co-ordinate entries ensure you place yourselves in the best position for success.

We've got plenty tips herewith to make it easier for you and we look forward to having the best awards entries ever for 2021/22.

Don't hesitate to reach out, Phillip and the Awards Team are here to help, in any way we can. No question is a silly question. So, no time to waste, let's get started on creating a fantastic Awards program and Gala for 2021/22.

# KEY DATES

## CALL FOR ENTRIES

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- Monday 4 October 2021: Call for Entries opened.
- Tuesday 31 May 2022: Call for Entries close.

## JUDGING

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- Monday 13 June 2022: Judging commences in Melbourne.
- Monday 20 June 2022: Judging commences in Sydney.
- Monday 27 June 2022: Online Judging closes.

## FINALIST

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- Wednesday 29 June 2022: Finalists Announced.

## EVENT PREPARATION

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- Monday 4 July 2022: Event Ticketing & Preparation.

## GALA

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- Gala Event, Location + Date To be advised.
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**CFE closes  
31 May 2022!**



**Are you interested in Judging?  
Please contact Phillip via  
[phillip@thermc.com.au](mailto:phillip@thermc.com.au)**



**Finalists Announced!**



**Much to do. Get ready!**



**Gala Celebration!**



# AWARDS CHAMPION TAKE FIVE

## KEY TIPS TO BECOMING THE BESTEST CHAMPION EVER!

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### 1. HELLO, HELLO.

Ring, email or sky-write to our fearless Awards Leader – Phillip Mariette. He's been waiting for this opportunity to reinvigorate the RMAs, so reach out, ask for advice, have a chat. As he always says, no question is a silly one.

Phillip Mariette | +61 419 308 013  
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 or a Zoom and we'll happily provide assistance. We want you fully informed to ensure none of you miss out on the opportunity for success.

### 3. REGISTER & ENTER.

Register and familiarise yourself with the online Awards Portal. It is user friendly, intuitive and easy to replicate entries so you can double up across categories.

### 4. THE POINTY END.

You can pay for entries via credit card or direct bank transfer. Don't forget, you should group all your entries together in the cart before paying one invoice for all.

Later down the track, we will be in touch about the finalists, the Gala event, tickets and everything to help you celebrate.

### 5. RECONNAISSANCE.

Embrace your inner 007 and find your best projects to enter. Work through your standout projects and then determine how best to enter. Do the recon first and make the process fun. The Awards Team can also help with letting you know exactly what you entered last year – we are only a phone call away.

### 6. BE IN IT TO WIN IT.

Remember, the more entries you have, the more chances you've got. Talk to us about maximising your entries.

[realmediaawards.awardsplatform.com](https://realmediaawards.awardsplatform.com)



# WHAT'S IN A GOOD ENTRY?

## THE QUESTION ON EVERYONE'S LIPS: HOW DO I CREATE A GREAT ENTRY?

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### 1. GET ENGAGED EARLY.

Engage your stakeholders early! Meet with them, sit down with the categories list and work through all the wonderful pieces which can be submitted. Once you've pulled together your short list, let your stakeholders know what you need from them – High res PDF of the publication (remember, no need for physical copies this year, it's all online), correct information (remember this is going to be printed in the Winners Book and on Trophies – make sure it's correct to avoid disappointments).

### 2. IT'S A COMPETITION.

Bring in personality and passion. Your team, colleagues and yourself have worked hard with passion in delivering excellence – bring your sweat and tears to the table and tell the story in your entry. Previous winners have sometimes stepped out of the box with their attachments or approach. Judge's love it, build your story to win.

### 3. 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.

Add a summary PDF as an attachment if you like, helping judges understand the success of the publication in a succinct way that excites, not bores, is always going to be worth the effort.

### 4. IT'S STORY TIME!

We all love story time, and now it's your turn. Judges love a story too – why was this project or campaign develop, what was the purpose, what was achieved? Take them on a journey – The most successful entries of previous years have built a compelling, fun and engaging story. Remember, the last three fields on the entry form provides the opportunity for you to tell the story on Target Audience, Target Objective and Effectiveness. This is your chance.

### 5. COLOUR ME THIS.

An image speaks a thousand words. Images of your entry covers or campaigns should be hi-res and interesting. As a winner or finalist, 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!

