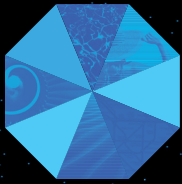


Mumbrella
**TRAVEL
MARKETING**
Awards

**CALL FOR
ENTRIES 2019**





Mumbrella
**TRAVEL
MARKETING**
Awards

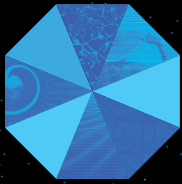
CALL FOR ENTRIES

Entries are now open for the third **Mumbrella Travel Marketing Awards**. These awards recognise companies and teams that deliver outstanding work and results on behalf of travel brands.

This document has all the information you need to enter. The new judging period covers the 12 months to February 1, 2019.

CATEGORIES 2019

- Best Media Strategy
- Best Use of Native or Content Marketing
- Best Influencer Campaign
- Best User Experience
- Best Use of Face-to-face / Experiential Marketing
- Best Use of Data
- Award for Innovation
- Publication of the Year
- Ad Campaign of the Year
- PR Idea of the Year
- Social Idea of the Year
- Award for Bravery
- Disruptor of the Year
- Breakthrough Destination of the Year
- Travel PR Agency of the Year
- Travel Media Agency of the Year
- Travel Advertising Agency of the Year
- Travel Marketing Team of the Year
- Travel Brand of the Year



CALL FOR ENTRIES CRITERIA 2019

BEST MEDIA STRATEGY

This awards seeks to recognise the best media planning and strategy on behalf of a brand or product campaign. Where appropriate, joint entries from more than one agency are welcome. The jury does not wish to see more than one entry for the same piece of work, so solo agency entries should ensure they have client sign-off. Multiple entries based on separate campaigns are permitted.

Entries must include:

- A maximum of 10 single executions. For multimedia executions, please provide a link for viewing online.
- An explanation of the brief and solution.
- The results.
- Word count: 1,000

Scoring:

- The brief and thinking (30%)
- The work (40%)
- Evidence of outcome (30%)

BEST USE OF NATIVE OR CONTENT MARKETING

This category is designed to recognise the best work carried out on behalf of brands involved in marketing themselves through the creation of content.

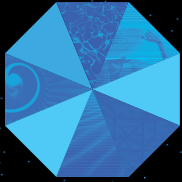
This could include, but is not limited to, brand-funded entertainment content including TV and online video; web-based content created on behalf of brands; infographics, native advertising brand journalism and white papers. Agencies, media owners and in-house marketing teams are eligible to enter this category.

Entries must include:

- An explanation of the brief and the resultant content marketing strategy.
- The results.
- Word count: 1,000

Scoring:

- The brief and thinking (30%)
- The work (40%)
- Evidence of outcome (30%)



CALL FOR ENTRIES CRITERIA 2019

BEST INFLUENCER CAMPAIGN

This award seeks to recognise a campaign for which an agency or an inhouse team has effectively used an influencer to promote a product, service or offering.

An influencer may be a celebrity / media personality, a blogger or a social media personality.

Entries should outline the objective, the issue, the insight, the research and the strategy used to address the issue and outcome, with a clear explanation of metrics used to demonstrate success.

Please demonstrate how the campaign best used the influencer's own channels such as their social media accounts (Twitter, Instagram, etc.) or a blog or website to distribute the campaign and engage with the influencer's own audience.

Entries must include:

- An outline of the objective, issue and insight
- Statistics on the outcome
- Images or videos of the solution
- Word count: 1,000

Scoring:

- The brief and thinking (30%)
- The work (40%)
- Evidence of outcome (30%)

BEST USER EXPERIENCE

This category seeks to recognise the best and most innovative user experience design solution to solve a business problem for a client in the travel industry. The end product can be in the form of web-based solutions, apps or physical experiences.

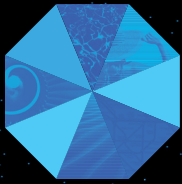
Entries should outline the product or service the solution is the front-end for, insight into the design and build, the research and strategy used to create it, the number of people who use it or participated in it in a clearly defined period of time and how it has improved the customer experience and the business offering.

