



ENTRY CRITERIA

During the entry stage, you will be asked to submit the following information.

ALL AWARDS UNLESS LISTED BELOW

Brief

Please explain the brief for the project that you are entering. (200 words)

Rationale

Please describe the strategy that you applied to address the above brief – creative approach, methodology etc. (300 words)

Constraints

Please mention any constraints that impacted on your response to the brief – e.g. timescale for implementation, etc. (100 words)

Budget

Please indicate the budget for this project – and where applicable (and if known), the budget for the media spend. (50 words)

Results

Please explain the results – how did you measure success and assess the return on investment. Results should be quantitative and in context for example revenue YoY percentage change or sales YoY percentage change or directly attributable return on investment. Proof may be requested. NB: If the work was part of a global campaign, only the results relating to the UK market should be included. (250 words)

EXTRAORDINARY AWARD CATEGORY

Overview

Provide an overview of the activity (700 words)

Achievements

Provide a summary of achievements and/or results. (300 words)

Evidence

Provide evidence to back up your entry.



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TRAVEL BRAND OF THE YEAR

Brand Impact

What did your brand do to make an indelible mark during this period? (100 words)

Quality

Does the brand represent quality products and/or services? Does it have longevity? (200 words)

Reputation

How is the brand perceived by travel trade and/or consumers? (200 words)

Leadership

Is the brand a leader of the market in its sector? Does it lead in innovation? (200 words)

Distinction

How is the brand differentiated from competitors? Is it unique in its marketplace? (200 words)



BEST AGENCY OF 2021

Contribution

Examples of how your agency has contributed to the travel industry in 2021. (250 words)

Evidence

An overview of travel projects worked on in 2021. (creative files)

Summary

A summary of achievements in 2021 and the results. (250 words)

Reference

Client testimonial (minimum one)