### 6. 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.

### 7. ASK US FOR HELP.

Always remember, we're here to help, just ask us, we're always willing to share!



# WHAT ARE THE OVERALL JUDGING PROTOCOLS?

## **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?

## **PLEASE NOTE:**

The above evaluation categories are from the general judging protocols. Other judging criteria apply where required and are highlighted in the Award Force entry platform.



# AWARD CATEGORIES

## MAJOR AWARDS

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- BOY Brand of the Year
- POY Publisher of the Year
- ROY Retailer of the Year
- AOY Agency of the Year
- JC Judges Choice
- BED Best Emerging Designer
- BET Best Emerging Talent

## HOME

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- H1 Kitchenware & Home Interiors
- H2 Furniture, Bedding & Manchester
- H3 Whitegoods, Electricals, Electronics & Entertainment
- H4 Home Improvement/Repairs/Hardware

## FASHION

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- F1 Women & Men's Apparel
- F2 General - Shoes, Swimwear, Mixed Apparel
- F3 Children's Toys & Apparel

## COSMETICS AND PHARMACY

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- C1 Cosmetics/Skincare
- C2 General Pharmacy/Health & Wellbeing

## RECREATION AND LEISURE

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- REC1 Sports and Fitness
- REC2 Camping, Outdoor Goods & Miscellaneous

## B2C

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- B1 Telecommunications
- B2 Real Estate & Property
- B3 Automotive Vehicles & Parts
- B4 Tourism, Education & Government
- B5 Office Supplies & Product Guides

## RETAIL

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- R1 Supermarkets
- R2 Liquor
- R3 Chain/Department Stores
- R4 Specialty Retailers - Jewellery, Books, Fabrics, Eyewear, Cuisine
- R5 Shopping Centres
- R6 Online Retailers
- R7 Point of Sale & In Store Display

## MAIL

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- M1 Campaigns over 100,000 units
- M2 Campaigns under 100,000 units

## PUBLISHING

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- P1 Magazines
- P2 Books

## DIGITAL

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- D1 Publications
- D2 Campaigns

## EXCELLENCE IN CRAFT

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- E1 Creative Design & Execution
- E2 Best in Class
- E3 Corporate Social Responsibility - Diversity, Environment, Community
- E4 Campaign Series - Multi-channel
- E5 Packaging and Labels

## NEW ZEALAND

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- NZ1 Home
- NZ2 Fashion
- NZ3 Cosmetics & Pharmacy
- NZ4 Recreation & Leisure
- NZ5 B2C
- NZ6 Retailers
- NZ7 Campaign Series - Multi-Channel



# MAJOR AWARDS & EXCELLENCE IN CRAFT

## MAJOR AWARDS.

3 of our Major Awards are based on a collation of points awarded to any brand across all other categories.

That means the winners, finalists and highly commended entries throughout all the categories are those celebrated as a Major Finalist, and subsequently, a Major Winner, based on the points they accumulate across all the categories

These 3 awards are:

- Brand of the Year
- Publisher of the Year
- Retailer of the Year.

**Judges Choice** is awarded by Judges, of course. Throughout the judging process, each Judge can nominate one entry for consideration. Once all categories are judged, a final judging group considers all nominated entries, and deliberates finalists and a winner.

The other 3 Majors are all direct entries.

**Agency of The Year** (see page following)

**Best Emerging Designer** (for all the designers within our industry) requires a portfolio or other digital presentation and 3 rationales from referring nominators.

**Best Emerging Talent** (for everyone else in our industry) also requires 3 rationales from referring nominators.

## EXCELLENCE IN CRAFT.

Not a new category but worthy of note to those developing strong brand pieces, stand out creative execution, excellence in corporate social responsibility as well as campaign series utilising multiple channels.

**Creative Design and Execution** 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.

**Best in Class** is the space for great work that is a little out of the box, unique in a way, or simply too good to just enter into one category only. Double up your chances by duplicating your entry here.

**Excellence in ESG** is for those organisations that want to reward fantastic work across diversity, environmental or community programs.

**Campaign Series - Multi-channel** is now a part of the Excellence in Craft family, so for all those campaigns that deploy across multiple channel tactics, here's your chance to shine.





# CALLING ALL AGENCIES

## AGENCY OF THE YEAR.

As a direct entry Major Award, agencies, big and small, above, below and through the line are all able to submit an entry 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.

