



## Submission Deadline **15 AUGUST 2024**

The judges will be looking for clear objectives, creative and effective implementation and tangible and demonstrable results in the campaign award categories.

They will also consider the structure, presentation and clarity of each entry.

The written summary component of entries should not exceed **800 words** in total and should relate to work undertaken between **1 August 2023 – 31 July 2024**.

In addition, entrants will be able to upload **supporting documents, information, images and video** to the nomination portal once registration is complete.

Each entry must include information under the following headings:

- **Total budget (not for publication) & objectives**
- **Target audience & strategy**
- **Implementation & creativity**
- **Results & evaluation**

## CAMPAIGNS & MARKETING

### 1. Best Campaign of the Year – Airport

Honours the most outstanding, multi-faceted marketing or promotional campaign launched by an airport in the past year. The winning campaign should demonstrate exceptional creativity, strategic thinking, and measurable success in driving awareness, engagement, and positive sentiment around the airport brand.

### 2. Best Campaign of the Year – Brand

Honours the travel retail brand that has launched the most outstanding, multi-faceted marketing or promotional campaign in the past year. The winning campaign should demonstrate exceptional creativity, strategic thinking, and measurable success in driving brand awareness, engagement, and sales among airport and travel retail consumers.

### 3. Best Campaign of the Year – Food & Beverage Operator

Honours the outstanding marketing or promotional campaign launched by a food and beverage operator within the travel retail and airport environment. The winning campaign should demonstrate exceptional creativity, strategic thinking, and measurable success in driving consumer engagement, sales, and brand awareness for the operator's culinary offerings.

### 4. Best Campaign of the Year – Retailer

Honours the outstanding marketing or promotional campaign launched by a retailer within the travel retail and airport environment. The winning campaign should demonstrate exceptional creativity, strategic thinking, and measurable success in driving consumer engagement, sales, and brand awareness for the retailer's products and offerings.

### 5. Best Collaborative Campaign of the Year

Recognises a campaign that demonstrates exemplary collaboration between multiple stakeholders and/or organisations. It should showcase effective teamwork, synergy and shared goals. The winning campaign will exhibit seamless integration of resources, expertise and efforts, resulting in a cohesive and impactful campaign that exceeds expectations.

### 6. Best Digitally Led Event of the Year

Recognises the most innovative, successful event or experience that was primarily delivered through digital channels within the travel retail and airport environment. The winning entry should demonstrate excellence in leveraging digital technologies, platforms, and content to engage travellers in a compelling, memorable way.

### 7. Best Environmental, Social, and Governance (ESG) Campaign of the Year – Airport

Honours the most impactful, innovative, and strategically aligned Environmental, Social, and Governance (ESG) campaign launched by an airport in the past year. The winning campaign should demonstrate a comprehensive, authentic, and measurable commitment to driving positive environmental, social, and governance impacts through the airport's operations, partnerships, and engagement with travellers.

### 8. Best Environmental, Social, and Governance (ESG) Campaign of the Year – Brand

Honours the most impactful, innovative, and strategically aligned Environmental, Social, and Governance (ESG) campaign launched by a brand in the travel retail and airport environment. The winning campaign should demonstrate a comprehensive, authentic, and measurable commitment to driving positive environmental, social, and governance impacts through the brand's operations, partnerships, and engagement with travellers.

### 9. Best Environmental, Social, and Governance (ESG) Campaign of the Year – Food & Beverage Operator

Honours the most impactful, innovative, and strategically aligned Environmental, Social, and Governance (ESG) campaign launched by a food and beverage operator within the travel retail and airport environment. The winning campaign should demonstrate a comprehensive, authentic, and measurable commitment to driving positive environmental, social, and governance impacts through the operator's operations, partnerships, and engagement with travellers.

### 10. Best Environmental, Social, and Governance (ESG) Campaign of the Year – Retailer

Honours the most impactful, innovative, and strategically aligned Environmental, Social, and Governance (ESG) campaign launched by a retailer within the travel retail and airport environment. The winning campaign should demonstrate a comprehensive, authentic, and measurable commitment to driving positive environmental, social, and governance impacts through the retailer's operations, partnerships, and engagement with travellers.

