



# MAJOR AWARDS 2020

## BRAND OF THE YEAR

Brands who invest in real media channels regularly and build successful campaigns to communicate with their customers will be recognised by the industry for their contribution.

In a competitive environment, Brands continue to demonstrate excellence in campaign creation and production and Brands whose entries have been most recognised throughout the Real Media Awards will be considered for Brand of the Year.

POINTS ARE ALLOCATED AS FOLLOWS:

1. Category Winners = 20 points
2. Category Finalists = 10 points
3. Excellence in Craft Winner = 20 points
4. Excellence in Craft Finalist = 10 points
5. Integrated Campaigns Winner = 20 points
6. Integrated Campaigns Finalist = 10 points
7. Highly Commended = 5 points

This category applies to brands producing less than 1.5 million units as an average across all entries.

## RETAILER OF THE YEAR

Retailers who invest in real media regularly and continue to build successful campaigns to communicate with their customers will be recognised by the industry for their contribution.

In a competitive environment, Retailers continue to demonstrate excellence in campaign creation and production and Retailers whose entries have been most recognised throughout the Real Media Awards will be considered for Retailer of the Year.

POINTS ARE ALLOCATED AS FOLLOWS:

1. Category Winners = 20 points
2. Category Finalists = 10 points
3. Excellence in Craft Winner = 20 points
4. Excellence in Craft Finalist = 10 points
5. Integrated Campaigns Winner = 20 points
6. Integrated Campaigns Finalist = 10 points
7. Highly Commended = 5 points

This category applies to retailers producing more than 1.5 million units as a rolling average.

## MEDIA BRAND ADVERTISER OF THE YEAR

Brands and retailers who invest in the trusted publishing sector regularly and continue to build successful campaigns to communicate with their customers will be recognised by the industry for their contribution.

In a competitive environment, Brands and Retailers, continue to demonstrate excellence in campaign creation and strategy.

POINTS ARE ALLOCATED AS FOLLOWS:

1. Media Brand Category Winner = 30 points
2. Media Brand Category Finalist = 20 points
3. Integrated Campaigns Winner = 20 points
4. Integrated Campaigns Finalist = 10 points
5. Category Winner - General = 15 points
6. Category Finalist - General = 15 points
7. Highly Commended = 5 points

## 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 documented summary.

Showreels, artwork, visual language, media channel selection and strategic thinking are all part of the story. Each Entry submitted for this category are \$500 + GST.



# MAJOR AWARDS 2020

## BEST EMERGING DESIGNER

Emerging designers can submit an entry via the preparation of a small folio of their work demonstrating up to three pieces they have created. There is no age restriction, rather emerging refers to 'new to industry' or beginning their careers in the sector.

A short summary outlining the thinking behind the design and layout is required as well as supporting evidence from the entrant's industry peers such as Stylists, Photographers, Creative Directors and/or others.

A coloured profile shot (head and shoulders) with a white background is required for each entrant, to be submitted with the entry via the attachments page.

Judging will be scored per submission and each entrant judged by three judges from the panel.

## BEST EMERGING TALENT

Industry Stakeholders can submit or be nominated by their peers under the Best Emerging Talent category. Entrants will be considered for their achievement, effort and enthusiasm within their own specialisation, company and industry at large. There is no age restriction, rather emerging refers to new to industry or beginning their careers in the sector.

Best Emerging Talent entrants can come from all industries represented amongst the Collective industry, including Advertising, Traffic Managers, Buyers, Campaign Co-Ordinators, Stylists, Photographers, Marketing and Sales personnel, Paper specialists, Printers, Distributors and others.

### ENTRIES MUST INCLUDE:

1. A summary of no more than 500 words outlining why the entrant has been nominated and highlight examples of excellence;
2. Up to three (3) 500-word testimonials from clients or internal stakeholders.

# AWARD CATEGORIES 2020

## B2C

In our ever-changing communication world, businesses have long tapped into effective channels with great success.

So if your brand is all about selling your business services to customers, be it telecommunications, real estate or property, automotive vehicles or parts, tourism, education, government, office supplies or even those of you with product guides, this is the category for you.

### CATEGORIES:

1. Telecommunications
2. Real Estate and Property
3. Automotive Vehicles and Parts
4. Tourism, Education and Government
5. Office Supplies/Product Guides

## COSMETICS AND PHARMACY

Cosmetics and Pharmacy is a growing sector using real media channels to great effect. These two awards cover the entire Cosmetics and Pharmacy industries so if that's your game, don't miss your opportunity to win.

### CATEGORIES:

1. Cosmetics / Skincare
2. General Pharmacy / Health and Wellbeing

## DIRECT MAIL

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

So 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 Direct Mail Winner!

### CATEGORIES:

1. Campaigns over 100,000 units
2. Campaigns under 100,000 units



# AWARD CATEGORIES 2020

## EXCELLENCE IN CRAFT

### CATEGORIES:

1. Creative Design & Execution
2. Best In Class
3. Corporate Social Responsibility - Diversity, Environment, Community

### CREATIVE DESIGN AND EXECUTION

This is the award for all the creative agencies out there that have developed amazing creative for their clients. Judges will be looking for outstanding design, tactical execution and purity of concept. If your core excellence is creative, this is the category for you.

