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| ENTRY TITLE |  | | |
| CLIENT |  | | |
| FIRST MEDIA APPEARANCE DATE |  | | |
| **CATEGORY** | C.22 – Media Business of the Year | | |
| **CATEGORY DESCRIPTION** | This category recognises the year's outstanding Media Business. The judges (Comms Council Media Committee) will be looking for the business that has set a clear vision and strategy and then implemented that strategy with success.    In this case, success will be assessed from a range of perspectives including financial, industry engagement and reputation, audience growth and/or engagement. The Comms Council Media Committee reserves the right to not award in this category if no entry meets the judging standard.  This category is structured and scored as follows: | | |
|  | **1. BUSINESS CHALLENGE** | What are the key challenges your business faces? | /10 |
| **2. STRATEGY** | What was the strategy for the business? | /30 |
| **3. STRATEGY IMPLEMENTATION** | How was the strategy brought to life? | /30 |
| **4. RESULTS** | What results were delivered? | /30 |
| **REFERENCING** | Data sources should be referenced, but not using any agency logos or names (e.g. ‘Agency research’ would be acceptable but don’t name the agency. Research company names are acceptable).  We recommend footnoting sources. Referencing will not be checked during scrutineering, and no opportunity to correct inadequate or incorrect sources is provided after submission. | | |
| **WORD COUNT** | ***TYPE YOUR WORDCOUNT HERE*** | Wordcount limits only include written entry for sections 1 through 4.  This entry may not exceed 1500 words. | |

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| **1. CHALLENGE:**  **What are the key challenges your business faces? (10%)**  Outline the background to the business, its position in the market and the challenges faced. Please detail the vision for the business and detail business objectives set as a result. |
| Please type here… |

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| **2. STRATEGY: What was the strategy for the business? (30%)**  Please detail the strategy developed to meet the challenges faced and achieve objectives as set above. |
| Please type here… |

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| **3. STRATEGY IMPLEMENTATION: How was the strategy brought to life? (30%)**  Detail how the implementation of the strategy was achieved across the business. Judges are looking to understand areas such as how this manifest in changes in the business, how the business interacts with advertisers and agencies, products that were delivered to achieve the strategy and the like. |
| Please type here… |

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| **4. RESULTS: What results were delivered? (30%)**  Demonstrate how the results for the business relate to the challenge and objectives set. Judges will be looking for a demonstrated relationship between the outcomes, the strategy and the impact across the business. |
| Please type here… |