

14. TOURISM MARKETING & CAMPAIGNS



This category recognises creativity and innovation in the promotion of tourism products, services and/or destinations. The focus can be for a specific singular or ongoing campaign or ongoing integrated marketing approach delivering innovative marketing/campaigns that supports the promotion of the tourism industry.

This category is open to digital enterprises, Regional Tourism Organisations, Local Tourist Associations, Visitor Information Centres, Online Travel Agents, local government and marketing alliances. This is not for individual tourism products.

SCORING

Entrants in this category will be scored from the following sources:

- Written submission: 90 marks. The score for each question is highlighted below.
- Online review: 10 marks
- Total score: ___/100 marks

WRITTEN SUBMISSION

- Respond to the following questions using maximum 10,000 words and 25 images. Please note that the COVID-19 Impact question is not included in the word count and it will not contribute to the overall score.
- Submissions are made via the [Australian Tourism Awards portal](#).
- A good answer should include the:



COVID-19 Impacts (0 marks)

Please provide the judges with an understanding of your business's situation resulting from national and world events during the qualifying period. E.g., COVID-19, natural disasters (fire/flood).

NOTE: These responses do not contribute to your overall score but provide a clearer picture for judges to understand what you have been able to achieve. This is factual information allowing you to tell your business story in your written submission.

Bullet points are recommended. These responses should be short and sharp.

Q.1 Outline how many months of the qualifying period (1 July 2021 – 30 June 2022) you were operational for.

Q.2 Describe what the restrictions were on your business e.g., gatherings.

Q.3 Describe the impact of travel restrictions on your business e.g., border closures

1. Introduction (15 marks)

A. Provide an overview of your tourism marketing/ campaign. 15 marks

- Provide a short summary of the tourism marketing /campaign to introduce the concept to the judges.
- Describe the various stakeholders that worked together on the campaign, the various roles and the collective strengths and reasons for participating (if applicable).
- Consider including details about the state of play at the time and why you felt you needed to implement the marketing/ campaign.
- Highlight the marketing/ campaign points of difference and what makes it stand out from others.
- Demonstrate why your marketing /campaign should be considered for an award.

- Demonstrate your eligibility for this category as related to the descriptor.*

IMAGES

- Attach a minimum of two graphics to support and enhance your response provided.*

VIDEO

- Include a link to a video of your marketing /campaign. Note: the video will not be scored, however, it does provide the judge with context to your campaign.*

2. Campaign Development (25 marks)

A. Provide the rationale for the development of the marketing /campaign. 5 marks

- Outline why the marketing /campaign was developed. E.g. was it for awareness, acquisition, retention, growth or other. Expand on the reasoning as to why it was needed e.g., why was greater awareness of the product/region needed?*
- What were the objectives set for the marketing/campaign?*
- Ensure to relate it back to tourism.*

B. Provide an overview of the business overall marketing strategy and how the marketing /campaign supported this. 5 marks

- Provide the judges with an overview of the overall marketing strategy for your business.*
- Explain how the marketing /campaign will support the overall marketing strategy. If a collective is entering, consider how the marketing /campaign will support the individual businesses marketing strategies or local/regional strategies in place.*

C. Outline the market research and analysis used to inform the development of your marketing /campaign. 15 marks

- Here you will outline the research stage of your marketing /campaign. Show the judges the depth of research undertaken from primary and secondary sources to support the development of your concept.*
- Begin by demonstrating your understanding of your target markets and how you determined them. Describe them in terms of who they are, where they are from, how old they are, how they purchase travel, where they find information, what marketing channels they use, what motivates and inspires them and what they value.*
- Outline other considerations that were researched for the marketing /campaign, e.g., seasonality, availability, competition, market dynamics.*
- Describe how your campaign contributed to or enhanced the marketing and promotional efforts of the tourism industry locally, provincially, or nationally.*

IMAGES

- Attach a minimum of two graphics to support and enhance your response provided. For example, a map of the geographical boundaries of the destination (if relevant) etc.*

3. Execution and Creativity (30 marks)

A. Demonstrate your approach to the development of the innovative marketing creative. 15 marks

- You have previously explained the rationale behind the marketing/campaign and the first steps (the research) undertaken to inform its development. Now, demonstrate to the judges how the marketing/campaign was developed using the data gathered in your research.*
- Outline the approach to content creation. Detail how you outsourced, or undertook in-house, the various elements of the creative. For example, brand development, graphic design, video production, imagery, written word etc.*

- If outsourced, describe elements of the brief. If you developed the creative in-house, detail the skill sets of those involved and how you worked up the creative plan behind the marketing.*

B. Detail the range of marketing tactics that were used and how these supported the overall marketing /campaign objectives. (15 marks)

- Describe the elements of your marketing /campaign including:*
 - What marketing activities were employed,*
 - What goals were established,*
 - What metrics were implemented to measure success*
 - The budget breakdown if you are able to share this, etc.*
- The response needs to focus on innovative approaches to marketing. Show the judges how you were clear in your messaging, focussing on your points of difference (or unique selling points).*
- Demonstrate how you integrated the insights from the research (answered in Q2C) into the marketing tactics developed.*
- Demonstrate how the chosen tactics align with the marketing/campaign objectives (you should refer to the objectives you answered in Q2A).*
- Demonstrate how you clearly communicated the action you wanted taken (outline the call to action).*
- Clearly demonstrate how it is innovative, unique, or inspired. Provide evidence as to how you have determined its uniqueness etc.*
- Ensure that your response is relevant to the qualifying period.*

IMAGES

- Attach a minimum of two graphics to support and enhance your response provided. For example, images of collateral specifically developed for this marketing /campaign*

4. Results (20 marks)

A. Demonstrate the results of your marketing /campaign. 20 marks

- Judges are looking for media, consumer awareness and visitation results from your marketing/campaign. Therefore, provide statistics from the results of the marketing activities specific to:*
 - Media, e.g., media visits, press releases, published articles, blogs, features, etc.*
 - Consumer awareness, e.g. increased web traffic, social media engagement, etc.*
 - Industry, e.g., industry participation, co-op arrangements, sharing, etc.*
- Demonstrate how you converted the interest generated from the marketing /campaign into visitation to the region. Compare the results relative to existing visitor numbers to the destination, product/s or experience/s featured.*
- Outline where the data was sourced from e.g., analytics, media monitoring, focus groups, surveys, etc.*
- If results were impacted by the global pandemic and/or national events, ensure you include how your marketing /campaign was impacted.*
- Where a complete set of results are not yet available, detail what you do know and outline your expectations for success based on what you have seen so far.*
- Remember, the results should relate back to the objectives and goals of the marketing/campaign outlined in previous questions.*
- Ensure that your response is relevant to the qualifying period.*

IMAGES

- Attach a minimum of two graphics to support and enhance your response provided. For example, images of published articles, screenshots of online activity, etc.*