

Welcome to The Travel Marketing Awards 2017.

Now in its ninth year The Travel Marketing Awards has evolved into one of the most credible events in the travel industry calendar, with agencies and travel companies alike eager to win a coveted Award.

Our Step by Step Entry Guide is designed to assist you with the entry process. We are always here to help, so if you have

any question please contact the Awards team on 01920 444 832 or email ttma@dellardavies.com.

I wish you all the best of luck!

Keith Cartwright
Chairman
CIM Travel Group

THINKING OF ENTERING?

Who can enter?

- Agencies
- Travel companies
- Tourism organisations

What work can I enter?

Your work must have been visible to a UK audience* between 1 September 2015 and 31 August 2016, albeit this may have been a continuation of an existing campaign.

Campaigns shortlisted in the 2016 Travel Marketing Awards cannot be re-submitted. If the work was part of a global campaign, only the results relating to the UK market should be included*.

* unless entering the International Campaign of the Year

What is the entry deadline?

Friday 18 November

HOW MUCH DOES IT COST?

	Early Bird Until 4 November 2016	Standard From 5 November 2016
Advertising Category	£160	£195
Marketing Category	£160	£195
Digital Category	£160	£195
Campaign Category	£210	£240
Travel Brand of the Year	£270	£295

(subject to 20% VAT)

WHAT ARE THE CATEGORIES?

The Awards honour the most original ideas and best performing advertising, marketing and digital campaigns over the past year. As well as honouring team of the year and brand of the year. See pages 5-8 for a full list of categories.

Can I view work from previous winners?

For inspiration and an insight into previous winners work, [click here](#).

STEP-BY-STEP ENTRY PROCESS

1

ENTRY
FORM

Complete an entry form for each category you wish to enter by midnight on Friday 18 November 2016 – www.thetravelmarketingawards.com/awards.html.

At this stage you will be required to pay the relevant entry fee for each campaign.

2

WRITTEN
SUBMISSION

Attached to your entry confirmation email(s), you will receive a template requesting detailed information to explain your brief; rationale; constraints; budget and results.

This part of the entry process must be completed and returned to the Awards team at any stage up until midnight on Friday 25 November 2016. Please also see the Detailed Information section.

3

CREATIVE

Email a copy of your creative to ttma@dellardavies.com at any stage up until midnight on Friday 25 November 2016. Please include the campaign title in the subject field.

Acceptable file types include – jpeg, gif, pdf, mpeg, mp3, wmv, mov or a link to a web page, youtube or vimeo. Please only supply ONE file. If you are entering a campaign you can display different creative files on a one page pdf. If using a file transfer site, please ensure that files can be viewed until the end of March 2017.

4

OPTIONAL
SUPPORTING
VIDEO

To aid the judging process we encourage, where possible, the submission of a video to support your entry – this will help to bring your entry to life for the judges.

This video will be a tool for the judges but you will not be scored on this part of your entry, nor will you be marked down if you are unable to provide a supporting video. Videos do not need to have a high level of production, even smartphone video is acceptable. Acceptable file types include – wmv, mov or a link to a web page hosting the video, youtube or vimeo. If using a file transfer site, please ensure that files can be viewed until the end of March 2017.

DETAILED INFORMATION

FOR ALL CATEGORIES (APART FROM TRAVEL BRAND OR TEAM) YOU WILL BE ASKED TO EXPLAIN/PROVIDE THE FOLLOWING:

Brief

In no more than 200 words, please explain the brief for the project that you are entering.

Rationale

In no more than 300 words, please describe the strategy that you applied to address the above brief – creative approach, methodology etc.

Constraints

In no more than 100 words, please mention any constraints that impacted on your response to the brief – e.g. timescale for implementation, etc.

Budget

In no more than 50 words, please indicate the budget for this project – and where applicable (and if known), the budget for the media spend.

Results

In no more than 250 words, please explain the results – how did you measure success and assess the return on investment. Results should be quantitative and in context for example revenue YoY percentage change or sales YoY percentage change or directly attributable return on investment. Proof may be requested.

If the work was part of a global campaign, only the results relating to the UK market should be included (unless entering the International Campaign of the Year).

TRAVEL BRAND OF THE YEAR

On your entry please provide, in no more than 100 words, what your brand did in 2016 to make an indelible mark during this period. Please also provide details about the quality, reputation, leadership and distinction of your brand – no more than 200 words per section.

