

REAL
MEDIA
AWARDS



AWARDS
POCKET
GUIDE
2020

**ENTRIES OPEN
NOW!**

**ENTRIES CLOSE
13 Nov 2020**

**VIRTUAL AWARDS
10 DEC 2020**



WELCOME TO THE REAL MEDIA AWARDS

With the COVID-19 pandemic now a part of our history, it is time to move forward and celebrate, in any way that we can, the year that was 2020.

We have an exciting Awards Program that is jam packed with opportunities to celebrate your achievements from the year that was.

We see the return of **Media Brands** now in its second year. So, if you're working on Consumer, Trade or Custom Publishing this award is for you. We also have **Media Brand Advertiser of the Year** which will celebrate the retailers who are working extra hard to deliver excellence across publishing.

Agency of the Year is now a direct-entry Major Award. Agencies will be able to submit their entries for Agency of the Year, demonstrating their retail marketing excellence. These entries will be judged virtually by leading Retail CMOs across the country. What an opportunity for all agencies!

Other crowd favourite categories include – Point of Sale, Direct Mail, Excellence in Craft. So make sure you work with your clients on their entire portfolios – whilst we are still celebrating catalogues this year, we are also promoting the other channels we work on.

In the past, companies that nominate an **Awards Champion** to co-ordinate your company entries helps ensure all your entries put your company in the best position for success.

We've got some tips to make it easier and look forward to having the best awards entries ever for the year ahead!

Let's get started!

Team Awards!

KEY TIPS TO BECOMING THE BESTEST CHAMPION EVER!

1. HELLO, HELLO.

Ring, email or sky-write to our fearless Awards Leader – Phillip Mariette or Phil. He collects pens and restaurant tips so can be bribed with promotional merchandise (or not).

Phil Mariette

0419 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 important night of nights.

3. REGISTER YOURSELF AND BECOME AN EXPERT.

Register and familiarise yourself with the online Awards Portal. It is user friendly and intuitive, lots of options to replicate entries so you don't need to double up.

realmediaawards.awardsplatform.com

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 before paying one invoice for all.

Ticket pricing to our 'Virtual Awards' are still being determined, so stay tuned.

5. RECONNAISSANCE.

Embrace your inner 007 and find best projects to enter. Some clients simply LOVE awards, others need corporate approval. Work through your standout projects and then determine how best to enter. If it becomes too hard, often these entries are left behind. 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.



AWARDS
CHAMPION
TAKE
FIVE

KEY TIPS TO BECOMING THE BESTEST ENTRANT EVER!

1. HELLO, HELLO.

Ring, email or sky-write to our fearless Awards Leader – Phillip Mariette or Phil. He will help you become the best Awards representative for your clients and your business. There is lots of detail, so don't be afraid to ask, no question is a silly one, please just call Phil.

Phillip Mariette

0419 308 013 | phillip@thermc.com.au

2. REGISTER YOURSELF AND BECOME AN EXPERT.

Register and familiarise yourself with the online Awards Portal. It is user friendly and intuitive, lots of options to replicate entries so you don't need to double up.

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3. GET ENGAGED YOUNG.

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). Bring the 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.

4. 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.

5. SAVE THE DATE.

Ridiculous I know, however you'd be surprised... Let your clients know to Save the Date and lock it in for yourself. The Awards Team can send you the Save the Date PDF and Postcard artwork to send out to your clients. It's **Thursday 10th December** – get ready to celebrate online!



AWARDS
REP
TAKE
FIVE

1. IT'S STORY TIME!

We all love story time, and now it's your turn. Judges love a story too – how did this project or campaign develop, what was the purpose, what was achieved? Take them on a journey – The most successful entries achieved this time and time again last year.

2. COLOUR ME THIS.

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

TOP THREE TIPS

3. 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**.



MAJOR AWARDS

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

B2C

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

COSMETICS AND PHARMACY

- C1** Cosmetics/Skincare
- C2** General Pharmacy/Health and Wellbeing

DIRECT MAIL

- DM1** Campaigns over 100,000 units
- DM2** Campaigns under 100,000 units

EXCELLENCE IN CRAFT

- E1** Creative Design and Execution
- E2** Best in Class
- E3** Corporate Social Responsibility - Diversity, Environment, Community

FASHION

- F1** Women and Men's Apparel
- F2** General - Shoes, Swimwear, Mixed Apparel
- F3** Children's Apparel

HOME

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

EFFECTIVENESS

- M1** Multi-channel Campaign
- M2** Customer Insights
- M3** Campaign Series

MEDIA BRANDS

- MB1** Custom Publishing
- MB2** Consumer Publishing
- MB3** Trade/B2B Publishing

RETAILERS

- 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

RECREATION AND LEISURE

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

AWARD CATEGORIES



AGENCY OF THE YEAR

This is now a direct entry Major Award. That means agencies, big and small, above, below and through the line are all able to enter 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.

