



REAL  
MEDIA  
AWARDS

2021/22

YOUR POCKET GUIDE

**EXTENSION : 10 JUNE 2022 !!**

CALL FOR ENTRIES CLOSE

2021/22

REAL MEDIA AWARDS

# 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 and every 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.

[Click here to go to RMA 2021/22](#)

## KEY DATES

**EXTENSION : 10 JUNE 2022 !!**

### CALL FOR ENTRIES

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



### JUDGING

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



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

### FINALIST

- Wednesday 29 June 2022: Finalists Announced.



**Finalists Announced!**

### EVENT PREPARATION

- Monday 4 July 2022: Event Ticketing & Preparation.



**Much to do. Get ready!**

### GALA

- Gala Event, Location + Date To be advised.

**Gala Celebration!**

# TAKE 5

## Key tips to becoming the bestest ever AWARDS CHAMPION!

### 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.

**Phil Mariette | 0419 308 013 | [phillip@thermc.com.au](mailto: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 and we'll happily provide assistance. We want you to be fully informed to ensure none of your clients 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.

**[Click here to go to Awards Entry Portal](#)**

### 4 The pointy end

Members and Agencies can pay for entries via credit card or direct bank transfer. Tables are invoiced direct and must be paid prior to the event – no free dinners we're afraid! Work with your internal teams and let the Awards Team know exactly how you want your invoicing to be prepared. We will consolidate and manage for you. Please let us know early so we can ensure we are collecting the data correctly from the very first entry and table order. Talk to us for tips.

### 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 if you or your client entered last year – we are only a phone call away.

**[Click here to go to RMA 2021/22](#)**

# TAKE 5

## Key tips to becoming the bestest ever AWARDS REPRESENTATIVE!

### 1 Hello, hello

Ring, email or sky-write to our amazing Awards Event Specialist – Isha Rathee. She's the detail queen, Awards Portal aficionado and in truth, the heavy lifter of the Team. She's here to help and happy to do so:

**Isha Rathee | +61 418 964 822 | [isha@thermc.com.au](mailto:isha@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. Go to:

**[www.realmmediaawards.awardsplatform.com](http://www.realmmediaawards.awardsplatform.com)**

### 3 Get engaged young

Engage your clients early! Meet with them, sit down with the categories list and work through all their wonderful pieces which can be submitted. Once you've pulled together your short list, let your clients know what you need – 2x hard copies of the entry, 2x hi res images of the cover, correct information (remember this is going to be printed in the Winners Book and on Trophies – make sure it's correct to avoid disappointments). Also bring the personality and passion. Your clients, your team, your colleagues and you have worked with passion in delivering excellence – bring your sweat and tears to the table.

### 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. Tell them to bring their party shoes!

## TOP 3 TIPS



### 1 It's Story Time!

We all loved Playschool and now it's your turn. Judges love a story – how did this project or campaign develop, what was the purpose, what was achieved. Take them on a journey – our 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!



### 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.

## CATEGORIES

### MAJOR AWARDS

- 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

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

### FASHION

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

### COSMETICS AND PHARMACY

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

### RECREATION AND LEISURE

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

### B2C

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

### 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

### MAIL **NEW**

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

### PUBLISHING **NEW**

- P1 Magazines
- P2 Books

### DIGITAL **NEW**

- D1 Publications
- D2 Campaigns

### EXCELLENT IN CRAFT

- 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 **NEW**

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

# NEW CATEGORIES

There are lots of newbies and of course this means more winning opportunities for your clients, teams and yourself to demonstrate your winning year.

## MAIL

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!

## DIGITAL

Digital and print are a beautiful marriage, working side by side in a complimentary style to optimise reach and return on investment.

This year, the Digital category has been added to celebrate the strength of digital across our retail and brand marketing campaigns. The two categories cover Publications, digital catalogues, look-books, magazines and more. With a surge in home-shopping over the past two years, these works will show excellence in reach and engagement.

