



ENTRANT GUIDELINES

**CATEGORY 36 – MOST OUTSTANDING
MARKETING CAMPAIGN**

GALA DINNER & AWARDS PRESENTATION
Saturday 18th October 2025

CATEGORY 36 – MOST OUTSTANDING MARKETING CAMPAIGN

Please visit the ATIA website atia.travel/NTIA2025 to familiarise yourself with the Awards Stages, Judging Information and Key Dates.

STEP 1 – ENTRANTS TO SUBMIT A WRITTEN SUBMISSION

Key things to remember

- Your responses should relate to the qualifying period which is 01 July 2024 - 30 June 2025.
- The maximum score for each question is 10.
- Submission should focus on initiatives undertaken within the qualifying period and can address B2B and/or B2C campaigns or initiatives. Ideally these campaigns should target the Australian market or travel industry.

1. Provide a general overview of your marketing campaign or initiative? (400 words)

- Marketing Strategy
- Campaign objective/s e.g. increased awareness, customer engagement?
- Key message/s, target market/s and marketing channels adopted
- Range of co-ordinated activities.
- Was campaign either Australian centric, international or a regional campaign?

2. What was unique or innovative about your marketing campaign? (400 words)

- What is unique or fresh about your campaign?
- Why do you believe it stood out from mainstream industry marketing initiatives?
- How was it relevant to your target market/s? and how did it engage with its intended audience?

3. Explain how your marketing campaign promotes travel? (400 words)

- How did your campaign influence the audience to book travel?
- What was the key travel message?
- Did it promote direct or indirect business?
- How does it support the travel agency network?

4. Outline the results of your marketing campaign for the period.(400 words)

- What did your campaign achieve?
- Did it achieve objectives
- What was the ROI and/or KPIs
- Most effective and successful activities and why.

5. Please provide some examples of campaign elements and/or its results.

- There should be a maximum of 5 items of evidence that is consolidated into a zip file, and uploaded to the awards portal.
- Examples can include: charts and graphs, creative word, images.