

Boomtown.

**WIN
\$1 Million
of regional
advertising.**

Boomtown.Media/MillionDollarCompetition

Boomtown is powered by

SCA



PRIME
MEDIA GROUP

ACM | AUSTRALIAN
COMMUNITY MEDIA



News Corp Australia

Imparja

Boomtown.

**WIN
\$1 Million
of regional
advertising.**

Think you have what it takes?

Prove to Boomtown media owners you can put together a winning media strategy that speaks to 8.8 million regional Australians.

HOW IT WORKS

PHASE ONE

Submit a consumer insight and strategic media approach that catches the eye of the judges

PHASE TWO

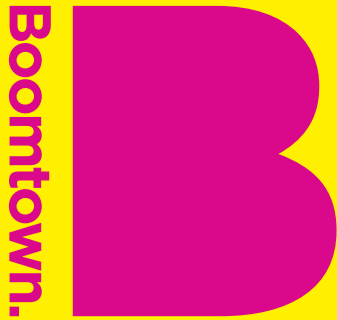
Five finalists will pitch their submission to a judging panel including marketing and branding strategist Adjunct Professor Mark Ritson

HOW TO ENTER

Visit [Boomtown.Media/MillionDollarCompetition](https://boomtown.media/million-dollar-competition)

Submission deadline 11:59pm (AEST), September 9, 2019

Enquiries to info@boomtown.media



PHASE ONE

JUDGING CRITERIA

Consumer insight 25%

Strategy 50%

Strategic media/channel approach 25%

Judging carried out by Boomtown panel.



\$1 million to reach a population with a higher discretionary income.



36% of Aussies live in Boomtown. That's a lot of potential.



With lower housing costs, Boomtowners have more money to spend on you.

COMPETITION REQUIREMENTS

You must identify the following:

- The business challenge for your client or campaign
- The insight that drives the business outcome
- Your strategy to reach the desired Boomtown target audience

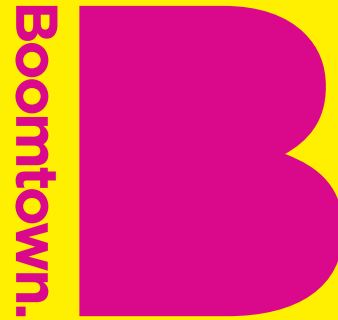
Working in groups of 1-5, you will then submit a strategic media/channel approach based on the above. This will show how your client/brand would utilise \$1 million of advertising across TV, radio, press and digital assets courtesy of Boomtown media owners. Should you win, your submission will form the basis of the campaign to be implemented.

It's important to identify how success will be measured against your brand/client's challenge. It must be approved by them before it's included i.e. % uplift in sales, brand awareness, and consideration. You must also have approval for these metrics to be shared in a case study.

Judging will be based on your strategy submission NOT the appendices you include to support the strategy.

SUBMISSION REQUIREMENTS

- Your submission must be: 500-2000 words
- Submission formats accepted: Word, Powerpoint, Excel, or PDF
- Powerpoint format is limited to 20 slides
- Submission deadline 11:59pm (AEST), September 9, 2019



PHASE TWO

HOW IT WILL WORK

The five top-scoring submissions from Phase One will be asked to turn their submission into a Powerpoint pitch presentation.

The presentation will be held the morning of Tuesday, October 8, 2019. The finalists will be provided with further details.

JUDGING CRITERIA

Strategic insight 40%

Innovative ideas 20%

Media strategy 15%

Presentation 15%

Design 10%

Judging carried out by Boomtown panel and industry experts including Adjunct Professor Mark Ritson.



Only 10% of national media budgets are spent in Boomtown. There's a huge untapped market.



Boomtown is one of Australia's fastest growing markets. Jump on that wave.

SUBMISSION REQUIREMENTS

- Your presentation must be submitted as a Powerpoint to info@boomtown.media by 10:00am (AEST), Monday October 2, 2019.
- No extensions will be granted.
- It must be no longer than 20 minutes. There will be a 10 minute Q&A with the judging panel afterwards.



The average Boomtown household income aged 25-54 is \$93K. There's money to be made.



TERMS AND CONDITIONS

SECURITY/ VALIDATION

The following will be deemed ineligible:

- **Entries not submitted by an entrant as described *in “Criteria to enter”**
- **Entries that are unable to be viewed**
- **Entries that fail to provide information required by the T&Cs within the required timeline**
- **Entries deemed offensive or illegal by Boomtown group**
- **Entries not completed in accordance within these T&Cs**

CRITERIA TO ENTER

Entrants must be considered as one of the following:

a) INCREMENTAL SPEND

A brand or agency in conjunction with a client/brand that currently advertises in regional Australia through a Boomtown media owner. They will use the prize in addition to their regional spend (based on their last 12-month spend) to launch a new product or service in Boomtown (new products will allow for better results in a Boomtown case study).

b) NEW SPEND

An agency in conjunction with a client/brand that hasn't advertised in regional Australia through a Boomtown media owner in the last two years. This allows Boomtown to promote results based on how regional spend adds value.

GENERAL

Boomtown may enforce the T&Cs in its absolute discretion. If Boomtown in its discretion decides not to enforce the T&Cs it will not give rise to any claim by any entrant.

Boomtown reserves the right to regard itself bound by the T&Cs as it sees fit and in its absolute discretion.

Boomtown may extend the time for, vary or terminate the competition at any time in its absolute discretion. In event of such termination, Boomtown may in its absolute discretion elect not to award any prize in respect of the terminated Promotion.

These T&Cs may be varied by Boomtown at any time. Boomtown accepts no responsibility for and will not be liable for any reliance placed on the T&Cs before they were varied.

AGREEING TO T&CS

Entrants should agree to the following before submitting:

- Open to clients to pitch in conjunction with their agency.
- Agency can enter on behalf of numerous clients. Winning budget goes to one client.
- Agency needs client permission.
- Submissions are to be prepared by groups of 1-5 people.
- Media agencies will need to enter in conjunction with a client. It can only be one brand/client per submission.
- Permission is obtained from their employer.
- The campaign must be active during the 2020 calendar year, excluding special events, subject to availability.
- Acknowledge that by entering this competition, representatives including employees, directors and officers from the Boomtown stakeholders may follow up about regional advertising opportunities.
- Spend cannot interfere with any current annual negotiations.
- Excluded from the competition: Employees, directors and officers of Boomtown, a related body corporate of Boomtown or an agency or entity directly associated with this competition. Immediate family members of any employee, director or officer are also ineligible to enter this competition. Immediate family includes spouses, de facto spouses, parents, natural or adopted children and siblings (where natural or adopted by a parent).
- \$1 million (ex GST) media will be valued at rate card at the discretion of the vendors.
- Production is at client cost and excluded from \$1 million budget.
- By entering the promotion, each entrant agrees to make themselves available to participate in reasonable promotional activities.
- Winning entry agrees to grant permission for the campaign results to be promoted.
- Brand metrics and sales statistics for a published case study must be provided.
- All entries must be original and not infringe the rights of any third party or contain any objectionable content.



www.Boomtown.Media

Boomtwn is powered by