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%

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

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.

Tell the story!

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 or should you require assistance in pulling your entries for Agency of the Year together, please contact Phil on **0419 308 013 or phillip@thermc.com.au.**

CALLING ALL AGENCIES



MAJOR AWARDS

Most have had a tweak to the naming, and will be closed entries. That means the winners, finalists and highly commendeds throughout the night are those celebrated as a Major Finalist and then Winner from the points they are allocated across all the categories.

These apply to Brand of the Year – noting this is those producing less than 1.5 million units as a brand average across all entries.

Retailer of the Year is over 1.5 million units as a rolling average and Media Advertiser of the Year is balanced off the entries within the Award Category for Media Brands.

MEDIA BRANDS

Whether campaigns run in trade, consumer 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.

EXCELLENCE IN CRAFT

Not a new category but worthy of note to those developing strong brand pieces, stand out creative execution and exceptional excellence in corporate social responsibility. This 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 – whether from creative design and execution, best in class or corporate excellence, this category is for your clients and your teams to celebrate that project that took the extra step and showcase a true Excellence in Craft!

NEW-ISH CATEGORIES



WHAT IS MEDIA BRANDS?

MB1/ CUSTOM PUBLISHING

Magalogues, Brandzine, Custom Publishing the terminology has evolved, however the strength is growing as brands take on the media landscape on their own terms. Think Coles 'Coles' magazine, Woolworths 'Fresh', David Jones, 'Jones' and more. Content rich editorial with strong brand equity building for long-term positioning albeit balanced with sales acquisitional features. This is the place to demonstrate with your Brand customer the power your team has developed in delivering solid content.

MB2/ CONSUMER PUBLISHING

Easy, if you can buy it at a newsagent, it's consumer. Everything from Women's Weekly to Australian Dirt Bike. Whether it's Mass Women's, Food & Entertainment or any other sector reaching Australians and/or New Zealanders, it belongs here in this category. When developing these submissions think beyond the masthead and to a balance of how the masthead and brand developed a campaign to achieve greater engagement, reach and success working together. How did the strength of the masthead deepen and extend the communication objectives of the brand/advertiser?

MB3/ TRADE / B2B PUBLISHING

B2B publications offer specialised sector engagement to advertisers. How did the masthead, content and expertise of the B2B publication deliver a stronger brand positioning to advertisers through content development or alignment as well as advertising and extended campaign across printed masthead and social, digital or other channel exploration. This is a serious publication channel that is not to be overlooked, how advertisers are achieving brand resonance and positioning in this sector is what will be celebrated in these entries.

SO, WHY ENTER? WELL...

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.

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 exploring 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.

CALLING ALL PUBLISHERS





WHAT ARE THE JUDGES LOOKING FOR?

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?

***Note: The above evaluation categories are from the general judging form. Other judging forms apply when required and are highlighted in the Award Force entry platform.**

ACCOUNT VERIFICATION:

- An email will be sent to confirm your account to login.

ENTRIES:

- You may edit your entry after submitting, up until the entry deadline: **Friday 13th Nov at 5pm.**
- 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 via invoice or 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 entries (except Agency of the Year) are \$100.00 + GST.
- All entries must have been distributed within 1.05.19 - 30.04.20.

The Real Media Awards 2020
Call for Entries Are Now Open!

The Real Media Awards 2020 are now open, starting at 5pm on Friday 20th May 2020.

To get started:

- 1 Register an account on our platform
- 2 Add your entries (you can add multiple entries and change the category of your entry during the process. Be sure to fill in all required fields and pay the entry fee)
- 3 Submit and pay the entry fee to be in the running

Need any help? Visit our help page at realmediaawards.com.au/help

Register

First name
Last name
Email
Password
Confirm password

Log in

Email or mobile
Password
Remember me
Log in
[Forgot password](#)

Subscribe to RMAA emails
☐ Yes
☐ No

Stay up to date with all industry and Awards news, offers & send our exciting with additional Awards insights and updates during entry and judging periods.

