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.

**How to Apply**

The submission deadline is June 1st, 2020. Submit your nomination using the following link: [https://forms.gle/wVDEFZyKeoWEKTj29](https://forms.gle/wVDEFZyKeoWEKTj29)

*Please note: Only electronic submissions using the link above will be accepted.*

**Criteria**

- Nominations must show how the campaign or activity positively impacted and/or increased tourism, or raised the profile of tourism in Ontario.
- Your 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, TV, 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. There should be an identified person or persons with whom to associate the successful idea/operation/product (owner, operator, employee, committee chair, etc.)

3. Nomination must be for activities that took place between January 2019 and December 2019.

NOTE: Self-nomination and nomination of a third party are permitted.