



19th Annual Manitoba Tourism Awards

MARKETING EXCELLENCE AWARD

The Marketing Excellence Award recognizes a traditional, digital, or social media marketing campaign that contributes to promoting Manitoba as a quality destination and demonstrates effectiveness in increasing tourism in and to Manitoba.

The recipient of the award will be a campaign that:

- Converts campaign expenditures into interest in Manitoba's tourism products and visitation;
- Attracts a significant amount of public/media awareness of Manitoba.

1. Describe the goals of the marketing campaign, including the target markets and any market research or analysis.
(20 points – 350 words/2200 characters max)

2. Describe the marketing campaign's execution, including key messages and activities. Include any innovative approaches or creative techniques. (30 points – 350 words/2200 characters max)



19th Annual Manitoba Tourism Awards

MARKETING EXCELLENCE AWARD

3. **Provide supporting documents that demonstrate the highlights of the campaign.** Please email documents as PDFs or JPEGs with this nomination form. (20 points)

4. What were the results of the campaign? Include specific performance measures (*e.g. quantified visitation increase; quantified revenue increase, quantified conversion of inquiries into visits, different results than in past campaigns, collaboration with other tourism partners, increase and improvement in social media performance, etc*) (30 points – 350 words/2200 characters max)



19th Annual Manitoba Tourism Awards

MARKETING EXCELLENCE AWARD NOMINATION FORM

Nominee *(please identify the individual, business, or organization being)*

Contact Name *(if not an individual)*

Address

City

Province

Postal Code

Phone

Email

Nomination submitted by:

Same as above *(self-nomination)*

Name

Company *(if applicable)*

Address

City

Province

Postal Code

Phone

Email

Yes, the nominee is aware of and accepts this nomination

Send completed nomination form, 2 photos and logo (if applicable) to awards@travelmanitoba.com before noon (CST), Thursday, June 15, 2017.

If you have any questions regarding the Manitoba Tourism Awards please email Samantha Bason at sbason@travelmanitoba.com, or call 1-800-665-0040.