

# 2018 Canadian Tourism Awards – Sample Application Form

Use this form to prepare your answers. Please use the nomination website to submit your nominations. Additional information is available at [www.tiac.travel](http://www.tiac.travel)

## The Marketing Campaign of the Year Award

The Marketing Campaign of the Year Award will be presented to the organization that has devised and implemented the year's most outstanding tourism marketing campaign or initiative. Nominations may be presented in this category for audio, video, print campaigns or digital including social media or any combination thereof (i.e. a multi-media campaign).

The judging criteria in this category are:

1. Efficacy & viability of the campaign strategy (20%)
2. Innovativeness/uniqueness of creative materials (20%)
3. Demonstrably attracts or enhances awareness (20%)
4. Converts awareness into visitor traffic (conversion) (20%)
5. Contributes to or enhances the local, provincial and/or national tourism industry (20%)

### About the Nominee

**Nominee's Name:**

**Nominee's Address:**

**Postal Code:**

**City:**

**Province:**

**The nominee is best described as an:**

- Independent Business
- Franchise
- Corporation
- Government Agency/Crown Corp.
- Event
- Marketing Organization
- Other:

**If shortlisted, who should we contact?**

**First Name:**

**Last Name:**

**Professional Title:**

**Company Name:**

**Phone Number:**

**Email:**

## Nomination Questions

1. **Briefly introduce the nominee and provide an overview as to why the nominee is deserving of this award. (100 words)**
2. **Demonstrate the nominee has developed a sound and viable marketing campaign that is founded on market research and analysis. (250 words)**

*For this question, the nominator could: Describe the campaign concept; what proven marketing strategies were employed; what viable and measurable campaign goals were established; the campaign's likelihood or potential for demonstrable success; etc.*

3. **Demonstrate the nominee uses an innovative, unique or inspired approach in its creative materials in an effort to encourage travellers to visit the Canadian tourism destination, product or experience featured in the campaign. (250 words)**

*For this question, the nominator could: Describe how the nominee's campaign is creative, inventive, ground-breaking and/or innovative in its approach; how the campaign is memorable or unforgettable; etc.*

4. **Demonstrate the campaign successfully attracts or enhances public/media awareness about the tourism destination/product/service/experience featured in the campaign. (250 words)**

*For this question, the nominator could: Describe how the campaign positively impacts visitor perceptions of the destination/product/service/experience featured; how the campaign differentiates the nominee from similar organizations, destinations and/or competitors; etc.*

5. **Demonstrate the nominee catalyzes the interest or awareness generated by the campaign into increased visitor traffic to the destination/product/service/experience featured in the campaign. (250 words)**

*For this question, the nominator could: Describe how the marketing campaign has impacted visitor traffic using quantitative or anecdotal data; what audience conversion rates or statistics were observed; how those results are reflective of the stated campaign strategy and goals; etc.*

6. **Demonstrate the campaign also contributes to, or enhances marketing & promotional efforts in the tourism industry locally, provincially or nationally. (250 words)**

*For this question, the nominator could: Describe how the campaign contributes to the promotion or support of the tourism industry in Canada or locations within Canada; how the campaign promotes or exemplifies collaboration with other tourism stakeholders/organizations; etc.*

7. **Is there anything else that the judges should know about the nominee? (100 Words)**

### **Attachments**

These may be used in the awards slide show if your nomination is shortlisted.

### **What to Include?**

If you are nominating a marketing campaign, please show the creative materials; if you are nominating for community service, you might want to show pictures of your team at a community event; etc.

**Photos:** RECOMMENDED 3-5 images, .jpg and .tiff files accepted (please no .pdf)  
High resolution, minimum 300 dpi

**Videos/Web Links:** OPTIONAL 1-2 minutes max., .AVI, .MP4 and .MOV files accepted

**Youtube Links:**

**Website Links:**

Please add photos and documents at the next screen.