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The beacon awards in association with oOh!media – ENTRY FORM

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| OVERVIEW | This award seeks to identify and recognise the businesses that have made the greatest overall improvements to their business over the last year.  A truly successful business is one that can demonstrate strong performance across all its parts, including:   * numbers * people * clients * work * industry |
| ELIGIBILITY | Open to Comms Council member media agencies of any size. The only requirement is that it is a media agency that has at least one office in NZ. |
| ELIGIBILITY PERIOD | Results are over a 12-month period from 1st January 2023 to 31st December 2023. |
| WORD LIMIT | The word limit per entry is 2,000 words. Please only count those words in the white answer boxes 1-6 of the entry form. Audited financial information submitted as part of Question 6 (which is only seen by an independent auditor) is not included as part of the word count. The MAOY judges will only read sections 1-5, so if you need to include any financial context, do that in sections 1-5. |

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| Name of Agency | Please type here.. |
| Name of CEO/MD entering | Please type here.. |
| Title | Please type here.. |
| Email Address | Please type here.. |
| Agency web address | Please type here.. |

**Please share the details as indicated below:**

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| 01. | **BUSINESS VISION (the Magic) (30%)**  Outline the vision for your business in 2022. What were the objectives and strategies to achieve this vision? What were your plans and, goals and measures of success? How significant were they? You are invited to submit any other aspects of your business you feel illustrates their success in the last year. For example it might include business transition, introduction of new tools, resources, offers or expansion into new markets. Judges may be looking for evidence of proactive initiatives that go beyond the business as usual approach. |
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| 02. | **EMPLOYEE DEVELOPMENT (15%)**  As measured by:  • change in head count: new roles created  • staff longevity: average length of service of staff  • training and career development initiatives undertaken  What judges are considering:  Does this agency clearly value their employees? Is this Agency investing in their staff? Every agency has churn, but is there a sense that this agency is doing better than most, with a genuine employee-centric approach and structured career development programmes? Is this Agency growing? Is the growth being managed well?. |
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| 03. | **CLIENT ACQUISITION & DEVELOPMENT (15%)**  As measured by:   * new client wins * average client longevity * incremental work/campaigns won * proactive initiatives implemented for new or existing clients   What judges are considering:  Does this agency demonstrate a real partnership approach with clients? What are they doing to ensure relationships remain positive and productive? Can they demonstrate significant growth – either of new clients, or new revenue within existing clients? How are they managing growth? |
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| 04. | **INDUSTRY RECOGNITION AND AWARDS (15%)**  As measured by:  • awards won – state which awards and what level achieved  • finalists attained – state which awards  • other recognition - e.g. Client or industry recognition, other highlights  What judges are considering:  What recognition has this agency received for the work it has delivered? It might be industry, client or peer acknowledgement. How significant is it – local, national or international? Consider the relative size of the business – are they punching above their weight? |
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| 05. | **INDUSTRY CONTRIBUTION (10%)**  As measured by:  • industry involvement - industry organisations  • pro bono/public service work  • training/industry development  • graduate training/internships  What judges are considering:  What evidence is there that this agency gives back to the industry? Judges should look for a variety of contributions across the industry. How significant is the contribution? How many people are involved? |
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| 06. | **FINANCIAL PERFORMANCE (15%)**  As measured by:  • As measured by:  • revenue YOY growth  • profit YOY growth  • other KPIs (can be up to the entrant and will be assessed based on degree of difficulty. Might include staff productivity via staff cost, revenue ratio, profit margin, cost containment, etc)  Please write a summary of the key influences of your financial performance over the past 12 months.  Please include staff number on 1st January 2022 and 31st December 2022 and the % churn through the year. |
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**For question 6. FINANCIAL PERFORMANCE**

Financial information submitted will not be included as part of the 2000 word-count.

All figures submitted are confidential and will not be viewed by the main judging panel.

All figures submitted must be certified by an independent chartered accountant or auditor to be eligible for judging, the certification should read as follows:

**“I confirm that I am independent and that all of the financial data provided has been extracted from the company records and reflects the results and position for the years ended 31 December 2022 and 31 December 2023”.**

**Signed: Name and firm of independent chartered accountant or auditor**

An independent auditor will be responsible for viewing and ranking the financials provided. Please COURIER financial information separately in a sealed envelope addressed attention to:

JAMES WOTTON, COMMS COUNCIL MEDIA AGENCY OF THE YEAR, L4, SUITE 404, 48 GREYS AVENUE, AUCKLAND 1010

Audited financial information must include the following:

• Total revenue 2023

• Total revenue 2022

• Percentage increase/decrease in revenue.

• Before tax profit 2023 (\*EBIT) (\*Earnings before interest and tax)

• Before tax profit 2022 (\*EBIT)

• Percentage increase/decrease (\*EBIT)

• Unusual or exceptional items (either revenue or costs)

• Head Count 2023

• Head Count 2022

• If your agency pays management fees to a parent company - please advise the dollar value for 2022 and 2023 and whether these were included or excluded in the EBIT figure provided. All group level costs associated (eg shared resource, shared management fees etc) should be included and apportioned against your net profit. (EBIT)