The second award across the Digital category is Campaigns, moving from Publications into more specific or targeted campaigns to create an immediate response, sales acquisition or sign-up. From EDMs, to socials, video and more. This Award will assess reach and results showcasing your skills and talent in bringing your campaign to life.

## PUBLISHING

Publishing remains the strong performer it has under Media Brands, however two Awards this year under the rightly named Publishing category - Magazines and Books.

Magazines is all things magazines - custom, trade and consumer. If your magazine has the strongest advertising capabilities and brand enhancement or positioning it should be entered in this category. Stand out amongst the best and let your masthead, content and advertising strategies shine.

Books are enjoying a massive growth period and why not, we all love our cosy moment, switching off and curling up with our favourite book. Fact or fiction, cookbooks, educational journals and more. Celebrate the world of Book Publishing and enter your category here. Why choose the cover art? Why the Bindery? Styling, photography and more. Tell us the story of your story, strategy and quality will be assessed to celebrate the winning entry in this Award.

[Click here to go to RMA 2021/22](#)

## 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.

**Entries are \$500.00 per entry plus GST.**

For more information or should you require assistance in pulling your entries for Agency of the Year together, please contact Phil on **+61 419 308 013** or **phillip@thermc.com.au**.



# HOW TO SUBMIT YOUR 2022 APPLICATION



VISIT THE 2022 REAL MEDIA AWARDS FOR ALL INFORMATION:

[Click here to go to Awards Entry Portal](#)

[Click here to go to RMA 2021/22](#)

## Account Verification:

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

**Note: If you do not receive an email please contact the Awards team at (03) 9421 2206 or awards@thermc.com.au.**

## Entries:

- You may edit your entry after submitting, up until the entry deadline:

Friday 10 June 2022 5pm AEST

- You can

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## Cart:

- Multiple entries can be added to one cart.
- 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.



# WHAT ARE THE JUDGES LOOKING FOR?

**TIP:**  
Judges will be placing an emphasis on Effectiveness.

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## 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 Awards Force entry platform.**

# ENTRY DETAILS

My entries → Edit entry

All questions must be answered, unless marked optional.

Entry Details | Team info | Publication info | Attachments

Category

to Home

Whitegoods, Electricals and Home Entertainment

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

Text Entry #1

Publication Company or Brand

Text Entry #1

Publication Name

Text Entry #1

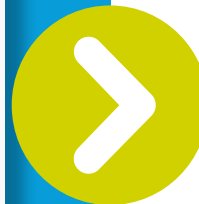
Save + next | Save + close | Preview | Submit entry

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.

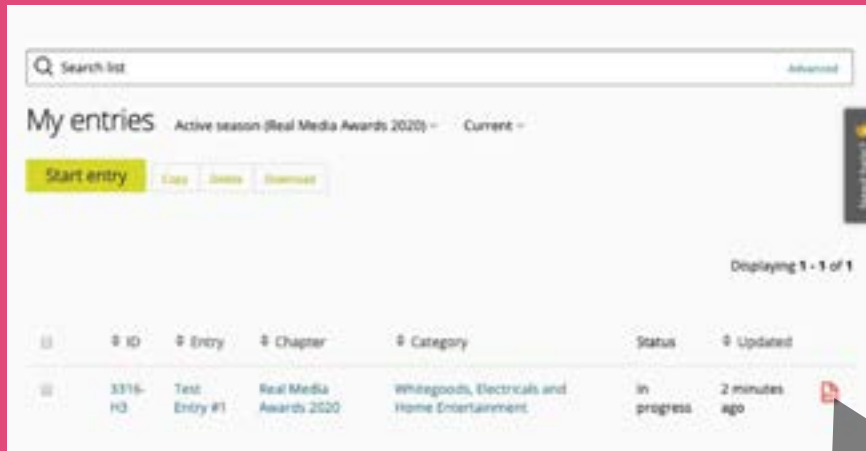
Provide the name of this particular publication.  
**NB:** This will be the name presented in the Winners book and all Awards collateral should the entry be a finalist.