Entries must include:

- Statistics on how the user experience has encouraged more users and better business.
- Images or videos of the solution.
- Word count: 1,000

Scoring:

- The brief and thinking (30%)
- The work (40%)
- Evidence of outcome (30%)



CALL FOR ENTRIES CRITERIA 2019

BEST USE OF FACE-TO-FACE OR EXPERIENTIAL MARKETING

This award seeks to recognise an agency or an inhouse team that has effectively used face-to-face marketing or experiential marketing to boost their profile.

Examples of face-to-face or experiential marketing include but are not limited to participation at trade fairs, pop-up shops, special events and live marketing.

Please provide details of the results of the execution, along with details of where and when it ran.

Entries must include:

- An outline of the challenge or opportunity.
- Details of the research and processes that helped form the execution.
- Videos and / or images of the execution.
- The results.
- Word count: 1,000

Scoring:

- The brief and thinking (30%)
- The work (40%)
- Evidence of outcome (30%)

BEST USE OF DATA

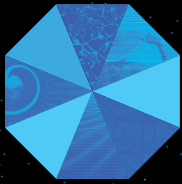
This category seeks to recognise a campaign or activity built upon a solid, actionable insight or piece of research revealing something new about a consumer or audience. The jury will be looking for evidence of insight, quality of thinking and the development of a strategy, with a clear explanation of the research process and audience demographic.

Entries must include:

- The brief – what was the business problem?
- The budget & resources – how much was spent on the work, over what time period, and what resources were applied to the work?
- The data – how were media / customer / consumer data sought to inform the campaign?
- The strategic solution.
- Tactical highlights – how did the campaign work, creatively and executionally?
- The results.
- Word count: 1,000

Scoring:

- The brief and thinking (30%)
- The work (40%)
- Evidence of outcome (30%)



CALL FOR ENTRIES CRITERIA 2019

AWARD FOR INNOVATION

This award seeks to recognise initiatives that have wider potential lessons for the travel industry. It's the "I wish I'd thought of that" award. The scope of this category is deliberately wide. It could, for example, be a new marketing strategy, a media first, a new advertising execution, new ways of handling relationships with partners, or more.

This category is open to agencies, media owners and marketing teams. Tell the story in less than 1,000 words. The jury will be looking for the scale of the innovation, its potential wider impact on, or lessons for, the travel industry and the outcome. Multiple entries based on separate examples of innovation are permitted in this category.

Entries must include:

- A 1,000 word explanation of the innovation with as much insight and specifics as possible. Where appropriate, please provide images or links to videos.

Scoring:

- Criteria is 100% at the jury's discretion based on the wide variety of entries eligible.

PUBLICATION OF THE YEAR

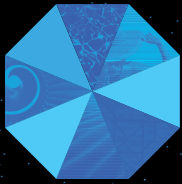
This award recognises excellence in all aspects of publishing, including: editorial content and design, production, branding, marketing, strategic planning, commercial success and overall execution.

Entries must include:

- A description of the publication's target audience(s) of readers and advertisers
- A description of the design and style of the publication.
- Examples of innovation.
- The editorial and content approach.
- Effectiveness and results, including industry-recognised audited figures, where available.
- Other evidence of success - including market share, readership, financial achievements and competitiveness.
- In the case of a digital magazine or website, please supply a web link or app link of work to be assessed. Entry should include a member log-in or access codes, if required. To be considered, the site(s) must be available for viewing for the 12 months to February 1, 2019.
- In the case of a print magazine or newspaper, please submit via post or courier three (3) different issues in hard copy, with cover intact. Eight copies of each are required.
- Word count: 1,000

Scoring:

- Innovation (25%)
- Design (25%)
- Editorial approach (25%)
- Commercial success (25%)



CALL FOR ENTRIES CRITERIA 2019

AD CAMPAIGN OF THE YEAR

This category seeks to recognise the best advertising campaign on behalf of a brand or product. Where appropriate, joint entries from more than one agency are welcome. The jury does not wish to see more than one entry for the same piece of work, so solo agency entries should ensure they have client sign-off. Multiple entries based on separate campaigns are permitted.

