



ENTRANT GUIDELINES

CATEGORY 36 - MOST OUTSTANDING MARKETING CAMPAIGN
(ATIA ACCREDITED AGENCY)

GALA DINNER & AWARDS PRESENTATION
Saturday 10th October 2026

Category 36 – Most Outstanding Marketing Campaign – ATIA Accredited Agency

STEP 1 - NOMINEES TO SUBMIT A WRITTEN SUBMISSION

Key things to remember

- Your responses should relate to the qualifying period which is 01 July 2025 - 30 June 2026.
- 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?

4. Describe the role of ATIA Accreditation in your marketing campaign. (400 words)

- How did the campaign communicate the value of booking through an ATIA Accredited Agency?
- In what ways did the campaign build trust and confidence in booking through your travel agency.

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

- What did your campaign achieve; did it achieve its objectives
- What was the ROI and/or KPIs
- What were the most effective and successful activities and why.

6. 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.

The logo for the Australian Travel Industry Association (ATIA) is centered on the page. It features the acronym "ATIA" in a large, bold, white, sans-serif font. Below the acronym, the full name "Australian Travel Industry Association" is written in a smaller, white, sans-serif font, arranged in two lines.

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