

## 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.

The scoring structure is the same as the other categories but you will need to explain how the campaign evolved over the whole period.

Aside from excellent planning, we want to hear the story of how the campaign evolved and adapted over the period, making the most of the TV opportunities on offer and how the plan was implemented as a result of the learnings along the way.

Entries must feature broadcast TV in every calendar year over the period featured (including the most recent calendar year, 2024)

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 and will receive a trophy should this submission win an award.

Submitting Agency/Broadcaster/Company Name

Name of Primary Contact

Email Address of Primary Contact

Collaborating agencies/companies/broadcasters. (These companies will be included on all communication to do with the entry and will receive a trophy should your entry win an award) (optional)

Please add the name and company details of any other agencies, broadcasters etc who worked on this project alongside you and your team. You can also add in a few words on their specific contribution to the project

Email (optional)

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.)

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 that will be published on the TAM Ireland website.

Are you happy for TAM Ireland to consider your entry for a case study? (We will be in touch before publication to give you final sign-off on the study, we will never publish without your sign-off.)

Yes
No

This is the Executive Summary of your document.

**This is your opportunity to highlight the most important parts of the campaign and to give a concise and compelling overview of the challenges, objectives, strategy, planning and results that the entry is built around. If the judges only saw one page, this should be it.**

Clearly state the business, marketing and communications objectives that lay behind the communication investment.

What was the competitive position of the brand and its recent marketing history?

What were you trying to achieve and why?

Hard business objectives here are ideal.

**Do make sure your objectives are clear and relevant; it is crucial to match your final results to these objectives.**

(Worth 10 marks out of a possible 100)

#### Background and Objectives

200 words

Here we want to see your thinking behind the plan. Tell us about your strategic solution.

Some ideas:

- What was the 'big idea? What research did you do and how did you get to the "big idea" and why?
- What role was AV and specifically TV required to play and why?
- How did agencies work with each other?

(Worth 20 marks out of a possible 100)

#### The Strategy

500 words

If you have any graphics, charts, research documents to support this section please attach here (optional)



Supporting Document #2 (optional)



Here we want to see clearly how the strategic solution was implemented.

Some ideas:

- What were the main "stand-outs" of your plan?
- Outline the implementation fully.

- Describe how the use of AV was integrated with other marketing activity, whether media advertising or not.
- Make sure you include enough detail about the TV plan. For example, seasonality, flighting, weights, frequency distribution, channel and programme choices can all add depth to a broader outline.
- Describe how the use of TV was integrated into the overall AV plan and with other marketing activity, whether media advertising or not. Be as clear as you can about what you did; if some facts are confidential maybe indexing them or describing them in relative and not absolute terms will help

(30 marks out of a possible 100)

The Plan

600 words

If you have any documentation (graphs, photos, charts) to support this section please upload them here (optional)



Supporting Document (The Plan) #2 (optional)



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**

The Results

500 words

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



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 havent 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

Required

Video link #2 (optional)