



HOSPITALITY
AWARDS

BEST
ADVERTISING
CAMPAIGN

XI

Rendez-vous le 15 novembre 2010
Save the date: November 15th 2010
InterContinental Paris Le Grand
www.hospitalityawards.com

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BEST ADVERTISING CAMPAIGN

This Award will be attributed to distinguish a communication campaign developed by a hotel group or a brand for its domestic and/or international market. It may include various communication tools: TV spots, radio, magazines, displays, Internet... The campaigns will be evaluated according to three complementary criteria:

1. Originality and relevance of the message, regarding the target and the corporate image (increase the visibility, change the image, launch of a new product or service...)
2. Innovation regarding the tools applied and the communication approach and major assets of the campaign
3. Measurable efficiency of the campaign on the company's image and economic results

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DESCRIPTION

Name of the campaign and definition of the strategy in a few lines (year of launching)

What is the nature of the communication campaign: general public, institutional, internal communication for the staff....?

What are the innovative aspects and the major assets of this campaign?

What are the major targets (customer segments, age groups, socio-professional categories, etc.)?

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QUALITY AND SCOPE OF THE CAMPAIGN

- How long did it take to create the campaign?
- How was the strategy determined (market reports, survey, etc.)?
- Was the campaign tested before its actual launching, and how?
- What media channels were used to promote the image or the products of the brand or hotel group? and how? (television, radio, posters, magazines, Internet, other)
- Was this campaign managed internally or produced by a specialised agency?
- Which agency was used?
- What is the scope of the campaign (national, regional, global)?
- What is the anticipated duration of the campaign?
- What is the budget allocated to this campaign?

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PERFORMANCES

- Estimation of the number of customers, current and potential, that have been or will be reached by this campaign:
- Are you able to assess the results and the impact of the campaign in terms of brand or hotel group recognition, business performance, other...
- Did you reach the specific objectives? (please detail)
- Do you intend to extend this campaign? In what form?

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INFORMATION

Please feel free to attach any additional information or document to this questionnaire that you believe would be useful (TV ads, DVD, ads, posters, press file, etc.) and mail them with your candidacy file.

Please try not to go above 20 slides. It is important to include some pictures (your presentation might be broadcasted during the ceremony).

A one-minute film presenting your project is highly recommended. The finalists will be asked to provide a one-minute film which will be broadcasted during the ceremony.

Please note that a high-resolution logo of your brand (Illustrator vector) is required.

Submission deadline is September 17, 2010

For any further information, please contact us
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