### BEST IN CLASS

The ultimate kudos, the Best in Class Award recognises outstanding work. With a panel of expert Judges drawn from the wider industry, this award is absolute recognition by your peers for outstanding work. Judges will be assessing entries looking for outstanding work, execution and/or standout creative.

If your project is head and shoulders above the rest of your category, it's your chance to win.

### CORPORATE SOCIAL RESPONSIBILITY - DIVERSITY, ENVIRONMENT, COMMUNITY

This category is awarded to organisations that display initiatives that highlight the corporate social responsibility qualities of the organisation. These organisations include charities, not-for-profit organisations, awareness campaigns or public information systems. As they work under differing environments, this category provides an 'equal playing field' opportunity.

Entrants are required to submit a (up to) 500 word summary outlining any corporate social responsibility principles demonstrated.

## FASHION

Fashion, fashion, fashion!  
It could be glitz and glamour, or just as easily the everyday needs of a family. If your forté is men's, women's and children's toys/clothing and fashion, then this is the category for you. From all types of apparel your Award opportunity awaits.

### CATEGORIES:

1. Women and Men's Apparel
2. General - Shoes, Swimwear, Mixed Apparel
3. Children's Toys & Apparel

## HOME

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.

### CATEGORIES:

1. Kitchenware and Home Interiors
2. Furniture, Bedding and Manchester
3. Whitegoods, Electricals and Entertainment
4. Home Improvement/Repairs/Hardware

## EFFECTIVENESS

Your campaigns are committed to marketing effectiveness and this is the opportunity for your strategy, concepts, creative, design, styling and more to be recognised.

How the campaign pulled the strengths of all the channels to deliver optimal ROI across all the channels explored throughout the Awards programme will be critical to winning entries.

### CATEGORIES:

1. Multi-channel Campaign
2. Customer Insights
3. Campaign Series

### MULTI-CHANNEL CAMPAIGN

This award recognises the most effective campaign within a multi-channel environment. Judges will be looking for campaigns that incorporate multiple channels, such as radio, television, digital or other. The real media channel may not be the centrepiece, however, it is integral to the campaign.

Entrants are required to submit samples. They may also choose to submit a (up to) 500-word summary outlining how the campaign was tactically deployed as part of the multi-channel landscape.

### CUSTOMER INSIGHTS

Customer Insights entries will need to explore how the brand used customer research and insights to develop and deliver a successful campaign across the Award program categories – catalogues, publishing, letterbox, point of sale, direct mail or commercial print.

Entrants are required to submit samples. They may also choose to submit a (up to) 500-word summary outlining how they used customer insights effectively to engage consumers

### CAMPAIGN SERIES

Sometimes campaigns have an enduring legacy, one just isn't enough. It could be that the offer stretches over a season, or a common theme is delivered across several periods, maybe it's simply the way a brand gets its products to market. However we look at it, campaigns are here to stay and continue to gain strength.





# AWARD CATEGORIES 2020

## MEDIA BRANDS

Media brands and publishing is a trusted channel advertisers can invest within to engage consumers and achieve success. The stronger the performance of the masthead, the more powerful the advertising campaigns. This year sees the return of media brands to our Awards suite as we cover all aspects from Custom to Consumer and Trade/B2B Publishing. Of course we also look to celebrate the most successful advertising campaigns across this sector across both print and digital mastheads.

### CATEGORIES:

- 1. Custom Publishing
- 2. Consumer Publishing
- 3. Trade/B2B Publishing

### CONSUMER PUBLISHING

This award is for your successful campaigning across Consumer publishing. A campaign filled with innovation, effectiveness results and linked to other brand or campaign activities.

### TRADE / B2B PUBLISHING

The Trade channel is specific and can be highly targeted to reach the discerning reader. This award is for your successful campaigning within Trade publications, exploring campaign objective and outcomes.

### CUSTOM PUBLISHING

Not a new channel to our Awards, custom publishing is a growth sector within brand and marketing strategies. Indeed some of the most read publications in 2020 have been custom publications, delivering brand rich content to valued customers. Showcase your success in this Award.

## RETAILERS

Retailers have a strong, proud history in successful marketing, including the production of one of the very first commercial catalogues. Retailers continue to drive change and bring sophistication to the industry.

Spread across supermarkets, liquor, chain/department stores, specialty, shopping centres, magazines, campaigns and online, this is the category for retailers to excel.

### CATEGORIES:

- 1. Supermarkets
- 2. Liquor
- 3. Chain/Department Stores
- 4. Specialty Retailers - Jewellery, Books, Fabrics, Eyewear and Cuisine
- 5. Shopping Centre
- 6. Online Retailers
- 7. Point of Sale/In Store Display

## RECREATION AND LEISURE

It's a busy life for us all, so rest and play are important. A large growth sector, Recreation and Leisure is all about the products we use when we're taking time out.

So if your brand is all about sporting equipment or apparel, camping or outdoor goods, or even miscellaneous recreation and leisure products, then here's your opportunity to win some accolades.

### CATEGORIES:

- 1. Sports and Fitness
- 2. Camping, Outdoor Goods and Miscellaneous