



REAL
MEDIA
AWARDS

Entry Guide

What's Your Pantone?

**RMA - 2025
Call For Entries**



REAL
MEDIA
AWARDS

WELCOME

Welcome to our Call for Entries for the 2025 Real Media Awards.

The Real Media Awards celebrates efficacy and excellence across innovative media campaigns in Australia, embracing the value and timelessness of our great industry, its minds and creativity.

We have an exciting Awards Program this year, jam packed with opportunities to celebrate your achievements for 2025.

Agency of the Year is up for grabs again as a Major Award, where agencies can submit entries demonstrating their retail marketing excellence to be judged by leading Retail CMOs across the country. What an opportunity for all of you, whether you are large or small, through the line or bespoke, we have seen quality work win every year since we've introduced this category, and now it's your agencies time to shine.

Other crowd favourite categories include Retail, Mail, Magazines, and Excellence in Craft.

Please make sure you work through your entire portfolio to ensure each entry you put forward is your best. Include new campaigns, expanded channels, new projects and more to certify that your hard work is recognised!

Remember, companies that nominate an Awards Champion to coordinate entries places yourselves in the best position for success.

We have plenty of tips in this guide to make entering easier for you, and of course, if you're ever in need of assistance, please don't hesitate to reach out to Phillip and the Awards Team.

Award Entries are now simpler and quicker, so no time to waste – let's get started on creating a fantastic Awards Program and Gala for 2025.

We look forward to seeing all your amazing work!



KEY DATES

CALL FOR ENTRIES

- Monday 21st July 2025: Call for Entries opened.
- Friday 29th August 2025: Call for Entries close.

Entries close 29th August 2025

JUDGING

- Monday 1st September 2025: Online Judging commences.
- Friday 12th September 2025: Online Judging closes.

Are you interested in judging?
events@visualmediaassociation.org.au

FINALISTS

- Tuesday 16th September 2025: Finalists Announced.

Finalists announced

EVENT TICKETING

- Tuesday 16th September 2025: Tickets Available.

Judging continues

GALA

- Friday 10th October 2025: Gala Event, Melbourne.

Gala night celebration!

AWARDS CHAMPION TAKE SIX

KEY TIPS TO BECOMING THE BEST CHAMPION EVER.

1. HELLO, HELLO

Call, text or send an email to our Awards Leader Phillip Mariette for more information. He's been waiting for this opportunity to rejuvenise the RMAs since the pandemic, so reach out, ask for advice, or simply just call for a chat. As Phil always says, no question is a silly one.

Phillip Mariette | +61 419 308 013
events@visualmediaassociation.org.au

2. GET IN THE KNOW!

The Awards Team can prepare insights into which categories will be most applicable for your entries. If you haven't entered before, send us an email and we'll happily provide assistance. We want you fully informed to ensure none of you miss out on the opportunity for success.

3. REGISTER & ENTER

Register and familiarise yourself with the online Awards Portal. It is user friendly, intuitive and easy to replicate entries so you can double up across categories.

4. THE POINTY END

You can pay for entries via credit card or direct bank transfer. Don't forget, you should group all your entries together in the cart before paying for one invoice.

We will be in touch later down the track about the finalists, the Gala Event, ticketing and everything else you need to know about the Awards.

5. RECONNAISSANCE

Embrace your inner Holmes and find your best publication/campaigns to enter. Work through your standout projects and then determine which to enter. Do the recon first, make the process fun, and if you need extra assistance, we're here to help.

6. BE IN IT TO WIN IT

Remember, the more entries you have, the more chances to win. Talk to us about maximising your entries.

<https://realmediaawards.awardsplatform.com>

WHAT'S IN A GOOD ENTRY?

THE QUESTION ON EVERYONE'S LIPS: HOW DO I CREATE A GREAT ENTRY?

1. GET ENGAGED EARLY

Engage your stakeholders early! Meet with them, sit down with the categories list and work through all the wonderful pieces which can be submitted.

