



# 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

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### Marketing Campaign of the Year

This category is for travel companies or their marketing/advertising/PR agencies that have released a marketing 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 marketing/advertising/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 3** (250 words max)  
Please demonstrate evidence of effectiveness and success 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 4** (250 words max)  
Please detail the integration in multiple media channels for this campaign.

**25 points**