

Sample form, not for offline completion.

Visit <https://tamireland.awardsplatform.com> to enter.

Best Ongoing Use of TV

TV keeps delivering value years after campaigns have aired, so consistent TV advertising can produce exponential returns. For this award, entrants need to tell us how they have used TV over two or more years for their brand; how the activity has evolved to produce the best results, and what learnings from each year were taken forward.

Entries must feature broadcast TV in every calendar year over the period featured (including the most recent calendar year, 2023)

Maximum word count 2,500

Entry name

You are encouraged to credit all agencies/organisations/broadcasters that contributed to this entry.

Please fill in details of any other contributing companies who may have worked on this project. These companies will also feature on all communications related to the submission.

Primary Agency/Company Name

Name of Primary Contact

Email Address of Primary Contact

Contributing Organisation Name (optional)

Contact Name (optional)

Contact Email Address (optional)

Contribution to Project (optional)

Did you work closely with a creative agency? Was a research agency key to helping you get this project over the line? Did a Broadcaster approach you with an idea? Please give brief details of the role of this contributing organisation here

Summarise your entry in 50 words or less. What is your single sentence proposition? This is your elevator pitch! (Should your entry be shortlisted this paragraph will be used to describe your work.)

Summary Paragraph

50 words

We love to tell fantastic TV stories, so whether you make the shortlist or not, we may still look to turn your work into a case study (only published on approval).

Are you happy for TAM Ireland to consider your entry for a case study?

	▼
Yes	
No	

Explain the position of the brand within its competitive set at the start of the period being covered. What were the long-term broad objectives of the business and what were its main challenges? (10 marks out of a possible 100) 200 words

The Media and Brand story

Tell us what the brand objectives were for each year or campaign period. 1000 words
How did the marketing strategy evolve in response to business results or competitive activity?
Explain the role for TV and how this has developed, taking the media learnings gathered and incorporating these into the subsequent plans each time.
Tell us about any significant media ideas along the way that supported the long-term marketing strategy.
Where relevant, explain how you utilised advanced TV capabilities and tactics (i.e. use of first party data and insights) in order to drive results for the brand.
(50 marks out of a possible 100)

The business, marketing and communication objectives that you wrote about in the background and objectives part of this document...did you achieve them?

It is critical that you include evidence that your plans worked against the objectives you set. Include measures such as shifts in awareness, attitudes, consideration and most importantly commercial results such as shifts in revenue, profit, sales, market share.

Some ideas:

- What happened as a result of the communication activity? How do you know it worked?
- What was the budget?
- Can you isolate the effect of advertising from the brand's other marketing investment e.g. price-cutting, wider distribution, etc?
- Was it possible to isolate the specific impact made by TV?
- Consider the market your brand was operating within and also what competitive activity existed at the time.
- Make sure you avoid overclaim and have considered what other causes might account for the effect you saw.
- Can you prove that the communications activity has been a worthwhile investment for your client? To what extent has it paid back?

(Worth 25 marks out of a possible 100)

Please mark if any information is confidential and for judges eyes only

If you have any supporting documentation to support this results section (graphs, charts, images etc) please add them below (optional)



Supporting Document (Results) #2 (optional)



An endorsement from the advertiser/client is **important**.

If there is no comment from the client or other relevant parties found here you forgo all marks (10) for this section.

So include comments from the client (and other relevant parties if applicable). Ask yourself whether your client would believe this to have been a successful campaign before you start.

Worth 10 marks out of a possible 100

Client Involvement

200 words

1) Upload Logo

Please provide high-res transparent PNG logos. A minimum of two will need to be uploaded to cover the Agency and the Client logo.

2) Upload Images

Each entry should be accompanied by a minimum of three high-res images. If you haven't uploaded any images in previous sections on the entry form please do so here. These might be campaign stills, examples of other media used or other amplification activity; whatever helps visually tell the story of your entry. Please try to include as much available high-res imagery as possible.

3) Upload/link to Videos

Each entry should be accompanied by a minimum of one video asset. This is where you should be sharing the TV ads or content in question and these files should be uploaded in high quality. **Please include as much available AV/video content as possible**

Material may be supplied as follows:

1. Upload JPEG or PDF files. Maximum file size is 5MB per piece.
2. Video attachments may be hosted on a video site such as YouTube or Vimeo.
3. Provide website URLs to the publicly accessible campaign or active URL of a landing page. Please ensure any applicable usernames and passwords are provided and active.
4. Please do not upload any further written material as the judges will not consider these. The written component of your entry should be fully explained within the provided form fields.

Presentation (Worth 5 marks out of a possible 100)

Give your entry the best possible chance by making it read well

Some ideas:

- **Judicious use of images or graphs can save words.**
- **Spelling and punctuation matter.**
- **Sometimes bullet points communicate better than dense paragraphs of text.**

Video link #1 (optional)

Video link #2 (optional)