

# Tourism Marketing Awards of Excellence:

## Tourism Digital Marketing Award

This award category applies to digital marketing activities or campaigns that promote tourism in Ontario. This could include online advertising, consumer emails and/or other digital activities that feature Ontario destinations, attractions, tourism products, tour operators, festivals and events, transportation providers, etc.

Should the nomination be selected as a finalist, both organizations (if applicable) would be recognized i.e. the advertising agency and the client.

### Criteria

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- 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) What digital marketing activities are you submitting for nomination?
  - b) Briefly describe your marketing objectives.
  - c) Who was the target audience?
  - d) What was the budget for this initiative?
  - e) Describe how this initiative positively impacted and/or increased tourism, or raised the profile of travel in and to Ontario.
  - f) Describe the effectiveness of the activity via any measurable outcomes and results.

### Eligibility

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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. OTMPC and its advertising agencies are not eligible for nomination.
  5. Initiatives where more than 50% of the budget was supported by OTMPC or utilized the OTMPC's ad agency of record (FCB/Fuel Advertising) are not eligible for nomination.
  6. There should be an identified person or persons with whom to associate the successful idea/operation/product (owner, operator, employee, committee chair, etc.)
  7. Nomination must be for activities that took place between January 2016 and December 2016.
- Please note that a separate nomination checklist must accompany each entry.

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## Nomination Checklist

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Name of Nominated Organization(s):

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Business Address:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Business 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, 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