Once you've pulled together your short list, let your stakeholders know what you need from them, (e.g. a high-res PDF of the work, remember, no need for physical copies this year, it's all online), and of course the correct information (this is going to be printed in the Winners Book and on Trophies, make sure it's correct to avoid disappointments).

2. IT'S A COMPETITION

Bring in personality and passion. Your team, colleagues and yourself have worked hard with passion in delivering excellence throughout the year, bring your sweat and tears to the table and tell the story in your entry. Previous winners have sometimes stepped out of the box with their attachments or approach. Judge's love it, build your story to win.

3. FACT OR FICTION?

Statistics, facts and percentages give your story credibility. If you can sprinkle your entries with evidence to back up your story, Judges will score you higher.

Add a summary PDF as an attachment if you like, helping judges understand the success of the publication/campaign in a succinct way that excites and not bores is always going to be worth the effort.

4. IT'S STORY TIME!

We all love a good story and the judges do too! Why was this project or publication/campaign developed? What was the purpose? What was achieved? Take them on a journey with your entry – the most successful entries of previous years have built a compelling, fun and engaging story. Remember, the last field on the entry form provides the opportunity for you to tell the story on your Target Audience, Objective and Effectiveness. This is your chance.

5. COLOUR ME THIS

An image speaks a thousand words. Images of your entry covers or publication/campaigns should be high-res and interesting. As a Winner or Finalist, these will be published in our Winners Book and kept for years to come. FUN FACT: Some are even archived in the State Library of Victoria and National Libraries of Australia. The more beautiful, the better!

6. PRESS SUBMIT

It seems simple, however, you'd be surprised how many entrants are disappointed they didn't win and we find out they didn't press SUBMIT.

Check that your details are correct and press SUBMIT!

7. ASK US FOR HELP

Always remember that we're here to help. So just ask us, we're only a call away.

WHAT ARE THE OVERALL JUDGING PROTOCOLS?

ROLE OF THE ENTRY

From first glance, is the publication/campaign logical to the brand, category, target audience and objectives?

Does the publication/campaign clearly indicate what the publication/campaign is promoting?

AUDIENCE

Does the publication/campaign reflect and appeal to the targeted audience?

Does the publication/campaign offer an incentive, promotion, special or voucher that connects with the targeted audience?

Please note: This may be an aspirational incentive and not always a literal suggestion or offer.

Does the distribution method and zoning make logical sense to reach the targeted audience?

TARGET OBJECTIVE

Does the publication/campaign deliver in a logical manner to its identified target objective?

Does the distribution range make logical sense to the identified target objective or audience?

Does the quantity produced and distributed meet the targeted objective of the publication/campaign?

LAYOUT, DESIGN & ART DIRECTION

Does the layout live up to the promise of the cover and lead the reader through the publication/campaign effortlessly?

Is the publication/campaign easy to follow?
Are the prices, copy and pictures sensibly positioned and sufficiently sized?

Are the images and fonts sufficient enough for the reader to identify with the product or promotion?

Is the copy appropriate and work within the design elements?

INNOVATION & EFFECTIVENESS

Does the publication/campaign have an “x-factor” that makes it unique or memorable?

Does the publication/campaign meet the specific credentials relating to the category?

Does the publication/campaign clearly and succinctly summarise the effectiveness credentials?

PLEASE NOTE:

The above evaluation categories are from the general judging protocols.

Other judging criteria apply where required and are highlighted in the Award Force entry platform.

AWARD CATEGORIES

* PLEASE NOTE:

All entries require online submissions only, except for:

- B1** Real Estate & Property
- E1** Creative Design & Execution
- PI1** Packaging
- PI3** Labels

which require *physical samples* to be submitted for judging.