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 your summary. Previous winners have submitted videos, created websites, you name, it, anything goes!

## HOW TO ENTER.

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

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%

NB: Showreels, artwork, visual language, media channel selection and strategic thinking are all part of the story and can be uploaded to the entry portal. Each entry submitted in this category are \$500 + GST.

For more information, please contact Phillip Mariette on +61 419 308 013 or [phillip@thermc.com.au](mailto:phillip@thermc.com.au).



# MAIL & DIGITAL CATEGORIES

## MAIL CATEGORIES.

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### SUMMARY.

Both Mail categories are for addressed mail distributed through a registered postal service, for example, Australia Post or NZ Post.

Let's remember addressed mail can include all manner of Business Mail products, if it's addressed and goes in the letterbox, it's eligible.

With loyalty programs being delivered direct, magazines and catalogues via subscription and promotional pieces to consumers growing, the Mail category will appeal to many.

If you're an expert that produces great work, that uses the mail channel, this is your chance to submit your work and become a Mail Winner!

### LARGE OR SMALL?

There are two categories, one for entries that have volumes over 100,000 units, and one for those produced under 100,000 units.

Big or small, large scale or bespoke, there's opportunity for all to succeed. Keep in mind, it's all online judging this year, so be creative with your attachments, include videos if you are demonstrating folds, scents or other embellishments.

## DIGITAL CATEGORIES.

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### PUBLICATIONS.

Digital Publication entries will need to demonstrate how the brand used the digital channel to effectively deliver a campaign to its consumers. With the surge in home-shopping over the past months, digital publications have delivered strong results for brands.

Entrants are required to submit digital samples of each publication as a PDF. They may also choose to submit a written summary (up to 500 words) outlining how they deployed the digital publication to effectively engage consumers.

### CAMPAIGNS.

Digital Campaign entries will need to demonstrate how the brand used digital publications to effectively deliver a campaign to consumers. These could be multiple elements, for example, any or all digital publications, EDMS, social media, websites, video or long/short form ads or how digital worked hand in hand with established channels, such as letterbox, print media, radio etc.

Entrants are required to submit samples of each digital element across the campaign. They may also choose to submit a written summary (up to 500 words) outlining how they used each digital element to effectively engage consumers.



# CALLING ALL PUBLISHERS

## WHAT ARE THE TWO PUBLISHING CATEGORIES AND HOW DO THEY WORK?

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### **MAGAZINES.**

Magalogues, Brandzines, Custom Publishing, Consumer Media Brands, the terminology has evolved, however the strength is growing as brands take on the media landscape. Everything you can pick up from a newsagent, Women's Weekly to Australian Dirt Bike, however, also think 'Coles' magazine, Woolworths 'Fresh', David Jones 'Jones' and more.

Content rich editorial with strong brand equity building long-term positioning, balanced with sales acquisitional features. This is the place to demonstrate solid content creation. These submissions think beyond the masthead, demonstrating how you achieved greater engagement, reach and success. How did the strength of the masthead deepen and extend the communication objectives of the brand/advertiser?

### **BOOKS.**

Books offer specialised sector engagement. From cover to content, imagery to layout, how did this book deliver a compelling, message and story to its Reader?

This is a serious publication channel that is growing across Australia and New Zealand and not to be overlooked.

A new category so contact the Real Media Awards Team for more information.

### **SO, WHY ENTER?**

This is an opportunity for all publishers, brands and advertisers alike. The Real Media Awards are all about the industry celebrating together, exploring successful campaigns in each sector.

The Real Media Awards see producers, freelancers, journalists, creatives, agencies, retailers, advertisers, brands and publishers coming together to celebrate as one collective.