Entries must include:

- Please supply a maximum of 10 single executions. For multimedia executions, please provide a link for viewing online.
- An explanation of the brief and the solution.
- The results.
- Separately include a list of credits and main details of where and when the campaign ran.
- Word count: 1,000

Scoring:

- The brief and thinking (30%)
- The work (40%)
- Evidence of outcome (30%)

PR IDEA OF THE YEAR

This category seeks to recognise the best public relations idea on behalf of a travel brand, product or service.

A PR idea that promotes the brand or experience in a tangible, imaginative way, introduces a new product or service, or connects a new audience with an existing product or service. This category is open to in-house marketing and PR teams as well as agencies.

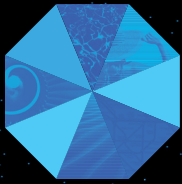
Where appropriate, joint entries from more than one agency are welcome. The jury does not wish to see more than one entry for the same piece of work, so solo agency entries should ensure they have client sign-off.

Entries must include:

- An explanation of the brief and the solution.
- The results.
- Word count: 1,000

Scoring:

- The brief and thinking (30%)
- The work (40%)
- Evidence of outcome (30%)



CALL FOR ENTRIES CRITERIA 2019

SOCIAL IDEA OF THE YEAR

This category seeks to recognise the best social media idea on behalf of a brand or product campaign. Entries will be accepted for social media-only campaigns or broader campaigns that have a significant social media component.

Where appropriate, joint entries from more than one agency are welcome. The jury does not wish to see more than one entry for the same piece of work, so solo agency entries should ensure they have client sign-off.

Multiple entries based on separate campaigns are permitted.

Entries must include:

- An explanation of the brief and the solution.
- The results.
- Word count: 1,000

Scoring:

- The brief and thinking (30%)
- The work (40%)
- Evidence of outcome (30%)

AWARD FOR BRAVERY

This category is open to agencies, media owners and marketing teams in the travel industry. Joint entries are also encouraged.

In no more than 1,000 words, tell us about a risk-taking piece of work related to travel. The jury will be looking for examples where there was a risk genuinely taken. Outline the scale of the risk and the opportunity, including how both were identified.

Please identify what was learned as a result of the risk taken, and how risk was managed. Please note, none of the scores will be based on the outcome - indeed it is entirely possible that the risk did not lead to a successful outcome.

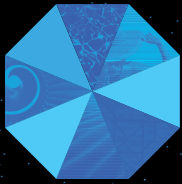
The jury's emphasis will be on the bravery of the risk taken, and what was learned from it. Multiple entries based on separate examples of risk taking are permitted in this category.

Entries must include:

- An explanation of the brief and the solution.
- The results.
- Word count: 1,000

Scoring:

- The brief or thinking (especially as to why risk was taken) (20%)
- The bravery involved in taking the risk (40%)
- The lessons learned (40%)



CALL FOR ENTRIES CRITERIA 2019

DISRUPTOR OF THE YEAR

This category is open to agencies, media owners and marketing teams who are genuinely disrupting the way the travel industry operates for the better. Joint entries are also encouraged.

In no more than 1,000 words, tell us about how and why you are disrupting the travel industry and the results it has led to. The award will be based on equal parts risk taking, opportunity spotting, solution execution and results achieved.

The jury understands that true disruption can be a long process, particularly in the realm of product solutions or business offerings that may roll out over years. They are not necessarily looking for a finished product or execution. A company as a whole is just as likely to be a disruptor as one of their products or campaigns is, and they may still be in the process of disrupting.

As such, please be clear as to how the brand or agency is disrupting, why it is, and what the results thus far have been.

Entries must include:

- A clear explanation of who is playing the disruptor, why, and how. Images and / or links to videos are encouraged.
- The results thus far.
- Word count: 1,000

Scoring:

- The brief or thinking (especially as to why disruption was chosen) (20%)
- The execution thus far (40%)
- Reception from consumers or clients thus far (40%)

BREAKTHROUGH DESTINATION OF THE YEAR

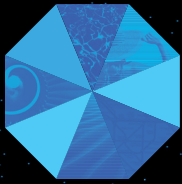
This category seeks to recognise a destination (of any size) that has made a significant impact within the travel industry this year. That could include but is not limited to significantly increasing tourist numbers, achieving substantial recognition across the industry or in the media, releasing a cut-through campaign, hosting a significant event or a combination of many of these and more.