MAJOR AWARDS

- BOY Brand of the Year
- POY Publisher of the Year
- ROY Retailer of the Year
- AOY Agency of the Year
- JC Judge's Choice
- BED Best Emerging Designer
- BET Best Emerging Talent
- LPY Loyalty Program of the Year

HOME

- H1 Kitchenware & Home Interiors
- H2 Furniture, Bedding & Manchester
- H3 Whitegoods, Electricals, Electronics & Entertainment
- H4 Home Improvement/Repairs/Hardware

FASHION

- F1 Women & Men's Apparel
- F2 General – Shoes, Swimwear, Mixed Apparel
- F3 Children's Toys & Apparel

COSMETICS AND PHARMACY

- C1 Cosmetics/Skincare
- C2 General Pharmacy/Health & Wellbeing

RECREATION AND LEISURE

- REC1 Sports and Fitness
- REC2 Camping, Outdoor Goods & Miscellaneous

B2C

- B1** Real Estate & Property*
- B2 Automotive Vehicles & Parts
- B3 Tourism/Education/Government/Utilities/Telecommunications
- B4 Office Supplies & Product Guides

RETAIL

- R1 Supermarkets
- R2 Liquor
- R3 Chain/Department Stores/Centres
- R4 Specialty Retailers – Jewellery, Books, Fabrics, Eyewear, Cuisine
- R5 Online Retailers

DATA-DRIVEN CAMPAIGNS

- DD1 Under 100,000 recipients – All Sectors
- DD2 Over 100,000 recipients – All Sectors
- DD3 Charity & Fundraising Campaigns

PUBLISHING

- P1 Magazines
- P2 Books

DIGITAL

- D1 Publications
- D2 Campaigns

EXCELLENCE IN CRAFT

- E1** Creative Design & Execution*
- E2 Best in Class
- E3 Environmental Social Governance – Diversity, Environment, Community
- E4 Campaign Series - Multi-channel

PACKAGING AND INSTORE

- PI1** Packaging*
- PI2 Brand Activation
- PI3** Labels*

MAJOR AWARDS AND EXCELLENCE IN CRAFT

MAJOR AWARDS

Three of our Major Awards are based on a collation of points awarded to any brand across all other categories. That means the Winners, Finalists and Highly Commended entries throughout all categories are contenders as Major Finalists, and subsequently, a Major Winner, based on the points they accumulate across all categories.

The three major awards are:
Brand of the Year
Publisher of the Year
Retailer of the Year

Judges Choice is awarded by the judges of course. Throughout the judging process, each judge can nominate one entry for consideration. Once all categories are judged, a final judging group considers all nominated entries and deliberates on Finalists and a Winner.

The other four major awards are all direct entries:

Agency of The Year (see following page)

Best Emerging Designer (for all the designers within our industry) requires a portfolio or other digital presentation and three rationales from referring nominators.

Best Emerging Talent (for everyone else in our industry) also requires three rationales from referring nominators.

Loyalty Program of the Year

EXCELLENCE IN CRAFT

Not a new category, but worthy of note to those developing strong brand pieces, stand out creative execution, excellence in corporate social responsibility, as well as campaign series utilising multiple channels.

Creative Design and Execution is for the design studios, creative agencies and commercial printers in the room. This is to help celebrate your achievements and showcase the best the industry has to offer.

Best in Class is the space for great work that is a little “out-of-the-box”, unique in its own way, or simply too good to just enter into only one category. Double up your chances by duplicating your entry here.

Environmental Social Governance (ESG) is for those organisations that want to reward fantastic work across diversity, environmental or community programs.

Campaign Series - Multi-channel is now a part of the Excellence in Craft family, so for all those campaigns that deploy across multiple channel tactics, here's your chance to shine.

CALLING ALL AGENCIES

AGENCY OF THE YEAR

As a direct entry Major Award, agencies, big and small, above, below and through the line are all able to submit an entry directly to demonstrate their retail marketing excellence.