Quality

Does the brand represent quality products and/or services? Does it have longevity?

Reputation

How is the brand perceived by travel trade and/or consumers?

Leadership

Is the brand a market leader in its sector? Does it lead in innovation?

Distinction

How is the brand differentiated from competitors? Is it unique in its marketplace?

BEST IN-HOUSE MARKETING OR PR TEAM

Team Goals

In no more than 200 words, please describe the team targets.

Team Strategy

In no more than 300 words, please describe the team strategy to achieve the goals effectively – creative approach, use of resources, etc.

Timing & Budget

In no more than 50 words, please indicate the timing and budget set for the team.

Team Structure

As well as a supporting creative file, please email a chart of your marketing team structure.

Results

In no more than 250 words, please explain the results, how did you measure success. Results should be quantitative and qualitative. Proof may be requested

JUDGING

The Awards will be judged by some of the leading lights in the travel, creative and marketing industries.

NB: in cases where a judge has an interest in an entry, they will be excluded from participating in the judging of that category. Entries will be marked on the following criteria:

Creativity

How imaginative or impressive was the strategic, creative or media solution?

Rationale

How difficult was the task or challenge? How logical and strategic was the solution?

Execution

How well were communication channels selected, exploited and evaluated?

Results

How impressive is the return from communication investment?

SCORING

The winner in each category will be the entry with the highest overall score. The winners will be awarded a **Platinum, Gold, Silver** or **Bronze** standard. The standard will be determined by the average points scored by the judges:

36-40 points = **Platinum Standard**

31-35 points = **Gold Standard**

26-30 points = **Silver Standard**

21-25 points = **Bronze Standard**

Entries scoring fewer than 21 points may be eliminated.

CATEGORIES

ADVERTISING



Best Consumer Press Advertising

Entries in this category can appear in national or local publications.



Best TV Advertising (Under £100k Production Spend)

This category aims to recognise the most original and best performing TV Advertising, can range in length from a few seconds to several minutes.



Best TV Advertising (Over £100k Production Spend)

This category aims to recognise the most original and best performing TV Advertising, can range in length from a few seconds to several minutes.



Best Business To Business Advertising

Entries in this category should be targeted to other businesses, rather than to consumers.



Best Outdoor Advertising

This category aims to recognise the most original and best performing out of home advertising.



Best Online Advertising

This category aims to recognise the most original and best performing Online Advertising including banners, takeovers, pre-rolls and other formats.



Best Radio Advertising

This category aims to recognise the most original and best performing advertisements appearing on radio airtime.

CATEGORIES

MARKETING



Best PR Tactical

Entries in this category should showcase a single PR initiative acting as a step on a campaign or a one off idea. This could be, but is not limited to, a PR stunt; a survey; or a news release.



Best PR Strategic

This category aims to recognise a longer running PR campaign consisting of several initiatives leading to one goal.



Best Exhibition Presence or Roadshow(Trade or Consumer)

This category aims to recognise the most effective travel-related presence to have appeared at a trade or consumer exhibition/roadshow between 5 November 2015 to 9 November 2016.

The deadline for entries **in this category only** is Friday 25 November 2016.



Best Brochure

A winning brochure should reflect the vision, values, benefits and features of a product/service or organisation.



Best Use of Affinity Marketing & Sponsorship

Entries in this category should highlight a brand working in affinity with similar brands to achieve an overall marketing result and to develop strategic partnerships. Alternatively, it could be an example of a brand that successfully connected visions and values through sponsorship.



Best Experiential Marketing

Marketing that focuses primarily on helping consumers experience a brand in an imaginative and unusual way. Successful entries will form a memorable and emotional connection in engaging the consumer with the brand.



Best Direct Marketing (Print)

This category aims to recognise the best printed literature, whether a leaflet or a promotional letter, along with its distribution campaign.



Best In-House Marketing Or PR Team

This category aims to recognise a Marketing or PR team which has successfully and creatively managed to raise the profile of an organisation, brand or product.



Most Innovative Marketing

This is the “wild card”, if your marketing work is so unique that it doesn’t fit into any of the other categories; differentiates you from what others are doing and makes you stand out from the crowd then this is the one for you!

CATEGORIES

DIGITAL



Best Website Or Microsite

This will be awarded to a website that reflects the vision, values, benefits and features of a product/service or organisation.