Entries must include:

- A snapshot description of the destination prior to the breakthrough (statistics are encouraged).
- A snapshot description of the destination after the breakthrough (statistics are encouraged).
- An explanation for the rise in prominence.
- Details of any campaign or strategy involved in boosting the destination's reputation.
- Word count: 1,000

Scoring:

- Planning for the breakthrough (20%)
- The work (40%)
- Evidence of the breakthrough (40%)



CALL FOR ENTRIES CRITERIA 2019

TRAVEL PR AGENCY OF THE YEAR

This category seeks to recognise the best public relations agency working with clients in the travel industry.

The jury will be looking for evidence that the agency is deeply involved in the travel industry through one or multiple clients. While they don't have to have been working with travel clients for years, PR agencies new to the travel industry should clearly illustrate a deep understanding of the sector and significant results.

Please share details of commercial success over the last year including client retention and account wins. Tell us how the agency has moved forward during the past year specifically in terms of the travel clients and please set out the contribution of the agency and its staff to the wider travel industry.

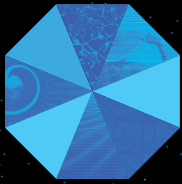
Where possible, please provide actual revenue and profit numbers relating to the travel clients; where not possible please provide percentage comparisons with the corresponding 12 months.

Entries must include:

- A list of travel or travel related clients.
- A list of wins and losses of clients in or related to the travel industry for the last 12 months.
- Significant milestones for the agency relating to the travel clients.
- Examples of work done for travel or travel related clients.
- Examples of agency culture that emphasise travel or the travel industry.
- Revenue results relating to travel or travel related clients, or percentage figures.
- Word count: 1,000

Scoring:

- The work (40%)
- Outcomes (20%)
- Culture (20%)
- Innovation (10%)
- Revenue (10%)



CALL FOR ENTRIES CRITERIA 2019

TRAVEL MEDIA AGENCY OF THE YEAR

This category seeks to recognise the best media agency working with clients in the travel industry.

The jury will be looking for evidence that the agency is deeply involved in the travel industry through one or multiple clients. While they don't have to have been working with travel clients for years, media agencies new to the travel industry should clearly illustrate a deep understanding of the sector and significant results.

Please share details of commercial success over the last year including client retention and account wins. Tell us how the agency has moved forward during the past year specifically in terms of the travel clients and please set out the contribution of the agency and its staff to the wider travel industry.

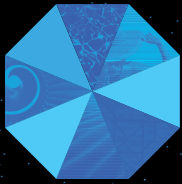
Where possible, please provide actual revenue and profit numbers relating to the travel clients; where not possible please provide percentage comparisons with the corresponding 12 months.

Entries must include:

- A list of travel or travel related clients.
- A list of wins and losses of clients in or related to the travel industry for the last 12 months.
- Significant milestones for the agency relating to the travel clients.
- Examples of work done for travel or travel related clients.
- Examples of agency culture that emphasise travel or the travel industry.
- Revenue results relating to travel or travel related clients, or percentage figures.
- Word count: 1,000

Scoring:

- The work (40%)
- Outcomes (20%)
- Culture (20%)
- Innovation (10%)
- Revenue (10%)



CALL FOR ENTRIES CRITERIA 2019

TRAVEL ADVERTISING AGENCY OF THE YEAR

This category seeks to recognise the best advertising agency working with clients in the travel industry.

The jury will be looking for evidence that the agency is deeply involved in the travel industry through one or multiple clients. While they don't have to have been working with travel clients for years, advertising agencies new to the travel industry should clearly illustrate a deep understanding of the sector and significant results.

Please share details of commercial success over the last year including client retention and account wins. Tell us how the agency has moved forward during the past year specifically in terms of the travel clients and please set out the contribution of the agency and its staff to the wider travel industry.

