

HMA Hotel Marketing Awards 2021/22

Introduction

The 27th HMA Hotel Marketing Awards will recognise & celebrate Marketing Best Practice in the UK hotel industry, as well as the best young marketing talent. The various categories of award reflect what is current in hotel marketing and are totally inclusive, in that we welcome entries from independent hotels, no matter how small, branded chain hotels and groups, no matter how large and you don't need to be a member of the HMA to enter. An agency may also submit an entry so long as they have secured formal agreement from their client. Entry is free, thanks to the generosity of our sponsors and we provide support with any queries you may have about submitting an entry.

The awards embrace Marketing in its broadest sense, so we welcome entries that vary from say an internal campaign, to a brand loyalty programme, from an email campaign for your restaurant to a paid-for social media campaign for staycations, 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 PR campaign. You can enter a campaign or activity in as many categories as it is relevant to and submit as many entries as you wish.

What is Marketing Best Practice?

There are specific criteria for each award category, 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.

Download an Entry Form, 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 5pm on 31st January 2022.

All entries will be acknowledged, and you will be advised approximately 2 weeks prior to the Awards Ceremony if your entry has been shortlisted.

Terms & Conditions

Entrants and their campaigns must be UK-based and activities must have taken place during 2021. 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 2021 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.

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
Relevant Marketing Activities	A campaign in which an outside third party played a significant 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 Website
Relevant Marketing Activities	This may be a new or re-vamped website or even one that is constantly evolving to stay current and relevant, in both its approach and its content. It may be for a hotel, a group of hotels or even just one market segment e.g. weddings.
What Judges will be looking for	The website should provide an excellent user experience on all devices, preferably with evidence that this is regularly monitored. Data and analytics that demonstrate the performance of the website and its achievement or specific goals, especially with regard to bookings. Authentic, creative & engaging content to capture the visitor's attention. Activities that drive traffic to the site, whether paid-for or organic.

Category	Best Food & Beverage Marketing
Relevant Marketing Activities	This may be aimed at in-house guests or be external marketing. It may be a restaurant or bar launch, a rebranding activity, an initiative within the F&B offering, a seasonal campaign, a tactical campaign, a fully integrated campaign across several outlets or marketing aimed at a niche market e.g. vegan..
What Judges will be looking for	Innovation and creativity in both the ideas and the execution, which stand out from the competition. Clear brand identity for all outlets. Engaging, authentic content and quality photography. Identification of the target audience and thus use of the most relevant channels. Results-based objectives. *SMART objectives*

Category	Best Meeting & Events Marketing
Relevant Marketing Activities	This may be marketing that reaches specific M&E targets e.g. Weddings, hybrid events, exhibitions, conferences etc or it may be innovative ways to promote revenue generation from your meeting space. The activities may just use one channel or approach e.g. PR, or may be multi-faceted campaigns. They may incorporate marketing partners or segment-specific events.
What Judges will be looking for	Creativity and relevance to the specific target audience and your brand values. An approach that really stands out in this highly competitive, diverse and long-suffering segment. Demonstration of an understanding of the needs of bookers. Bookings-based results. *SMART objectives*

Category	Best Leisure or Staycation Marketing
Relevant Marketing Activities	This may be for just one leisure component of the business e.g. spa, golf, gym or it may be aimed at the very relevant UK staycation market. The activities may incorporate destination marketing and may include a relevant partner or even other hotels. It may be tactical, or it may focus on the long-term positioning & success of your brand in this market.
What Judges will be looking for	Leisure is about experiences and memories, so judges will be looking for a full understanding and incorporation of this concept. A quality creative execution that is in itself memorable and focussed on your target market. Use of channels and approaches relevant to your audience. Innovations that stand out from your competitors. An execution that makes them want to visit your hotel! *SMART objectives*

Category	Best Social Media Campaign (Paid-for or Organic)
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 or a PR campaign. It may have required no budget (just time) or it could have been your main marketing expense in 2021.
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, authenticity 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
Who can enter?	Anyone aged 30 or under on 31 st December 2021 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.

Category	Agency Young Marketer of the Year
Relevant Marketing Activities	Anyone aged 30 or under on 31 st December 2021 currently working full-time for a marketing, PR, digital or other creative / media agency, whose main client is a UK hotel or accommodation provider.
What Judges will be looking for	<p>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.</p> <p>A supporting statement from a client endorsing their professionalism and the positive contribution they have made to their business.</p> <p>Understanding of SMART objectives.</p>

HMA Hotel Marketing Awards 2021/22 Entry Form

Please complete all sections.

When saving the file, please name with 'HMA Awards 21 _ (Award Category)_(Company name)' and email to awards@hotelmarketingassociation.com by 5pm 31st January 2022 putting 'HMA Awards 21 + award category name + company name' in the subject line.

All activities must have taken place in the UK in 2021.

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 2021.

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.

HMA Hotel Marketing Awards 2021/22 Entry Form

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 5pm 31st January 2022 putting 'HMA Awards 21 + award category name + candidate's name' in the subject line.

Candidates must be based in the UK, in full-time employment and aged 30 years or under on 31st December 2021.

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 2021	

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

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