

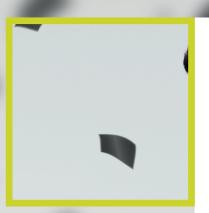




AWARDS POCKET GUIDE 2020

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

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 directentry 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

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.

AWARDS CHAMPION TAKE FIVE

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.



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

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AWARDS REP TAKE FIVE

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!



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 DesignerBET 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 unitsDM2 Campaigns under 100,000 units

EXCELLENCE IN CRAFT

E1 Creative Design and Execution

E2 Best in Class

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:

- Commitment to achieving Retailer/ Brand/Campaign Objectives = 20%
- 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.

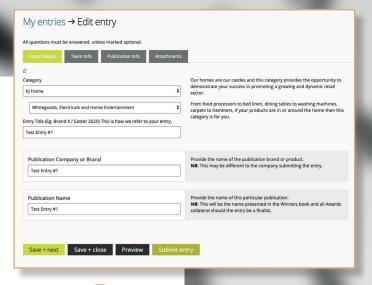


Go to: realmediaawards. awardsplatform.com to start your

HOW TO SUBMIT YOUR 2020 APPLICATION

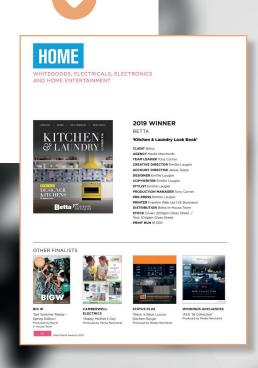


Ensure all information in your application is detailed and complete as this will be included in the Awards Winners Book should your entry be successful.

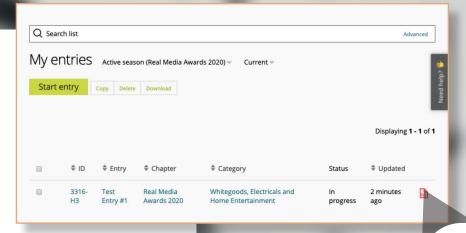


HOW TO SUBMIT YOUR 2020 APPLICATION





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







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 phyical copies and physical judging.

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

ENTRY CHECK LIST