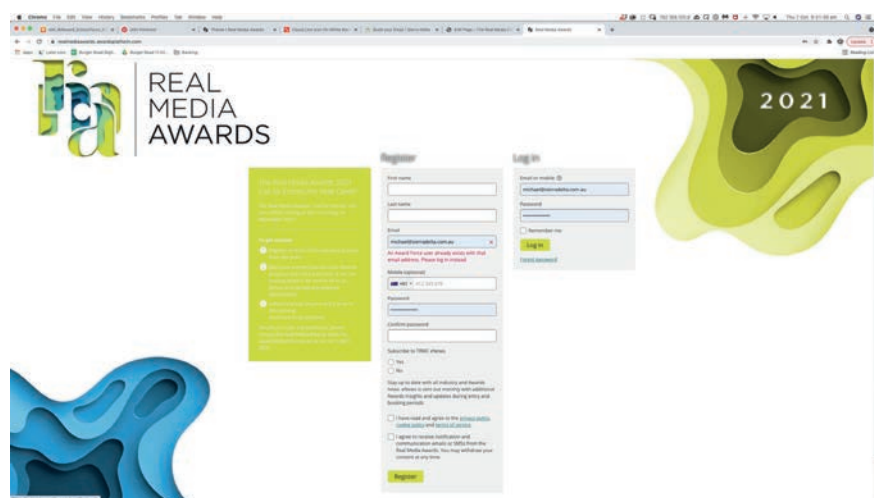
For all publishers and industry, this is a fantastic opportunity to celebrate great publishing work with all stakeholders, producers, printers and clients alike.

Publishers develop strong media brands with investment into content, expertise and engagement – it is the effectiveness of each masthead's success in achieving this with advertisers that will be celebrated. Publishers can enter in partnership with their advertisers, producers or independently explore a story of how they achieved a successful outcome for their customers.

### **THIS IS AN OPPORTUNITY.**

A soft, consultative sell, without selling. It's a timely reminder why that advertiser should remain connected and involved with that particular masthead or that brand or author should continue investing in printed book publishing.

# HOW TO SUBMIT



## REGISTER AND BEGIN

- Register if you're new, previous registrants continue as before.

## ENTRIES

- You may edit your entry after submitting, up until the entry deadline: Tuesday 31st May 2022 at 6pm.
- 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. Much easier!
- Entry fees may be paid by 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.
- All standard entries are \$100.00 + GST.
- **Eligible entries distributed 1 May 2020 - 30 April 2022.**

Go to: [realmediaawards.awardsplatform.com](https://realmediaawards.awardsplatform.com) to start your entry.

# HOW TO SUBMIT YOUR 2021/22 APPLICATION

My entries → Edit entry

All questions must be answered, unless marked optional.

Entry Details Team Info Publication Info Attachments

Category  
b) Home

Whitegoods, Electricals and Home Entertainment

Entry Title (Eg: Brand X / Easter 2020) This is how we refer to your entry.  
Test Entry #1

Publication Company or Brand  
Test Entry #1

Publication Name  
Test Entry #1

Save + next Save + close Preview Submit entry

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.



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.

Search list Advanced

My entries Active season (Real Media Awards 2020) Current

Start entry Copy Delete Download

Displaying 1 - 1 of 1

ID	Entry	Chapter	Category	Status	Updated
3316-H3	Test Entry #1	Real Media Awards 2020	Whitegoods, Electricals and Home Entertainment	In progress	2 minutes ago



Once you have finalised your entry and submitted your payment by credit card you're all done. You can download a PDF of your entry for your records.



Real Media Awards (Real Media Awards 2010) 201-84 Toulon, Education and Government

Strathcona Baptist Girls Grammar / Strathcourier Vol 1 2019

QR code

Entrant details

Subscribe to TRAC when subscribe to [above](#)

Entry details

Publication Company or Brand	Strathcona Baptist Girls Grammar
Publication Name	Strathcourier Vol 1 2019
Creative Agency	Stella Dean Creative
Team Leader	Paulyn Walker
Creative Director	Paulyn Walker
Account Director	Marion Cape
Designer	Maisha Reynolds
Copywriter	Marion Cape
Stylist	Marion Cape
Photographer/Illustrator	Joe Vittorio
Production Manager	Paulyn Walker
Pre-Press Company/Person	Steve Morgan
Printer	AMM Communications





# ENTRY CHECK LIST

## GET REGISTERED!

If you're not a previous entrant, register on our awards entry platform. Visit: [realmediaawards.awardsplatform.com](https://realmediaawards.awardsplatform.com)

## FLICK THROUGH CATEGORIES AND RULES OF ENTRY.

Make sure you understand the rules, but most importantly, don't miss out on categories and the opportunity to double up your chances.

## ENGAGE STAKEHOLDERS.

It can take time to gather all the information, so start early. There's always a rush when the deadline looms, slow and steady gets you there if you start early.

