



Mumbrella
**TRAVEL
MARKETING**
Awards

**2025
CALL FOR ENTRIES**



2025 CALL FOR ENTRIES

Entries are now open for the 2025 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 Friday, June 13, 2025.

THE CATEGORIES

Best Use of Native or Content Marketing	>
Best Celebrity or Influencer Campaign	>
Best Brand Partnership	>
Best Use of Data	>
Award for Bravery and Innovation	>
Publication of the Year	>
Ad Campaign of the Year	>
PR Idea of the Year	>
Breakthrough Destination of the Year	>
PR Agency of the Year - Travel	>
Travel Marketing Team of the Year	>
Social Idea of the Year	>
Best Campaign with a Small Budget	>

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 such as 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%

BEST CELEBRITY OR INFLUENCER CAMPAIGN

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

A celebrity or influencer may be a 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 celebrity or influencer's own channels such as their social media accounts (Twitter/X, Instagram, etc.) or a blog or website to distribute the campaign and engage with the celebrity or influencer's own audience.

Entries must include:

- An outline of the objective, issue and insight
- Statistics on the outcome (include budgets / ROI)
- Images or videos of the solution
- **Word count: 1,000**

BEST BRAND PARTNERSHIP

This category seeks to recognise the best and most innovative brand partnerships in travel where marketing has played a key role.

Joint entries are required in that all brands involved must approve the entry. The jury does not wish to see more than one entry for a brand partnership.

A single brand or agency may submit the entry with written approval from the other parties involved.

Entries should outline the reason for the partnership, the challenges involved, the marketing strategy and campaigns that went into promoting the partnership and the results that followed for both/all brands.

It is important to note that the partnership may be one with history but the marketing strategy and resulting campaigns must have been within the allotted time frame for these awards.

Entries must include:

- The reason for the partnership and the history of it, if any
- Details of the marketing strategy and campaigns used for promotion
- Evidence of results
- **Word count: 1,000**



SCORING

Reasons for the partnership

20%

The strategy

20%

The work

30%

Results

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 (stating ROI)
- **Word count: 1,000**

SCORING

The brief and thinking

30%

The work

40%

Evidence of outcome

30%

AWARD FOR BRAVERY AND 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 login or access codes, if required. To be considered, the site(s) must be available for viewing between **June 27 - July 30, 2025**

- 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 to Tracey Lewis | Mumbrella Media, 41 Bridge Road, Glebe NSW 2037. Eight (8) copies of each are required
- **Word count: 1,000**

SCORING

Innovation
25%

Design
25%

Editorial approach
25%

Commercial success
25%

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. Be sure to state ROI.

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 (stating budgets / ROI)
- 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. Be sure to state ROI.

Entries must include:

- An explanation of the brief and the solution
- The results (stating budgets / ROI)
- **Word count: 1,000**

SCORING

The brief and thinking
30%

The work
40%

Evidence of outcome
30%

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%

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 corresponding 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%

Innovation

10%

Outcomes

20%

Revenue

10%

Culture

20%

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
- **Word count: 1,000**

Please note: This category may be self-nominated or by a partner agency with the permission of the brand

SCORING

Case study

40%

Culture

20%

Outcomes

20%

Partnerships

20%

SOCIAL IDEA OF THE YEAR

This category seeks to recognise the best social media idea on behalf of a brand, destination, event 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.

In no more than **500 words** please explain the brief and solution.

In no more than **500 words** please set out the results, including metrics where appropriate such as sales, traffic, coverage and brand awareness.

Multiple entries based on separate campaigns are permitted. Be sure to state budgets/ROI.



SCORING

The brief and thinking
30%

The work
40%

Evidence of outcome
30%

BEST CAMPAIGN WITH A SMALL BUDGET

This award recognises a campaign targeting a business or consumer audience to promote a brand or product, introduce a new product or service or connect a new audience with an existing product or service with a total budget of less than \$50,000 AUD (Excluding GST).

Entries must include:

Be sure to state ROI. Note: budget includes creative/ agency services, PR, media spend, talent, and production costs.

SCORING

Insight or idea
25%

Strategic solution
35%

Tactical highlights
15%

Results
25%

TERMS, CONDITIONS AND DETAILS

The closing date for entries is Friday June 13, 2025. Late entries will be accepted until midnight on Friday June 20, 2025.

All entries are to be submitted online on the event website;
<https://mumbrella.com.au/travelawards>

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

Delivery of Physical Copies

Entry deadlines are strict and final. If your physical copies are received after the closing date, your entry will be invalid. We are not able to offer exceptions or extensions, so please ensure your printed material reaches us before the final deadline.

Please address your physical copies to:

Mumbrella Travel Awards 2025
ATTN: Tracey Lewis
Mumbrella Media
41 Bridge Road, Glebe NSW 2037

Cost of entry:

Entries received by June 13 - \$409 + GST AUD per entry
Entries received by June 20 - \$509+ GST AUD per entry



Further Details:

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

Entries previously submitted to the Mumbrella Travel Marketing Awards cannot be re-submitted into this year's awards.

The jurors reserve the right to re-allocate an entry into another category if they feel it has been entered into an inappropriate category.

The jurors' decision is final unless new information comes to light after judging, in which case a ruling may be made by the organisers in consultation with jurors.

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

Word counts are strict. Mumbrella will disqualify entries that go over the word count for the category.

All information contained in the entry may be used in the voiceover at the awards presentation or published elsewhere.

Shortlisted candidates will be asked to provide additional content for the purpose of the awards presentation video if shortlisted.

At least one representative from a shortlisted company must be available on the awards night to collect the trophy if successful.

Questions:

Tracey Lewis

0423 876 826 or tlewis@mumbrella.com.au

The entry website begins accepting entries on Tuesday, April 8, 2025.

GOOD LUCK



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