



IN PARTNERSHIP WITH



2021 B&T AWARDS

THE **ONLY** REGIONAL MEDIA CAMPAIGN OF THE YEAR AWARD

Boomtown's never been more active or vibrant. So 2021 is a stellar year to be entering the B&T *Regional Media Campaign of the Year* Award.

It's also the industry's only award dedicated to celebrating the power and impact of regional media campaigns. That's why Boomtown is sponsoring it again this year. So don't miss the entry deadline: 19 July. It's our time to shine.

HOW YOU CAN HELP

1. Identify regional campaigns that have been active 1 Aug 2020 - 31 July 2021.
2. Approach your clients about entering the B&T Awards.
3. Contact Boomtown if they need help with the submission.
4. Remind them of the entry deadline - 19 July 2021.
5. More information regarding entry criteria at bandtawards.com.au/categories

ENTRY REQUIREMENTS

Regional media campaign that's run between 1 August 2020 and 31 July 2021

1,000 words maximum

Deadline: 19 July 2021 (late fees apply)

Entry cost: \$399

JUDGING CRITERIA

30% A strong central media idea

30% How the idea was translated into a comprehensive plan

40% Evidence of campaign success and effectiveness relative to the brief's targets

TIPS FOR GREAT ENTRIES

1. Start early. Last-minute entries are more likely to have holes.
2. Provide context; eg. the challenge, degree of difficulty, ambitious targets, competitive context.
3. Tell an engaging, confident story that takes judges on a journey.
4. Be concise, clear and compelling. Judges are reading up to 20 entries at once.
5. Avoid jargon. There'll be lots of it in other entries.
6. Results. Results. Results. Be specific, quantify, add benchmarks, targets etc.
7. Index results if the client's concerned about confidentiality.
8. Proofread and get a few sets of fresh eyes on the final draft.

NEED HELP?

Contact info@boomtown.media if you'd like a helping hand.

DON'T FORGET!

Entry deadline 19 July, so get cracking!



POWERED BY

