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| ENTRY TITLE |  | | |
| 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 B, which only includes Section 6. Financial Performance.  All figures submitted are confidential and will only be assessed by an independent auditor; they will not be viewed by the International judging panel.  All figures submitted must be certified by an independent chartered accountant or auditor to be eligible for judging.  For your Media Agency of the Year entry to be considered complete and eligible, a completed and signed copy of Entry Form B must be couriered to:  Kat Rakich  Commercial Communications Council  404/48 Greys Avenue  Auckland 1010  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 |

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| **6. FINANCIAL PERFORMANCE (15%)**  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)  Please write a summary of the key influences of your financial performance over the past 12 months.  Please include staff number on 1st January 2025 and 31st December 2025 and the % churn through the year. | | | | | |
| Type your answer here… | | | | | |
| **TOTAL REVENUE 2025** | Type your answer here… | | | | |
| **TOTAL REVENUE 2024** | Type your answer here… | | | | |
| **PERCENTAGE INCREASE/DECREASE IN REVENUE** | Type your answer here… | | | | |
| **BEFORE TAX PROFIT 2025 (\*EBIT)** | Type your answer here… | | | | |
| **BEFORE TAX PROFIT 2024 (\*EBIT)** | Type your answer here… | | | | |
| **PERCENTAGE INCREASE/DECREASE (\*EBIT)** | Type your answer here… | | | | |
| **UNUSUAL OR EXCEPTIONAL ITEMS EITHER REVENUE OR COSTS)** | Type your answer here… | | | | |
| **HEADCOUNT 2025** | Type your answer here… | | | | |
| **HEADCOUNT 2024** | Type your answer here… | | | | |
| **IF YOUR AGENCY PAYS MANAGEMENT FEES TO A PARENT COMPANY** | Please advise the dollar value for 2023 and 2024 and whether these were included or excluded in the EBIT figure provided. All group level costs associated (eg shared resource, shared management fees etc) should be included and apportioned against your net profit. (EBIT) | | | | |
| Type your answer here… | | | | | |
| I confirm that I am independent and that all of the financial data provided has been extracted from the company records and reflects the results and position for the years ended 31 December 2024 and 31 December 2025. | | | | | |
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| SIGNED | |  | PRINT NAME |  | DATE |