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| ENTRY TITLE |  | | |
| OVERVIEW | This award seeks to identify and recognise the businesses that have made the greatest overall improvements to their business over the last year. A truly successful business is one that can demonstrate strong performance across all its parts, including:   * numbers * people * clients * work * industry | | |
| ELIGIBILITY | Open to Comms Council member media agencies of any size. The only requirement is that it is a media agency that has at least one office in NZ. | | |
| ELIGIBILITY PERIOD | Results are over a 12-month period from 1st January 2025 to 31st December 2025. | | |
| **ENTRY PROCESS** | Media Agency of the Year requires the submission of two forms. This document is Entry Form A, which includes sections 1 through 5. Entry Form A is reviewed and judged by a panel of International Judges.  Entry Form B includes Section 6 and must be completed separately to Entry Form A. Entry Form B is assessed by independent auditors and is not viewed by the panel of International Judges. Please see Entry Form B for further instruction.  This category is judged as follows: | | |
|  | **1. BUSINESS VISION (the Magic)** | Outline the vision for your business in 2025. | /30 |
| **2. EMPLOYEE DEVELOPMENT** | As measured by:  • Change in head count: New roles created  • Staff longevity: Average length of service of staff  • Training and career development initiatives undertaken | /15 |
| **3. CLIENT ACQUISITION & DEVELOPMENT** | As measured by:   * New client wins * Average client longevity * Incremental work/campaigns won * Proactive initiatives implemented for new or existing clients | /15 |
| **4. INDUSTRY RECOGNITION AND AWARDS** | As measured by:  • Awards won – state which awards and what level achieved  • Finalists attained – state which awards  • Other recognition - e.g. Client or industry recognition, other highlights | /15 |
| **5. INDUSTRY CONTIBUTION** | As measured by:  • Industry involvement - industry organisations  • Pro bono/public service work  • Training/industry development  • Graduate training/internships | /10 |
| **6. FINANCIAL PERFORMANCE** | As measured by:  • Revenue YOY growth  • Profit YOY growth  • Other KPIs (can be up to the entrant and will be assessed based on degree of difficulty. Might include staff productivity via staff cost, revenue ratio, profit margin, cost containment, etc) | /15 |
| **WORD COUNT** | ***TYPE YOUR WORDCOUNT HERE*** | Wordcount limits only include written entry for sections 1 through 5.  This entry may not exceed 1800 words. | |

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| **1. BUSINESS VISION (the Magic) (30%)**  Outline the vision for your business in 2024. What were the objectives and strategies to achieve this vision? What were your plans and, goals and measures of success? How significant were they? You are invited to submit any other aspects of your business you feel illustrates their success in the last year.  For example it might include business transition, introduction of new tools, resources, offers or expansion into new markets. Judges may be looking for evidence of proactive initiatives that go beyond the business as usual approach. |
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| **2. EMPLOYEE DEVELOPMENT (15%)**  As measured by:  • Change in head count: New roles created  • Staff longevity: Average length of service of staff  • Training and career development initiatives undertaken  What judges are considering:  Does this agency clearly value their employees? Is this Agency investing in their staff? Every agency has churn, but is there a sense that this agency is doing better than most, with a genuine employee-centric approach and structured career development programmes? Is this Agency growing? Is the growth being managed well? |
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| **3. CLIENT ACQUISITION & DEVELOPMENT (15%)**  As measured by:   * New client wins * Average client longevity * Incremental work/campaigns won * Proactive initiatives implemented for new or existing clients   What judges are considering:  Does this agency demonstrate a real partnership approach with clients? What are they doing to ensure relationships remain positive and productive? Can they demonstrate significant growth – either of new clients, or new revenue within existing clients? How are they managing growth? |
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| **4. INDUSTRY RECOGNITION AND AWARDS (15%)**  As measured by:  • Awards won – state which awards and what level achieved  • Finalists attained – state which awards  • Other recognition - e.g. Client or industry recognition, other highlights  What judges are considering:  What recognition has this agency received for the work it has delivered? It might be industry, client or peer acknowledgement. How significant is it – local, national or international? Consider the relative size of the business – are they punching above their weight? |
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| **5. INDUSTRY CONTRIBUTION (10%)**  As measured by:  • Industry involvement - industry organisations  • Pro bono/public service work  • Training/industry development  • Graduate training/internships  What judges are considering:  What evidence is there that this agency gives back to the industry? Judges should look for a variety of contributions across the industry. How significant is the contribution? How many people are involved? |
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