## RECONNAISSANCE.

Tell the story behind the work and pull together statistics and facts to back up your work. Meet with your stakeholders to get your details and ensure you have all the relevant story telling info.

## 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 whole publication for all entries, you could be a Finalist or a Winner.

## SUBMIT & PAY FOR ENTRIES.

Press the green button and SUBMIT ENTRY. Gather all your entries into one cart, so you can pay once.

Pay for entries by credit card once you're done. For those who wish to pay via invoice, you can also do this through our entry portal, download your invoice and get it to accounts for payment.

## ADD YOUR HIGH-RES PDF OF EACH ENTRY.

No need to post physical copies this year, it's all online. Make sure you submit a high resolution PDF or other digital formats in your entry, so judges can see the entire publication, campaign or other.

Remember that you can record a short video if you want to highlight anything in particular to the judges and submit that video with your entry, in lieu of physical copies and physical judging.

## IF IN DOUBT, ASK US.

You can reach the Awards Team on 03 9421 2206 or email the team at [awards@thermc.com.au](mailto:awards@thermc.com.au)

**DON'T FORGET TO PAY  
FOR YOUR ENTRIES BY  
TUESDAY 31 MAY 2022.**

# RULES OF ENTRY

These Rules Of Entry apply to any and all dealings with The Real Media Collective ('TRMC'), ABN 13 540 235 566, unless otherwise agreed in writing, in direct relation to the Real Media Awards.

To be acceptable as an entry, unless otherwise stipulated, a publication/campaign must advertise for sale a range of three or more, products, models, styles and/or services. However, it is not mandatory that a Price List accompanies the publication/campaign entry, nor that prices be featured within the body of the publication/campaign.

**All entries must have been distributed to customers within the twenty-four (24) month period 1st May 2020 – 30th April 2022 and cannot be submitted for judging in future years.**

Publication/campaigns can be entered across multiple categories.

Entries must have been created either in Australia or New Zealand. Publication/campaigns created in Australia or New Zealand for distribution in other parts of the world are acceptable.

TRMC is not liable for any copyright infringement on the part of the entrant. All entries must be submitted exactly as published and may not be modified for the competition. TRMC presumes all entries are original and the entrant either owns the submission or has permission from a client or collaborator to enter for award consideration; derivative entries and ghost clients do not meet award criteria. In the event an entry is submitted without such privileges, the entry will not be eligible for the competition and entry fees are forfeited.

In the event of a complaint against a winning entry, TRMC will conduct an inquiry and will require any detailed documentation to which it deems pertinent.

Submission of your first entry automatically assigns you to an Agency membership status of The Real Media Collective, delivering VoPP Mag, TRMC EDM and Customer Insight Access.

Submission of an entry acknowledges the right of TRMC to use it for exhibition, analysis and publication to promote winners in any medium, unless specifically specified at the time of submission.

Timely submission of an entry that meets all eligibility requirements and payment of the entry fee as stated herein ensures that an entrant's work will be reviewed and considered for recognition, barring any unforeseen exceptions.

Entrants considered for the Brand of the Year, Media Brand Advertiser of the Year or Retailer of The Year awards will be selected from the entire range of publication/campaign entries submitted in the 2021/22 Real Media Awards only, no previous year entries will be considered.

The TRMC reserves the right to reject or reassign any entry it deems to be unsuitable, inappropriate or duplicated. No correspondence will be entered into. If there are insufficient entries in an Award category, that category may be cancelled and the entries reassigned. If the judges deem that a publication/campaign has been entered in the wrong category, the publication/campaign may be reassigned.

If a publication/campaign has been entered in the same category by two (2) or more different organisations, the first entry submitted will be processed, the subsequent entrant(s) advised and the entry fee refunded. In this same event, any Awards will be awarded to the publication/campaign brand/retailer.

Entrants must provide one high resolution PDF of each publication/campaign entered. All material, data or other submitted information remains the property of TRMC and may be used in the promotion of the awards and/or the Association. Entries will not be returned. The results of judging will remain confidential until the formal presentation of the Awards however all entrants will be notified of their general status prior to the Event.

Winner, finalist and highly commended certificates will be available for collection from TRMC after the event.

Duplicate trophies and certificates can be requested and will be charged at cost to the party requesting the duplicate. Please note that TRMC is not responsible for delivery of the said trophies and/or certificates.