### 11. Best Influencer/KOL-led Campaign of the Year

Recognises the campaign that has leveraged the impact of influencers or Key Opinion Leaders (KOLs) to effectively promote a brand, initiative or offer, driving engagement and awareness. It should demonstrate strategic selection, authentic partnerships and impactful collaborations. The winning campaign will showcase measurable results, such as increased brand visibility, engagement and credibility, driven by the influence and expertise of the chosen influencers or KOLs.

### 12. Best Omnichannel Campaign or Strategy of the Year

Commends a campaign that seamlessly integrates multiple channels to deliver a consistent and personalised customer experience. It should demonstrate a comprehensive understanding of customer journeys, effective use of data, and seamless cross-channel integration. The winning strategy will drive engagement, conversion, and loyalty by effectively leveraging each touchpoint throughout the customer's journey.

### 13. Best OOH Campaign In-Terminal of the Year

Celebrates an outstanding advertising campaign that effectively utilises in-terminal media to engage and captivate audiences. It should demonstrate creative use of physical spaces, impactful messaging, and a deep understanding of the airport or terminal environment. The winning campaign will leave a lasting impression on travellers, effectively promoting the brand or message.

### 14. Best OOH Campaign Out of Terminal of the Year

Recognises a compelling advertising campaign that creatively utilises outdoor media beyond airport terminals. It should demonstrate effective placement, eye-catching visuals, and impactful messaging that resonates with the target audience along the travel journey. The winning campaign will successfully capture attention, generate brand awareness, and drive engagement outside of the terminal environment.

### 15. Best Use of Native Content of the Year

Recognises a campaign that successfully implements native content to engage and connect with the target audience. It should demonstrate strategic targeting, compelling storytelling, and seamless integration within the platform. The winning campaign will showcase measurable results, such as increased reach, engagement, and conversion, driven by effective native content strategies.

### 16. Best Use of Video of the Year – Airport

Recognises the most compelling, innovative, and impactful video content produced and published by an airport in the past year. The winning video should effectively convey a message, tell a story, or showcase an experience within a limited duration, demonstrating exceptional creativity in its visual execution, storytelling, and ability to capture the attention and imagination of travellers.

### 17. Best Use of Video of the Year – Brand

Recognises the most compelling, innovative, and impactful video content produced and published by a brand within the travel retail and airport environment in the past year. The winning video should effectively convey a message, tell a story, or showcase a product/service experience within a limited duration, demonstrating exceptional creativity in its visual execution, storytelling, and ability to capture the attention and imagination of travellers.

### 18. Best Use of Video of the Year – Food & Beverage Operator

Recognises the most compelling, innovative, and impactful video content produced and published by a food & beverage operator in the past year. The winning video should effectively convey a message, tell a story, or showcase an experience within a limited duration, demonstrating exceptional creativity in its visual execution, storytelling, and ability to capture the attention and imagination of travellers.

### 19. Best Use of Video of the Year – Retailer

Recognises the most compelling, innovative, and impactful video content produced and published by a retailer in the past year. The winning video should effectively convey a message, tell a story, or showcase an experience within a limited duration, demonstrating exceptional creativity in its visual execution, storytelling, and ability to capture the attention and imagination of travellers.

### 20. Small Budget Campaign of the Year – Spend under US\$50k

Recognises an outstanding campaign that achieves remarkable results despite limited financial resources, with a spend under US\$50k. It should demonstrate strategic resource allocation, creative problem-solving, and effective execution. The winning campaign will showcase exceptional ROI, innovation, and a creative approach that maximises impact within budget constraints.

### 21. Best Use of AI of the Year

Recognises the most innovative, impactful, and strategically aligned application of artificial intelligence (AI) technology by a company or organisation within the travel retail and airport environment. The winning submission should demonstrate how AI has been leveraged to enhance the passenger experience, optimise operations, drive business outcomes, or solve complex challenges in a novel and effective manner.

## BEST OVERALL USE OF SOCIAL & DIGITAL MEDIA

### 22. Best Overall Use of Social & Digital Media of the Year – Airport

Recognises the airport that has demonstrated the most innovative, strategic, and impactful use of social and digital media platforms to engage with travellers, build brand awareness, and drive desired business outcomes over the past year. The winning airport will have seamlessly integrated social and digital media into its overall marketing and communication efforts, leveraging a diverse range of channels, content formats, and engagement tactics to effectively reach, connect with, and influence its target audiences.

