



The Travel Awards

MEDIA PARTNER

**Better
Homes
and Gardens**

PRINCIPAL PARTNER

CRYSTAL

ENTRIES CLOSE

30 August

LATE ENTRIES CLOSE

06 September

FINALISTS ANNOUNCED

03 October

AWARDS NIGHT

29 November

ENTRY CRITERIA

PR Campaign of the Year

This category is for travel companies or their PR agencies that have released a PR campaign in the past 12 months.

Examples include a television, radio, print, video, online, social media or multi-platform campaign. Both trade and consumer campaigns are accepted.

Your campaign must have been active in market during the financial year of 2018/2019 – from 1 July 2018 to 30 June 2019.

Entries can be submitted by either the travel company; or by their PR agency on behalf of their client.

The jury will be looking for creativity and innovation within the context of the brief and against the objective of the campaign.

Please answer the following questions

Question 1 (250 words max)
Please describe the central idea of this campaign.
25 points

Question 2 (250 words max)
Please detail how the campaign was executed.
Please include a brief media schedule.
25 points

Question 3 (250 words max)
Please demonstrate evidence of effectiveness and success of this campaign.
25 points

Question 4 (250 words max)
Please detail the integration in multiple media channels for this campaign.
25 points