



NTIA 2024

ENTRANT GUIDELINES
CATEGORY 35 – MOST OUTSTANDING
MARKETING CAMPAIGN

GALA DINNER & AWARDS PRESENTATION
Saturday 26th October 2024

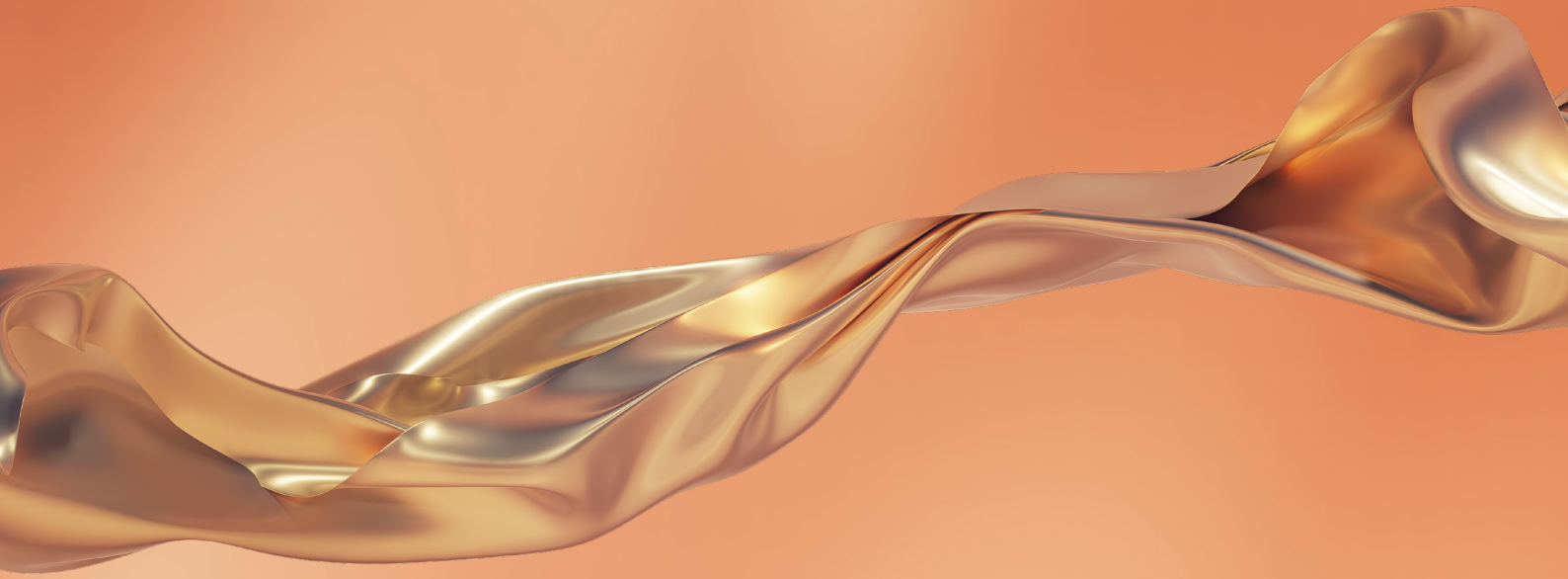
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Please visit the ATIA website atia.travel/NTIA2024 to familiarise yourself with the Awards Process, including the Key Dates and Nominee, Finalist and Winner Determination.

STEP 1 – ENTRANTS TO SUBMIT A WRITTEN SUBMISSION

The submission questions are as follows. Please ensure your responses relate to the qualifying period which is 01 July 2023 - 30 June 2024. The maximum score for each question is 10.

1. Provide a general overview of your marketing campaign, including campaign objectives, key messages, target markets and marketing channels. (400 words)
2. Outline your marketing goals, activities and return on investment for each activity e.g. open rate, click through, page views, sales generated, etc. What did your campaign achieve? (400 words)
3. What was unique or innovative about your marketing campaign? (400 words)
4. Explain how your marketing campaign promotes travel? (400 words)



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