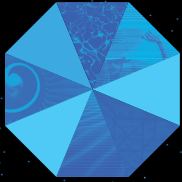
Where possible, please provide actual revenue and profit numbers relating to the travel clients; where not possible please provide percentage comparisons with the corresponding 12 months.

Entries must include:

- A list of travel or travel related clients.
- A list of wins and losses of clients in or related to the travel industry for the last 12 months.
- Significant milestones for the agency relating to the travel clients.
- Examples of work done for travel or travel related clients.
- Examples of agency culture that emphasise travel or the travel industry.
- Revenue results relating to travel or travel related clients, or percentage figures.
- Word count: 1,000

Scoring:

- The work (40%)
- Outcomes (20%)
- Culture (20%)
- Innovation (10%)
- Revenue (10%)



CALL FOR ENTRIES CRITERIA 2019

TRAVEL MARKETING TEAM OF THE YEAR

This category recognises achievement by an in-house marketing or PR team specifically working on marketing projects for the brand they work for.

Entries must include:

- A case study of a marketing project carried out during the judging period.
- Evidence of the tangible outcomes the marketing team has achieved for the brand during the judging period.
- Examples of how the team works with partners and suppliers, including agencies and media owners.
- Evidence of a strong team culture including innovation in recruitment and retention, focus on staff development, and delivering high performance outcomes.
- Please note: This category may be self-nominated or by a partner agency with the permission of the brand.
- Word count: 1,000

Scoring:

- Case study (40%)
- Culture (20%)
- Outcomes (20%)
- Partnerships (20%)

TRAVEL BRAND OF THE YEAR

This category seeks to recognise the travel brand that has made the biggest impact on the industry and the community through the year. It takes into account brand health, profitability, financial success, culture, growth and more, and also considers the contribution the brand is making towards the community.

This award is open to all brands within the travel industry no matter which part they are in.

Entries must include:

- A detailed account of how the brand has grown over the last 12-months across business, products and/or services, revenue (percentage based if actual figures are unavailable), staff and any other key sectors relevant to the specific business.
- Examples of a brand's contribution to the community throughout the year.
- Brief case studies of significant work done and results achieved.
- Testimonials from key staff and clients.
- Examples of how the brand promotes culture from within.
- Word count: 1,000

Scoring:

- Financial success (20%)
- Brand culture (10%)
- Brand growth (30%)
- Community contribution (10%)
- Testimonials (10%)
- Significant work (20%)



NOTES ON ENTRIES

The period being judged is the 12 months to February 2, 2019. Jurors will be drawn predominantly from the ranks of marketers. Jurors will not vote on entries in which they have a direct interest.

With the exception of the Publication of the Year category, entry is online only.

The entry website begins accepting entries on Monday, December 3, 2019. The closing date is Friday, February 1, 2019.

Late entries (with an additional fee) will be accepted until Friday, February 8, 2019.

The decision of the jury is final except where new information comes to light after judging, in which case a ruling may be made by Mumbrella. The jurors reserve the right to re-allocate an entry into a different category if they feel it is more appropriate to that category.

Where misleading information is supplied, regardless of intention, Mumbrella reserves the right to disqualify entries.

The scope of the awards covers teams based in, and activity conceived in, Australia and New Zealand.

Information contained in the entry may be used in the voiceover at the awards presentation, in the winners' brochure or elsewhere.

All finalists must have a representative available to collect the award at the Four Seasons Hotel in Sydney on the evening of April 11, 2019.

\$299 + GST per entry. An additional late entry fee of \$100 per entry is chargeable from February 2 to February 8, 2019.

All entry fees are non-refundable regardless of circumstance, including disqualification, withdrawal or the jury choosing not to shortlist.

Questions: Lauren Venablese; +61 (0)2 8296 0223
lauren@mumbrella.com.au

Entry is electronically, via the awards website.

Video - featuring the work only - should be via YouTube or Vimeo link. Video should be of the work in question only. Supporting material may also be uploaded although this may not be viewed at the shortlist stage.

Entries reasonably believed by the jury or Mumbrella to be scam - work created only to win awards - will be disqualified.