### 23. Best Overall Use of Social & Digital Media of the Year – Brand

Recognises the brand that has demonstrated the most innovative, strategic, and impactful use of social and digital media platforms to engage with travellers, build brand awareness, and drive desired business outcomes within the travel retail environment over the past year. The winning brand will have seamlessly integrated social and digital media into its overall marketing and communication efforts, leveraging a diverse range of channels, content formats, and engagement tactics to effectively reach, connect with, and influence its target audiences.

### 24. Best Overall Use of Social & Digital Media of the Year – Food & Beverage Operator

Recognises the food & beverage operator that has demonstrated the most innovative, strategic, and impactful use of social and digital media platforms to engage with travellers, build brand awareness, and drive desired business outcomes over the past year. The winning food & beverage operator will have seamlessly integrated social and digital media into its overall marketing and communication efforts, leveraging a diverse range of channels, content formats, and engagement tactics to effectively reach, connect with, and influence its target audiences.

### 25. Best Overall Use of Social & Digital Media of the Year – Retailer

Recognises the retailer that has demonstrated the most innovative, strategic, and impactful use of social and digital media platforms to engage with travellers, build brand awareness, and drive desired business outcomes over the past year. The winning retailer will have seamlessly integrated social and digital media into its overall marketing and communication efforts, leveraging a diverse range of channels, content formats, and engagement tactics to effectively reach, connect with, and influence its target audiences.

## PLATFORMS

### 26. Best Use of Instagram of the Year

Acknowledges a campaign or strategy that effectively harnesses the power of Instagram to engage and connect with the target audience. It should demonstrate compelling visual storytelling, strategic use of hashtags and captions, and effective engagement tactics. The winning entry will showcase measurable results, creativity and a strong brand presence on the platform.

### 27. Best Use of LinkedIn of the Year

Highlights a campaign or initiative that effectively leverages the professional networking platform to achieve strategic objectives. It should demonstrate impactful content, strong thought leadership, and successful engagement with the LinkedIn community. The winning entry will showcase measurable results, innovative strategies, and a clear understanding of the platform's audience and capabilities.

### 28. Best Use of TikTok/Douyin of the Year

Recognises a campaign or strategy that harnesses the viral power and creative potential of TikTok/Douyin to engage and captivate audiences. It should demonstrate innovative content creation, effective use of trends and challenges, and authentic brand representation. The winning entry will showcase measurable results, cultural relevance, and a strong connection with the platform's user base.

### 29. Best Use of WeChat of the Year

Recognises a campaign or strategy that effectively utilises the multifunctional capabilities of WeChat to engage and connect with the target audience. It should demonstrate innovative use of WeChat features, strategic content delivery, and successful community engagement. The winning entry will showcase measurable results, creativity, and a deep understanding of WeChat's ecosystem and user behaviour.

## PEOPLE

### 30. Digital Agency of the Year:

Recognises the agency that has delivered the most innovative, impactful, and transformative work for its clients within the travel retail and airport environment over the past year. The winning agency will have demonstrated a deep understanding of the unique challenges and opportunities that exist in the travel retail industry, as well as a proven track record of driving tangible business results for its clients through the strategic and creative application of digital solutions.

### 31. Digital In-House Team of the Year

Recognises the in-house digital team that has demonstrated the most outstanding performance, innovation, and strategic impact in driving their organisation's digital transformation within the travel retail and airport environment over the past year. The winning in-house digital team will have played a pivotal role in enabling their organisation to harness the full potential of digital technologies and channels to enhance the passenger experience, optimise operations, and achieve their overarching business objectives.

### 32. Digital Disrupter of the Year

Recognises the organisation that has had the most significant disruptive impact on the travel retail and airport industry through the innovative application of digital solutions over the past year. The winning "Digital Disrupter" will have introduced a groundbreaking digital product, service, or business model that has challenged the status quo, pushed the boundaries of what's possible, and driven meaningful, positive change for travel retailers, airports, and/or passengers.