

HMA Hotel Marketing Awards 2020/21

Introduction

The 26th Hotel Marketing Awards will recognise the best practice in Marketing in the UK hotel industry, as well as the best young marketing talent, as they have always done. But in these strange times we have revamped the categories to reflect what is relevant in 2020. Award categories are still as relevant to independent hotels as they are to branded chain hotels and groups, and entry is still free, thanks to the generosity of our sponsors. We embrace Marketing in its broadest sense, so we are happy to receive entries that vary from say an internal campaign, to a brand loyalty programme, from an email campaign for your restaurant to an SEO project, from a print-based activity for your spa to a multi-channel campaign for the chain or from a seasonal special event to a year-long activity PR campaign. You don't need to be a member of the HMA to enter and we are happy to receive entries from agencies, so long as they have secured formal agreement from their client. You can also enter a campaign or activity in as many categories as it is relevant to.

What is Marketing Best Practice?

There are specific criteria for each award category (see below), but in addition **every entry** will be judged on the following:

- Relevance to target market / audience and the specific market in which you operate.
- Creativity that makes you stand out from your competitors.
- A strategy that has been clearly thought through and developed.
- Objectives that are quantifiable, meaningful and measurable. Think SMART.
- A budget that is cleverly used and generates a good ROI.
- Use of the most relevant Marketing channels.
- Innovative ideas.
- Authenticity, not gimmicks!

How to Enter

The procedure for entering is very straightforward.

Read the descriptions below to ascertain which categories you will be entering, paying particular attention to the criteria against which entries will be judged.

Please fill out the correct entry form at the end of this document, noting that it is the same for all categories except the 2 Young Marketer categories, each of which have a specific form.

Complete all sections on the entry form, which include Marketing Objectives (SMART), Target Market / Audience, Summary of Approach taken, Results and a statement as to why the entry is a worthy winner. Also include links to all creative materials.

For Young Marketer of the Year you will be required to submit a Manager's Nomination, a Candidate Statement, the candidate's CV and details of campaigns

they have worked on, including links to relevant materials. For Agency Marketer of the Year a Client Nomination will also be required.

Then simply email your entry to awards@hotelmarketingassociation.com by 8th February 2021.

All entries will be acknowledged, and you will be advised approximately 2 weeks prior to the Awards Ceremony if your entry has been shortlisted. In these uncertain times, please bear with us regarding when, where and how this ceremony will take place.

Entrants and their campaigns must be UK-based and activities must have taken place during 2020. These awards are for hotels, but we also welcome entries from conference centres, wedding venues, hotel-based restaurants and spas, restaurants and spas with bedrooms, hostels, serviced apartments, student accommodation, hotel chains, consortia and individual hotels, as well as agencies representing any of these.

Entrants for either Young Marketer of the Year categories must be aged 30 or under on 31st December 2020 and currently working full-time in the UK either for a business, as described above, or for an agency where their main clients are in the above sectors.

Terms & Conditions

The content of entries will be treated in the strictest of confidence, and shared only with judging panels on that basis.

Judging panels will not comprise people who have an interest in any of the entries, nor represent competitors.

By entering the awards you give us permission to use any of the submitted creative materials in Social Media, once winners have been announced. You also allow us to use entries as the basis for HMA blog articles, once winners have been announced. BUT none of the statistics provided will be used without your express permission.

Category	Best Partnership Marketing sponsored by For-Sight
Relevant Marketing Activities	A campaign in which an outside third party played an important part in the marketing approach. There should be clear benefits to the incorporation of a partner, be it brand enhancement, reaching a wider audience, generating a larger budget, greater creativity or simply added value.
What Judges will be looking for	A match of brand values and genuine synergy. A campaign that stands out and sets you apart from competitors. Tangible benefits to the hotel from the partnership. *SMART objectives*

Category	Best Customer &/or Employee Engagement
Relevant Marketing Activities	Any campaign which used marketing to engage with customers or your team to foster a sense of belonging and loyalty in these uncertain times.

