



# MARKETING CAMPAIGN OF THE YEAR CATEGORY

PLEASE ATTACH PHOTO:  
 - Business head shot  
 - Colored  
 - White Background

Coverage: Active Member-Properties of HSMA, of good standing, and who have/had active Marketing Campaign/s, using at least two (2) media or marketing channels, covering the **period 01 July 2022 to 30 June 2023**.

The world has seen dynamic changes in travel, recreation and celebration trends in the past three (3) years that pose to have long-term impact on a Member-Property’s existence. BEYOND THE BOTTOMLINE, it is important for a Member-Property to recognize, respond to, and embrace these changes to ensure its long-term business survival.

This Virtus Awards MARKETING CAMPAIGN for 2023 is a centerpiece program of a Member-Property. The marketing campaign may be newly launched, a revival of a previous campaign, a sustaining run of an existing campaign, or a fresh fusion of recent changes on recreation trends with existing campaigns. Specifically, the campaign is looking for strategies that demonstrate how a Member-Property has identified and successfully translated observed changes, if any, into features/programs/messages and/or medium that responds to current preferences and needs of old, new and future guests.

## PART 1: CONTACT DETAILS

Instructions: *It is important that active contact account details are indicated so that HSMA 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 Number		Mobile Number	
Landline Number		Landline Number	
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 HSMA's permanent records.

INFORMATION	ENTRY			
Title of Campaign				
Date of Exposure (Please mark status with ✓ )	From:	New	Revival	Sustaining
	To:			
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"/> Internet          |
| <input type="checkbox"/> Newspaper Ads     | <input type="checkbox"/> Signage                  | <input type="checkbox"/> Sponsorships      |
| <input type="checkbox"/> Magazine Ads      | <input type="checkbox"/> TV Commercials (Local)   | <input type="checkbox"/> Corporate Tie-ups |
| <input type="checkbox"/> Radio Commercials | <input type="checkbox"/> TV Commercials (Foreign) |  |
| <input type="checkbox"/> Social Media      | <input type="checkbox"/> Product Placement        |  |
| <input type="checkbox"/> Other Media _____ |   |  |

## PART 3: THE MARKETING CAMPAIGN

### 3.A. CAMPAIGN THEME, OBJECTIVES, CONTENT

**Opportunity:** BEYOND THE BOTTOMLINE calls for adaptability to change, for responsiveness to shifting preferences and needs, and for flexibility to future scenarios. One major factor is technological development that have shifted client preferences and needs in many aspects. For one, there is an increase in customer independence, which may pose as a challenge to marketing interventions. As an example, mobile booking, cashless transaction and longer stays due to “work from anywhere” arrangements have increased. Richer digital information has also unlocked myriad options and influenced changes in life priorities as well as the need for meaningful experiences by guests with families and friends for travel, recreation and celebration. What changes affecting our industry were observed, if any, and which ones posed to have serious effects on the Member-Property?

**Focus:** Please explain why this specific program was selected. How was it translated into a campaign theme/message/content?

**Target Audience/Market:** Describe the target audience/market for the Marketing Campaign and how/why the campaign appealed to them and/or encouraged them to respond.

**Property Image:** Did 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

### 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 the 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.

**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

### 3.C. RESULTS

**Actual Results:** Describe actual results with the launch of the Marketing 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:** What changes did it address and what other programs can it branch-out into - whether actual, in the pipeline or envisioned? Can the concept of the campaign be replicated by other properties to help/inspire them pursue breakthrough programs too?

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

Weight: 30%

Maximum Words: 400

### 3.D. PRESENTATION

**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 the property.**

Weight: 10%

Maximum Words: 400

## PART 4: DECLARATION

We hereby declare that the facts and accompanying information stated in this NOMINATION FORM for the MARKETING CAMPAIGN CATEGORY 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 the HSMA and the Judges may require. We understand that the information will be used by HSMA and the 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 2023 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.

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Signature over Printed Name/NOMINATOR

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Signature over Printed Name/NOMINEE

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DATE

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DATE