

Tourism Marketing Awards of Excellence:

Tourism Marketing Campaign Award – Over \$50K

This award category applies to marketing campaigns that promote tourism in Ontario (including destinations, attractions, tourism products, tour operators, festivals and events, transportation providers, etc.). The marketing budget for the campaign must be \$50,000 or more, including any creative, production, media buying, printing, supplier costs or in-kind contributions. The campaign must include one or more advertising or marketing tactics, including but not limited to print, radio, television or digital advertising, social media and media relations. The campaign can include owned, paid or earned marketing opportunities. The campaign must be for a specific, limited time frame within a calendar year. Should the nomination be selected as a finalist, both organizations (if applicable) would be recognized, i.e. the advertising agency and the client.

Criteria

- Nominations must show how the campaign or activity positively impacted and/or increased tourism, or raised the profile of tourism in Ontario.
- Print entries must be accompanied by original tear sheets, or clear, legible photocopies.
- Digital entries must be accompanied by printouts of sample materials.
- Your written submission must answer the following:
 - a) List your marketing objectives.
 - b) Who was the target audience for this initiative?
 - c) What was the budget for this initiative? Please break down the budget to demonstrate how this amount was utilized.
 - d) What marketing mediums were used? (e.g. print, radio, television, digital, social media, media relations).
 - e) How was the marketing initiative implemented in terms of distribution, frequency and timing?
 - f) Clearly describe the effectiveness of the initiative via any measurable outcomes and results.

Eligibility

1. Nominations are open to all organizations in the tourism and hospitality industry operating in Ontario, such as tourism and hospitality suppliers, RTOs, DMOs, municipalities, regions, sector associations, tour operators, attractions, festivals and events, transportation providers and advertising agencies.
2. Self-nomination and nomination of a third party is permitted.
3. Nominees may not hold elected public office.
4. Destination Ontario (DO) and its advertising agencies are not eligible for nomination.
5. Initiatives where more than 50% of the budget was supported by DO or utilized DO's ad agency of record (FCB/Fuel Advertising) are not eligible for nomination.
6. Campaigns or materials that incorporate the 'Where Am I?' creative platform are not eligible for submission.
7. There should be an identified person or persons with whom to associate the successful idea/operation/product (owner, operator, employee, committee chair, etc.)
8. Nomination must be for activities that took place between January and December 2017.

Additional Information

All submissions must include **two copies** of all information submitted.

For any questions, please do not hesitate to contact Debra Mansillo at Destination Ontario at: debra.mansillo@ontario.ca or 647-201-0283.

Tourism Marketing Awards of Excellence: Tourism Marketing Campaign Award – Over \$50K

Nomination Checklist

Full Name of Nominated Organization(s):

Full Name of Nominated Campaign or Material(s) (as you wish it to appear publicly):

Name of Nominated Organization Contact:

Address: _____

Telephone: _____

Contact Email: _____

Please ensure the following have been completed:

- I have answered the criteria in full and reviewed eligibility requirements and application instructions
- I have attached all supporting materials (**two copies**), and understand that they will not be returned
- I have completed this checklist, signed and dated it, and included it as a cover page with my submission

Name of Person Submitting Entry: _____

Title/Position of Person Submitting Entry: _____

Telephone of Person Submitting Entry: _____

Email of Person Submitting Entry: _____

Date

Signature