What Judges will be looking for	Appropriateness of message and channel use, especially previously un-used channels. Evidence of audience response & involvement. Empathy. *SMART objectives*
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Category	Best Innovation sponsored by Profitroom
Relevant Marketing Activities	Any innovation inspired by lockdown and the 'new-normal' which enhanced your brand and it's positioning in the market place or generated revenues in ways not previously used e.g. gift vouchers, take-away meals.
What Judges will be looking for	Evidence of rising to the tough challenges of 2020 with an innovation which was then marketed appropriately and generated revenues accordingly. *SMART objectives*

Category	Best Local Community Activities sponsored by Noetic
Relevant Marketing Activities	Any marketing communications that reinforced your hotel's position at the heart of the local community & potentially encouraged others to do likewise.
What Judges will be looking for	Evidence of you embracing, supporting, encouraging and engaging with your local community, businesses and charities. *SMART objectives*

Category	Best Social Media Campaign sponsored by Umi Digital
Relevant Marketing Activities	Social Media encompasses so many different platforms. This may be just use of one channel for one campaign, or it could be an on-going multi-channel approach. It may be use of a never-previously-used platform, with extraordinary results. It may have required no budget (just time) or it could have been your main marketing expense in 2020.
What Judges will be looking for	Best use of the most appropriate channels in the most creative way, with synergy between them, producing tangible, measurable benefits to your brand and revenue. Creativity, innovation and standing out from the crowd! Understanding of the most relevant channels to your audience. Genuine engagement with your audiences. *SMART objectives*

Category	Young Marketer of the Year sponsored by Revinate
Who can enter?	Anyone aged 30 or under on 31 st December 2020 currently working full-time in the UK hotel industry or for an accommodation-provider.
What Judges will be looking for	More than just the individual's achievements so far, but their contribution to the hotel industry, their on-going desire to learn and innovate in marketing and their understanding and embracing of the ever-changing marketing channels, data

	and tools available to them. Evidence of working well within a team and with the appropriate agencies. Understanding of SMART objectives.
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Category	Agency Young Marketer of the Year
Relevant Marketing Activities	Anyone aged 30 or under on 31 st December 2020 currently working full-time for a marketing, PR or other creative / media agency, whose main client is a UK hotel or accommodation provider.
What Judges will be looking for	Evidence of the individual's understanding of the hotel industry and of them leading campaigns that were both creative and successful for their client. Ability to think strategically, to work with SMART objectives, to analyse data & to innovate. A supporting statement from a client endorsing their professionalism and the positive contribution they have made to their business. Understanding of SMART objectives.

Document Two

HMA Hotel Marketing Awards 2020/21 Entry Form

Please complete all sections.

When saving the file, please name with 'HMA Awards 21 _ (Award Category)_(Company name)' and email to awards@hotelmaretingassociation.com by 8th February 2021 putting 'HMA Awards 21 + award category name + company name' in the subject line.

Category criteria are clearly explained here (link to Document One)

All activities must have taken place in the UK in 2020.

Please see Terms & Conditions at the end of the document.

Award Category	
Campaign Name	
Company / Hotel Name	
Contact Details	
Name of person submitting entry	
Position	
Company	
Email address	
Phone Number	
Agency Used (if appropriate)	
Lead Agency Account Manager	
Email address	
Phone Number	
Marketing Objectives	
Target Markets / Audience	
Summary of Approach Taken	

Results
Statement as to why this is a worthy winner
Links to Supporting Materials

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Marketing activities must have been created in the UK & appeared in the UK in 2020.

Entrants must be based in the UK.

If an entry has been shortlisted for an award the person who submitted the award will be advised at least 2 weeks prior to the award ceremony, but winners will not be advised until the ceremony itself.

The judges retain the right not to make an award in a category if they believe entries fail to represent best practice.

No feedback can be given on individual entries.

Document Three

HMA Hotel Marketing Awards 2020/21 Entry Form

Use for Young Marketer of the Year and Agency Young Marketer of the Year

Please complete all sections.

When saving the file, please name with 'HMA Awards 21 _ (Award Category)_(Candidate's name)' and email to awards@hotelmarketingassociation.com by 8th February 2021 putting 'HMA Awards 21 + award category name + candidate's name' in the subject line.

Category criteria are clearly explained here ([link to Document One](#))

Candidates must be based in the UK, in full-time employment and aged 30 years or under on 31st December 2020.

Please see Terms & Conditions at the end of the document.

Award Category	
Candidate	
Candidate's Name	
Candidate Job Title	
Candidate Email address	
Candidate Phone Number	
Candidate Date of Birth	
Hotel / Brand / Agency Name	
Nominating Manager	
Name	
Position	
Company	
Email address	
Phone Number	
Nominating Manager's Statement	
Candidate's Statement	
Client's Statement (for Agency Young Marketer of the Year)	

Major Achievements of Candidate in 2020
Evidence of Candidate's Commitment to Marketing
Links to Supporting Materials (must include Candidate CV)

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Candidates must be based in the UK and aged 30 years or under on 31st December 2020.

If an entry has been shortlisted for an award the person who submitted the award will be advised at least 2 weeks prior to the award ceremony, but winners will not be advised until the ceremony itself.

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