These entries will be judged virtually by leading Retail Chief Marketing Officers and Marketing leaders across the country.

What an opportunity for agencies working this space!

Judges will be looking for strong brand insight, outcome focused rationale and approach as well as originality and interesting executions, both in terms of channels and creative work.

Judges will look for executions that are innovative, bold and out-of-the-box. Include details of where the publication/campaign may have provided measured ROI. Include visual aids to communicate your summary. Previous winners have submitted videos, created websites, you name, it, anything goes!

HOW TO ENTER

Submissions are to be submitted in digital form with a summary no more than 800-words addressing the below criteria.

Weighting is as follows:

- 20% =** Commitment to achieving Retailer/Brand/Campaign Objectives
- 40% =** Strategy and execution including creative innovation and or other divisions demonstrating excellence
- 40% =** Results/Outcome/Achievements

NB: Showreels, artwork, visual language, media channel selection and strategic thinking are all part of the story and can be uploaded to the entry portal. Each entry submitted in this category are \$500 + GST.

For more information, please contact Phillip Mariette on +61 419 308 013 or events@visualmediaassociation.org.au

LOYALTY PROGRAM OF THE YEAR

New Major Award

The Real Media Awards Team is excited to welcome a new major award to this year's competition: **Loyalty Program of the Year**. Loyalty programs reward customers for their ongoing support and loyalty. Loyalty programs can provide brands with valuable data and insights, enabling them to better understand their customers, tailor their offerings, and refine their marketing strategies. This data-driven approach helps brands build long-term relationships that enhance customer satisfaction and drive sales growth.

Programs should offer tangible benefits and rewards that customers find valuable. From discounts to exclusive offers and freebies, early access to sales, personalised recommendations or even VIP services. Successful programs should be able to clearly communicate these benefits and be able to differentiate themselves from other programs.

A successful loyalty program tailors its rewards and offers to customers' preferences and behaviours. By utilising customer data, such as purchase history, demographics and preferences, this can help retailers provide recommendations and rewards that resonate with their target audience's needs and interests.

Multi-channel integration is also another key aspect of a successful campaign. Customers engage with various channels from physical stores, websites, phone apps and social media. By integrating across these channels, allowing customers to earn and redeem rewards regardless of where they shop or interact with the brand.

We welcome you to enter your loyalty program and share your success. We look forward to seeing the innovation within this evolving space.

MAIL AND DIGITAL CATEGORIES

DATA-DRIVEN CAMPAIGN CATEGORIES.

SUMMARY

Both Data-Driven Campaigns categories are for addressed mail distributed through a registered postal service, for example, Australia Post.

Let's remember addressed mail can include all manner of Business Mail products, if it's addressed and goes in the letterbox, it's eligible.

With loyalty programs being delivered direct, magazines and catalogues via subscription and promotional pieces to consumers growing, the Data-Driven Campaigns category will appeal to many.

If you're an expert that produces great work, that uses the mail channel, this is your chance to submit your work and become a Data-Driven Campaigns Winner!

LARGE OR SMALL?

There are two categories, one for entries that have volumes over 100,000 recipients, and one for those produced under 100,000 recipients.

Big or small, large scale or bespoke, there's opportunity for all to succeed. Keep in mind, it's all online judging, so be creative with your attachments, include videos if you are demonstrating folds, scents or other embellishments.

DIGITAL CATEGORIES

PUBLICATIONS

Digital Publication entries will need to demonstrate how the brand used the digital channel to effectively deliver a campaign to its consumers. With the surge in home-shopping, digital publications have delivered strong results for brands.

Entrants are required to submit digital samples of each publication as a PDF. They may also choose to submit a written summary (up to 500 words) outlining how they deployed the digital publication to effectively engage consumers.

CAMPAIGNS

Digital Campaign entries will need to demonstrate how the brand used digital publications to effectively deliver a campaign to consumers. These could be multiple elements, for example, any or all digital publications, EDMS, social media, websites, video or long/short form ads or how digital worked hand in hand with established channels, such as letterbox, print media, radio etc.