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.

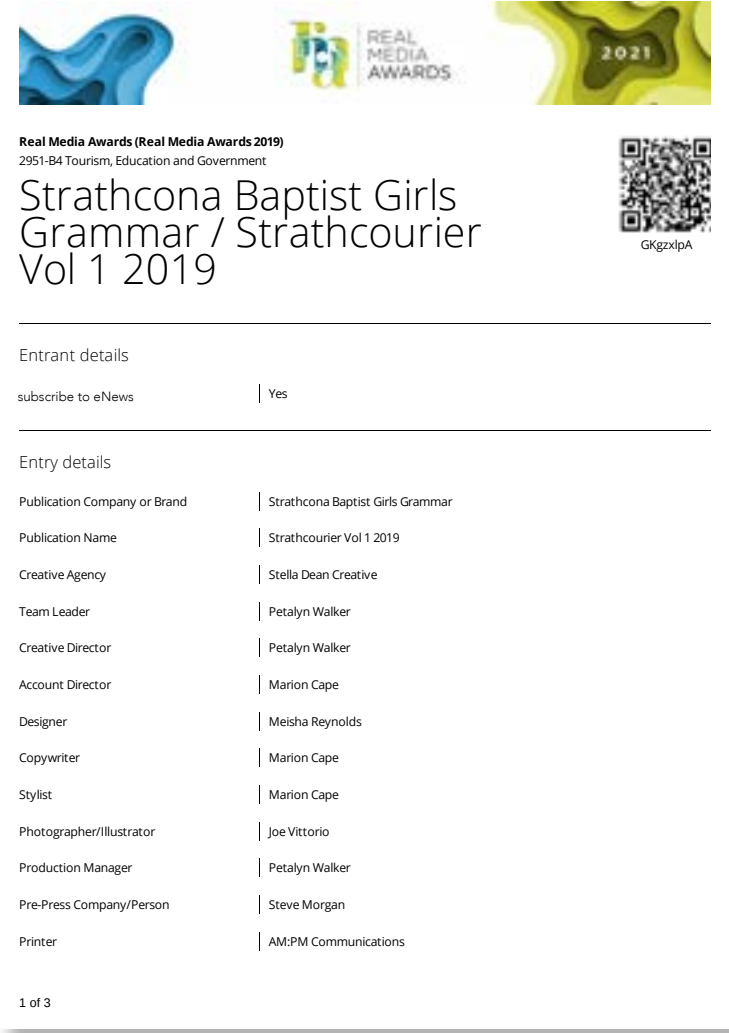


# ENTRY SUBMISSION



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'.

[Click here to go to RMA 2021/22](#)



**Include this PDF with the two (2) physical copies of the publication/campaign sent to the Awards Team for judging.**

# ENTRY CHECKLIST

**Read through our entry checklist to give yourself the best chances to win!**

[Click here to go to RMA 2021/22](#)

- ✓ **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](https://realmediaawards.awardsplatform.com)
- ✓ **ENGAGE YOUR CLIENTS**
  - 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 clients 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 COVER FOR ALL ENTRIES**
- ✓ **SUBMIT & PAY FOR ENTRIES**
  - Press the green button and SUBMIT ENTRY
  - Pay for entries either by invoice or credit; multiple entries can be added to be one cart.
- ✓ **POST X2 HARD COPIES OF EACH ENTRY**
  - Post x2 hard copies of the publication for each entry with its entry form attached and send to Suite 6, 151 Barkly Avenue, Richmond VIC 3121 Australia
  - Remember that 1 entry = x2 hard copies, even if the same entry is submitted in multiple categories.

Ring, email or sky-write to our Awards Team at 03 9421 2206 or [awards@thermc.com.au](mailto:awards@thermc.com.au)



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## GET IN TOUCH

We wish you the best of luck with your entries in the 2020/22 Real Media Awards.

Please do not hesitate to contact the Awards Team at any time.

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