Best Use Of Search

This category recognises the effective use of search engines as a marketing tool, including Paid and Natural Search strategies.



Best Direct Marketing (Email)

This category aims to recognise the best performing and most creative email marketing campaign.



Best Use Of Social Media

Entries in this category will demonstrate effective use of social media to raise awareness, change perceptions, engage audiences and ultimately drive sales.



Best App

This category aims to recognise a successful application designed to be downloaded onto a smartphone or tablet.



Best Use of Mobile

This category aims to recognise the best promotional work delivered through a mobile device.



Best Use of Content Marketing

Entries in this category will demonstrate great content delivered consistently over a period to a clearly defined target group, with the aim of delivering engaging relationships, consumer value, measurable success and ultimately converting leads into sales.



Best Use of Video/Film

This category aims to recognise the most original and creative use of video/film and could be delivered through any media marketing channel. This could be a one-off or a series.



Best Use of Multi-Channel

Multi-Channel marketing refers to the practice of interacting with customers using a combination of indirect and direct communication channels. Multi-Channel marketing is all about choice and lets the user decide. A successful campaign will not only display effective use of multiple channels, to promote a product, but will also enable customers to complete desired conversations/transactions using whichever medium they are most comfortable with.

CAMPAIGNS OF THE YEAR



Advertising Campaign of the Year – Up to £250,000 media spend

Campaigns in this category should include a series of advertisements that shared a single idea/theme which can, but does not have to, be delivered via a single medium.



Advertising Campaign of the Year – Over £250,000 media spend

Campaigns in this category should include a series of advertisements that shared a single idea/theme which can, but does not have to, be delivered via a single medium.



Integrated Campaign of the Year – Up to £1,000,000 media spend

This category aims to recognise the most original and best performing Integrated Campaign. The campaign will have a consistent brand message and be marketed using more than one medium, including both traditional and non-traditional marketing channels to reinforce each other.



Integrated Campaign of the Year – Over £1,000,000 media spend

This category aims to recognise the most original and best performing Integrated Campaign. The campaign will have a consistent brand message and be marketed using more than one medium, including both traditional and non-traditional marketing channels to reinforce each other.



Digital Marketing Campaign Of The Year

An entry in this category must include a significant use of digital technology to promote a product or service. Successful campaigns will typically utilise a range of digital channels; such as PPC, SEO, Display, social media, viral, email, mobile, etc.



Travel Brand Of The Year

There are three categories in this section:

Up to £10m turnover in the UK

£10-25m turnover in the UK

Over £25m turnover in the UK

The year in question is 2016. The winning brand should have made an indelible mark in the UK during this period.



International Campaign of the Year

International marketing refers to campaigns delivered either entirely to non-UK markets or across various markets which might include the UK. A successful international campaign will combine a consistent marketing message with insight into its target markets.

TERMS & CONDITIONS

- By submitting an entry I/we undertake that all information given is correct and accept full responsibility for the entry. Once submitted a contract will exist between you and Dellar Davies Ltd acting on behalf of CIM TG.
- Award Entries are non-refundable after the initial completion and any outstanding debts, should you wish to cancel your entry, will be deemed as owing to The Travel Marketing Awards.
- Failure to comply with the entry procedures may lead to disqualification.
- Word counts must be strictly adhered to i.e. if you go over the count for Rationale only the first 300 words will be passed to the judges.
- I/we give permission for our work to be displayed in relation to the awards: including the awards website; at the event; as part of a post event video/publication or during a subsequent CIM TG event (NB: if any element of your entry is confidential, please mark it ****for judges eyes only****)
- I/we give permission for our contact and entry details to be passed to the media for post event coverage should our entry be shortlisted.
- If our work is shortlisted, I/We understand that we are committed to purchasing at least one Awards Event ticket to ensure that a representative for this entry will be available on the night.
- Award event ticket cancellations must be received in writing. If notification of cancellation is received more than 30 days prior to the event, there will be a 25% cancellation fee. Thereafter, all fees will be forfeited and any outstanding debts will be deemed as owing to The Travel Marketing Awards.
- Upon reviewing your entry, CIM TG reserves the right to move your entry to an alternative category if there is a better fit.
- Once all entries have been made CIM TG reserves the right to amalgamate categories that share the same essence.