



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

Social Media Campaign of the Year

This category is for travel companies or their social media/advertising agency that have released a social media campaign in the past 12 months.

This category caters to all forms of social media platforms and applications. Examples of types of applications include but are not limited to social commerce, social networking, location based services, entertainment, advertising campaigns, reviews and opinion, information aggregators, blogging sites as well as product and services.

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 social media/advertising agency, on behalf of their client.

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 the innovative and effective use of online communities.
25 points

Question 3 (250 words max)
Please demonstrate the level of engagement with these communities.
25 points

Question 4 (250 words max)
Please detail the success achieved as a result of the campaign.
25 points