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**ENTRANT GUIDELINES**  
CATEGORY 36 – MOST OUTSTANDING  
MARKETING CAMPAIGN (SUPPLIER)

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GALA DINNER & AWARDS PRESENTATION  
Saturday 10th October 2026

## Category 36 – Most Outstanding Marketing Campaign (Supplier)

### **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)**

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

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

- What was 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?

#### **4. Describe how your campaign encourages travellers to book through an ATIA Accredited Agency and/or the travel agency network? (400 words)**

- How did the campaign drive bookings via the travel agency network?
- Were there any trade partnerships or agent-focused initiatives included in the campaign?

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

- What did your campaign achieve; did it achieve its objectives?
- What were the ROI and/or KPIs
- 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.

