



Your Prosperity is Our Business  
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## TOURISM INDUSTRY MARKETING AWARD 2017

This award recognizes a tourism business or organization that has implemented an innovative marketing or promotional idea that incorporates a digital strategy and has contributed to the success of the business and has positively impacted the tourism industry in New Brunswick.

### **NOMINATION**

Companies or organizations may be nominated by an industry partner or may self-nominate.

### **ENTRY REQUIREMENTS**

1. The business is eligible if it has been established and operating for at least 12 months prior to March 31<sup>st</sup>, 2017.
2. Achievements or activities being entered must have been completed and fully implemented within the past 12 months.
3. Entrants must be based or operate in New Brunswick. National companies can submit if their corporate headquarters are located in New Brunswick.
4. If at any time following submission of an entry, the business being put forward goes into administration, voluntary receivership, liquidation or bankruptcy, it will be ineligible for an award.

**NOMINATIONS WILL BE ACCEPTED UNTIL APRIL 28, 2017 AT 4:30PM**

## **NOMINATION QUESTIONS**

PLEASE ANSWER EACH QUESTION. MAXIMUM LENGTH IS 250 WORDS PER QUESTION.

### **1. OVERVIEW OF THE ORGANIZATION AND THE INITIATIVE (10 points)**

- Provide a general overview of the business or organization. Include a brief history of its operation; summarize its vision, key objectives and key achievements. (5 points)
- Describe the marketing initiative. Be sure to identify what is unique, distinctive, and exciting about the initiative with emphasis on the digital component utilized – what sets it apart? Include the budget for the initiative. (5 points)

### **2. RESEARCH/PLANNING (30 points)**

- What led to this initiative? What research and analysis was done, and how was the information used? (10 points)
- What are the goals and objectives of the marketing initiative? (15 points)
- What is the target market for this initiative? (5 points)

### **3. EXECUTION (30 points)**

- Describe the tactics and execution of the marketing initiative with emphasis on the digital component. (20 points)
- Give two or three examples of challenges or obstacles encountered in the execution of the initiative and explain how each was responded to. (10 points)

### **4. RESULTS (30 points)**

- What were the results of the initiative and did they meet or exceed the objectives? Provide specific measurable results such as financial results, digital statistics, customer/visitor satisfaction surveys, visitation, inquiries, testimonials, or operational efficiencies/improvements. Be sure to tie the results to the objectives. (15 points)
- What sets the marketing initiative apart from competitors or from similar marketing initiatives? What was unique about the digital component? (10 points)
- List two to three ways in which the initiative will be improved or expanded. Ensure one references an online component. (5 points)

**TOURISM INDUSTRY MARKETING  
AWARD NOMINATION FORM  
INFORMATION ABOUT THE NOMINEE**

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

**INFORMATION ABOUT THE NOMINATOR**

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

PLEASE ATTACH OTHER REQUESTED INFORMATION AND MATERIAL.

SUBMISSIONS MAY BE SENT BY **MAIL, FAX OR EMAIL** TO:

**TIANB AWARDS SELECTION COMMITTEE  
500 BEAVERBROOK COURT, SUITE 300  
FREDERICTON, NB E3B 5X4  
EMAIL: [shelley@tianb.com](mailto:shelley@tianb.com)  
FAX: (506) 459-3634**

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