



## CHAMPION OF RESILIENCE - MARKETING COMMUNICATIONS CATEGORY

Coverage: Active Member-Property of the HSMA, of good standing. One component of a COVID-19 recovery roadmap is to effectively re-connect the business with its clients and customers whose patronage may have been disrupted due to the pandemic. Marketing communications to reach these target markets (e.g. marketing campaigns, PR programs, social media communications and activities etc) launched from 23 March to 16 October 2020 may be covered within the award.

Examples would be initiatives/campaigns that engage the public/customers in staying safe, in helping others adapt to the new normal, in inspiring leisure travel bookings or group bookings post-COVID-19, in connecting a marketing message to a targeted subset of consumers especially to the loyal customer base, in providing reassuring information for regular and potential customers, among others.

### PART 1: CONTACT DETAILS

Instructions: It is important that active contact account details are indicated so that Organizers can reach you for further information, if needed.

INFORMATION	ENTRY	INFORMATION	NOMINATOR
Name of Property		Last Name, First Name, MI	
Name of Team Leader		Organization	
Position		Position	
Email Address		Email Address	
Mobile #		Mobile #	
Landline #		Landline #	
Names of Team Members		Position	



## PART 2: RELEVANT BACKGROUND INFORMATION ON THE ENTRY

Instructions: Please ensure that the correct title and details (including spelling) of the ENTRY is indicated as this will be used in the HSMA's permanent records.

INFORMATION	ENTRY			
Title of Campaign				
Date of Exposure (Please mark status with ✓)	From: To:	New	Revival	Sustaining
Name of Member Property				
Address of Member Property				

### MEDIA OR MARKETING CHANNELS USED

(Please mark box with ✓ as appropriate. Indicate Other Media in blank space.)

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Brochures         | <input type="checkbox"/> Direct Mail              | <input type="checkbox"/> Product Placement |
| <input type="checkbox"/> Newspaper Ads     | <input type="checkbox"/> Signage                  | <input type="checkbox"/> Internet          |
| <input type="checkbox"/> Magazine Ads      | <input type="checkbox"/> TV Commercials (Local)   | <input type="checkbox"/> Sponsorships      |
| <input type="checkbox"/> Radio Commercials | <input type="checkbox"/> TV Commercials (Foreign) | <input type="checkbox"/> Corporate Tie-ups |

Other Media \_\_\_\_\_



## PART 3: MARKETING COMMUNICATIONS CAMPAIGN

### 3.A. CAMPAIGN THEME

**Opportunity:** Cite specific turn-around/recovery opportunities identified as a springboard to revive patronage affected by the lockdown period. It may be rebooking of cancelled accounts, promotion of new services/facilities, tapping of new target markets, re-branding, forging tie-ups with external partners, launch of price promotions, or even positive/inspirational messages on resiliency amidst the COVID-19 pandemic.

**Focus:** Please explain why this specific program was selected to be featured in the COVID-19 Marketing Communications Campaign. What alternative options, if any, were considered?

**COVID19 Relevance:** Explain the key message of the Marketing Communications Campaign as it relates to the COVID-19 situation.

**Target Audience/Market:** Describe the target audience/market for the Marketing Communications Campaign and how/why the Campaign will appeal and encourage them to respond, despite the threat of COVID-19.

**Property Image:** Does the selected campaign sustain or deviate from the company's usual marketing communication programs? What is the projected impact on the established image of the property?

Weight: 30%

Maximum Words: 400



## PART 3: MARKETING COMMUNICATIONS CAMPAIGN

### 3.B. IMPLEMENTATION

**Medium:** What medium of Communication was/were selected to carry the campaign (e.g. direct, social media, print, broadcast, outdoor etc)? How is it appropriate in reaching target audience?

**Teamwork:** Which groups/departments in the property were involved in the implementation of the campaign? Briefly explain their roles towards the success of its implementation.

**Compliance:** Describe compliance of campaign mechanics and program implementation with relevant IATF/LGU regulations in operating within quarantine conditions.

**Networking:** Cite any tie-ups with external partners/other stakeholders in the campaign implementation.

**Issues & Concerns:** Describe problems encountered, if any, and actions done to resolve them.

Weight: 30%

Maximum Words: 400



## PART 3: MARKETING COMMUNICATIONS CAMPAIGN

### 3.C. RESULTS

**Actual Results:** Describe actual results with the launch of the Marketing Communications Campaign. Please quantify in terms of bookings, guests, sales volume, occupancy etc.

**Sustainability:** Based on experience, is the campaign sustainable – either in its original theme or with potential to evolve into spin-off programs/campaigns? Explain.

**Replicability:** Can the concept of the campaign be replicated by other properties to help/inspire them survive the COVID-19 pandemic too?

**Feedback/Response:** Please cite any customer/client feedback/testimonial on the campaign.

Weight: 30%

Maximum Words: 400



### 3.D. PRESENTATION

<b>Oral and visual presentations should show overall clarity of message, appeal to target market as well as generation of retention/recall of positive image for both the campaign and property.</b>	
Weight: 10%	Maximum Words: 400

### PART 4: DECLARATION

We hereby declare that the facts and accompanying information stated in this NOMINATION FORM FOR CHAMPION OF RESILIENCE - MARKETING COMMUNICATIONS, are true, correct and verifiable, to the best of our knowledge, and satisfy the eligibility criteria of the VIRTUS AWARDS.

If this nomination makes it into the SHORTLISTING of candidates for further evaluation, we consent to submit additional information which the HSMA Organizers and Judges may require. We understand that the information will be used by the Organizers and Judges in evaluating the Final Awardees and we consent to the use of such information for that purpose.

Finally, if selected as a Finalist or Award Recipient, we hereby authorize the release and use, in connection with the VIRTUS AWARDS for 2020 and henceforth, of our names, our Property's Name, non-financial information, photographs, video and audio recordings of us in any form of media and from whatever source.

\_\_\_\_\_  
Signature over Printed Name/NOMINATOR

\_\_\_\_\_  
Signature over Printed Name/NOMINEE

Date: \_\_\_\_\_

Date: \_\_\_\_\_