Entrants are required to submit samples of each digital element across the campaign. They may also choose to submit a written summary (up to 500 words) outlining how they used each digital element to effectively engage consumers.

PACKAGING AND INSTORE

A REFRESHED CATEGORY GROUP:

PACKAGING

No longer do customers only want beautiful and aesthetically pleasing packaging, they want to be entertained whilst knowing their product packaging is sustainable and contains deliverable suitability through sturdy and supportive casing. Packaging is a potent tool that can help create brand memorability whilst driving sales to your product.

BRAND ACTIVATION

Being able to introduce consumers to a brand in a memorable way at the point of sale is an artform. We are looking for out-of-the-box marketing strategies that drive innovation, increase brand engagement and awareness levels. This category has seen creative brilliance through numerous strategies and innovation. From tacticity and engagement of the senses in an effort to enhance the shopping experience. If you think you've had a stroke of brilliance through your brand activation strategies, we want to know.

LABELS

Labels are another excellent means of speaking to consumers right at the point of sale to create a unique brand identity. Successful labelling should possess several key characteristics that help to effectively communicate information, create a positive perception and help to distinguish a product or brand from its competitors.

To stand out in this category, labels should be easy to read and understand with clear typography and legible font sizes. Information such as product name, ingredients, usage instructions and important warnings should be displayed clearly and easily comprehensible. Labels should be relevant and concise, eye-catching and attractive whilst also being reflective of brand identity and comply with relevant legal and regulatory requirements.

Think wine, soap, chocolate, shelf labels and more. Your time to shine and reveal your creative genius in this space.

HOW TO SUBMIT YOUR ENTRIES

REGISTER AND BEGIN

- Register if you're new, otherwise, login.

ENTRIES

- You may edit your entry after submitting, up until the entry deadline: Friday 29th August 2025 6pm.
- You can use the 'copy' feature to create a copy of your entry and change the category.
- Multiple entries can be added to one cart. Much easier!
- Entry fees may be paid by credit card.
- If paying by credit card, payment must be made online at time of completing entries and submitting.
- If your submissions have not been paid for at the close of entries they may not be included for judging.
- All standard entries are \$100.00 + GST.

Eligible entries: Distributed 1st May 2014 - 30th April 2025

Go to: realmediaawards.awardsplatform.com to enter!

ENTRY CHECK LIST

GET REGISTERED!

If you're not a previous entrant, register on our awards entry platform. Visit: realmediaawards.awardsplatform.com

FLICK THROUGH CATEGORIES AND RULES OF ENTRY

Make sure you understand the rules, but most importantly, don't miss out on categories and the opportunity to double up your chances.

ENGAGE STAKEHOLDERS

It can take time to gather all the information, so start early. There's always a rush when the deadline looms, slow and steady gets you there if you start early.

RECONNAISSANCE

Tell the story behind the work and pull together statistics and facts to back up your work. Meet with your stakeholders to get your details and ensure you have all the relevant story telling info.

TRIPLE-CHECK ALL ENTRY DETAILS

Remember this is going to be printed in the Winners Booklet and on Trophies. Attach a high-res image of the whole publication for all entries, you could be a Finalist or a Winner.

SUBMIT & PAY FOR ENTRIES

Press the button and SUBMIT ENTRY. Gather all your entries into one cart, so you can pay once.

Pay for entries by credit card once you're done. For those who wish to pay via invoice, you can also do this through our entry portal, download your invoice and get it to accounts for payment.

ADD YOUR HIGH-RES PDF OF EACH ENTRY

No need to post physical copies this year, it's all online. Make sure you submit a high resolution PDF or other digital formats in your entry, so judges can see the entire publication, campaign or other.

Remember that you can record a short video if you want to highlight anything in particular to the judges and submit that video with your entry, in lieu of physical copies and physical judging.