☐ I have read and agree to the [privacy policy](#), [cookie policy](#) and [terms of service](#)

☐ I agree to receive notification and communication emails or SMS from the Real Media Awards. You may withdraw your consent at any time.

Register

Real Media Awards

ENTRIES CLOSE
22.05.20

GALA NIGHT
28.08.20

Go to: realmediaawards.awardsplatform.com to start your entry.

HOW TO SUBMIT YOUR 2020 APPLICATION



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.

HOW TO SUBMIT YOUR 2020 APPLICATION



My entries → Edit entry

All questions must be answered, unless marked optional.

Entry Details Team Info Publication Info Attachments

Category
bj 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

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.

Save + next Save + close Preview Submit entry



HOME
WHITEGOODS, ELECTRICALS, ELECTRONICS
AND HOME ENTERTAINMENT

2019 WINNER
BETTA
"Kitchen & Laundry Look Book"

CLIENT: Betta
AGENCY: Media Merchants
TEAM LEADER: Tony Corrier
CREATIVE DIRECTOR: Emille Laugier
ACCOUNT DIRECTOR: Jessie Tapia
DESIGNER: Emille Laugier
COPYWRITER: Emille Laugier
STYLIST: Emille Laugier
PRODUCTION MANAGER: Tony Corrier
PRE-PRESS: Emille Laugier
PRINTER: Fardon Web (an iVE Business)
DISTRIBUTION: Betta In-House Team
STOCK COVER: 200gsm Gloss Sheet /
Text: 100gsm Gloss Sheet
PRINT RUN: 15,500

OTHER FINALISTS

BIG W
"Get Summer Ready -
Spring Edition"
Produced by Big W
In-House Team

**CANBERWELL
ELECTRICS**
"Happy Mother's Day"
Produced by Media Merchants

STATUS PLUS
"Black is Black - Luxury
Kitchen Range"
Produced by Media Merchants

WINNINGS APPLIANCES
"AEO '18 Collection"
Produced by Media Merchants

Once you have finalised your entry and submitted your payment (invoice or credit card) please print two (2) copies of your entry PDF found in 'My Entries'.

HOW TO SUBMIT YOUR 2020 APPLICATION



Search list Advanced

My entries

Active season (Real Media Awards 2020) Current

[Start entry](#) [Copy](#) [Delete](#) [Download](#)

Need help?

Displaying 1 - 1 of 1

<input type="checkbox"/>	ID	Entry	Chapter	Category	Status	Updated
<input type="checkbox"/>	3316-H3	Test Entry #1	Real Media Awards 2020	Whitegoods, Electricals and Home Entertainment	In progress	2 minutes ago



REAL MEDIA AWARDS 2020

Test Entry #1

Entrant details

Subscribe to RMAC eNews ☐ Yes

Subscribe to eNews ☐ Yes

Publication Company or Brand	Test Entry #1
Publication Name	Test Entry #1
Creative Agency	Test Entry #1
Team Leader	Test Entry #1
Creative Director	Test Entry #1
Account Director	Test Entry #1
Designer	Test Entry #1
Copywriter	Test Entry #1
Stylist	Test Entry #1
Photographer/Illustrator	Test Entry #1
Production Manager	Test Entry #1
Pre-Press Company/Person	Test Entry #1
Printer	Test Entry #1
Distributor	Test Entry #1
Quantity Produced	Test Entry #1
Stock	Test Entry #1

FLICK THROUGH THE CATEGORIES LIST AND RULES OF ENTRY

- Don't miss out on Agency of the Year, Media Brand Advertiser of the Year and Media Brands categories!

GET REGISTERED!

- Register at realmediaawards.awardsplatform.com

ENGAGE STAKEHOLDERS

- Go through the categories list and work through all their wonderful pieces which can be submitted.

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 entry details, team info and publication info right.

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

SUBMIT & PAY FOR ENTRIES

- Press the green button and SUBMIT ENTRY.
- Pay for entries either by invoice or credit card; multiple entries can be added to be one cart.

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 in your entry, so judges can see the entire publication.
- 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.

Ring, email or sky-write to our Awards Team at **03 9421 2206**
awards@thermc.com.au

ENTRY CHECK LIST





REAL
MEDIA
AWARDS

WE WISH YOU THE BEST OF LUCK WITH
YOUR ENTRIES IN THE 2020 REAL MEDIA
AWARDS.

PLEASE DO NOT HESITATE TO CONTACT
THE AWARDS TEAM AT ANY TIME.

GET IN
TOUCH

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