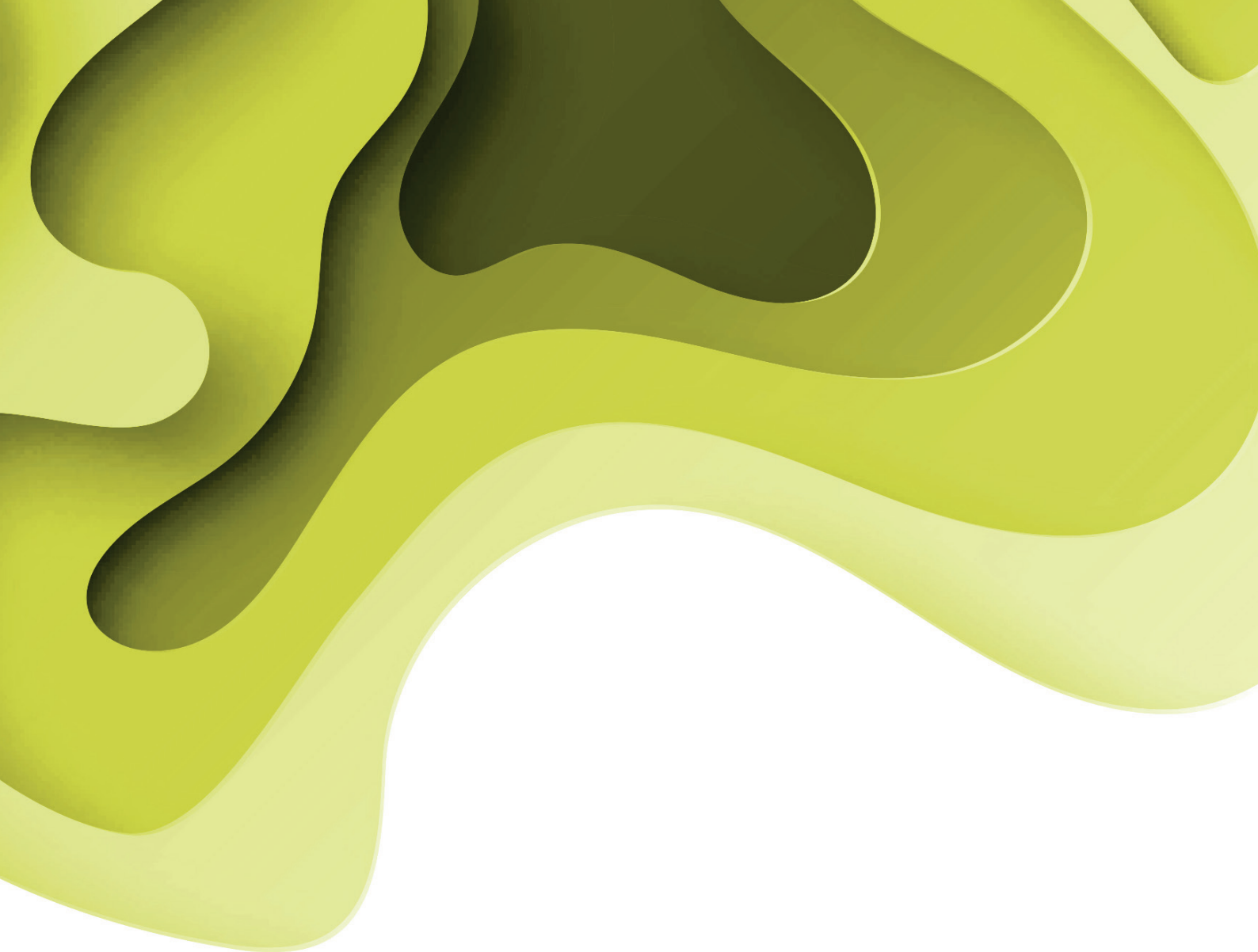
By submitting contest application, entry fee and work for review, entrants agree to the above terms & conditions. Should an entrant choose to remove a submission from an award, please notify TRMC.

## PAYMENT

Payment of entries, Table seats or Tables is required within thirty (30) days of date of issue. Unless all outstanding invoices are fully paid, TRMC reserve the right to not continue or deliver goods and/or services produced. Credit card payments incur a surcharge.

## LAW OF AGREEMENT

The law of the state of Victoria, Australia applies to these terms of trade.



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