IF IN DOUBT, ASK US

You can reach the Awards Team on 03 9421 2206 or email the team at events@visualmediaassociation.org.au

**DON'T FORGET TO PAY
FOR YOUR ENTRIES BY
6PM FRIDAY 29TH AUGUST 2025.**



RULES OF ENTRY

These Rules Of Entry apply to any and all dealings with The Visual Media Association ('VMA'), ABN 84 720 646 451, unless otherwise agreed in writing, in direct relation to the Real Media Awards.

To be acceptable as an entry, unless otherwise stipulated, a publication/campaign must advertise for sale a range of three or more, products, models, styles and/or services. However, it is not mandatory that a Price List accompanies the publication/campaign entry, nor that prices be featured within the body of the publication/campaign.

All entries must have been distributed to customers within the 12-month period 1st May 2024 - 30 April 2025 and cannot be submitted for judging in future years.

Publication/campaigns can be entered across multiple categories.

Entries must have been created either in Australia. Publication/campaigns created in Australia for distribution in other parts of the world are acceptable.

VMA is not liable for any copyright infringement on the part of the entrant. All entries must be submitted exactly as published and may not be modified for the competition. VMA presumes all entries are original and the entrant either owns the submission or has permission from a client or collaborator to enter for award consideration; derivative entries and ghost clients do not meet award criteria. In the event an entry is submitted without such privileges, the entry will not be eligible for the competition and entry fees are forfeited.

In the event of a complaint against a winning entry, VMA will conduct an inquiry and will require any detailed documentation to which it deems pertinent.

Submission of your first entry automatically assigns you to an Agency membership status of Visual Media Association, delivering VoPP Mag, VMA EDM and Customer Insight Access.

Submission of an entry acknowledges the right of VMA to use it for exhibition, analysis and publication to promote winners in any medium, unless specifically specified at the time of submission.

Timely submission of an entry that meets all eligibility requirements and payment of the entry fee as stated herein ensures that an entrant's work will be reviewed and considered for recognition, barring any unforeseen exceptions.

Entrants considered for the Brand of the Year, Media Brand Advertiser of the Year or Retailer of The Year awards will be selected from the entire range of publication/campaign entries submitted in the 2024 Real Media Awards only, no previous year entries will be considered.

The VMA reserves the right to reject or reassign any entry it deems to be unsuitable, inappropriate or duplicated. No correspondence will be entered into. If there are insufficient entries in an Award category, that category may be cancelled and the entries reassigned. If the judges deem that a publication/campaign has been entered in the wrong category, the publication/campaign may be reassigned.

If a publication/campaign has been entered in the same category by two (2) or more different organisations, the first entry submitted will be processed, the subsequent entrant(s) advised and the entry fee refunded. In this same event, any Awards will be awarded to the publication/campaign brand/retailer.

Entrants must provide one high resolution PDF of each publication/campaign entered. All material, data or other submitted information remains the property of VMA and may be used in the promotion of the awards and/or the Association. Entries will not be returned. The results of judging will remain confidential until the formal presentation of the Awards however all entrants will be notified of their general status prior to the Event.

Winner, finalist and highly commended certificates will be available for collection from VMA after the event.

Duplicate trophies and certificates can be requested and will be charged at cost to the party requesting the duplicate. Please note that VMA is not responsible for delivery of the said trophies and/or certificates.

By submitting contest application, entry fee and work for review, entrants agree to the above terms & conditions. Should an entrant choose to remove a submission from an award, please notify VMA.

PAYMENT

Payment of entries, Table seats or Tables is required within thirty (30) days of date of issue. Unless all outstanding invoices are fully paid, VMA reserve the right to not continue or deliver goods and/or services produced. Credit card payments incur a surcharge.

LAW OF AGREEMENT

The law of the state of Victoria, Australia applies to these terms of trade.



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