

14. THE RICHARD POWER AWARD FOR TOURISM MARKETING & CAMPAIGNS

CATEGORY QUESTIONS

DESCRIPTOR

This category recognises creativity and innovation in the promotion of tourism products, services and/or destinations. The focus can be for a specific singular or ongoing campaign or ongoing integrated marketing approach delivering innovative marketing/campaigns that supports the promotion of the tourism industry.

This category is open to digital enterprises, Regional Tourism Organisations, Local Tourist Associations, Visitor Information Centres, Online Travel Agents, local government and marketing alliances. This is not for individual tourism products.

WORD COUNT

Word Count Minimum of 4000 words, maximum of 7500 words

SCORE SUMMARY

Submission Score	50 points
Digital Review Score	0 points
Consumer Review	0 points
Site Visit	0 points
TOTAL	50 points

SUBMISSION SCORE BREAKDOWN

SECTION 1. OVERVIEW OF BUSINESS	5 POINTS
• Question 1.1	(5 points)
SECTION 2. CAMPAIGN PLANNING	25 POINTS
• Question 2.1	(10 points)
• Question 2.2	(5 points)
• Question 2.3	(10 points)

SECTION 3. CAMPAIGN DEVELOPMENT & RESULTS

20 POINTS

- Question 3.1 (10 points)
- Question 3.2 (10 points)
- Question 3.3 (5 points)

SECTION 4. FINAL REMARKS

- Final Remarks

SUMMARY OF QUESTIONS

SECTION 1. OVERVIEW OF BUSINESS

- Question 1.1 A. Provide an overview of your organisation and the tourism marketing/campaign
- B. Provide visual evidence to support your answer.

SECTION 2. CAMPAIGN PLANNING

- Question 2.1 A. Provide the rationale for the development of the tourism marketing/campaign and how it fits within the organisations broader marketing objectives.
- B. Provide visual evidence to support your answer.
- Question 2.2 A. Provide an overview of the campaigns target market/s.
- B. Provide visual evidence to support your answer.
- Question 2.3 A. Outline the market research and analysis used to inform the development of the tourism marketing/campaign.
- B. Provide visual evidence to support your answer.

SECTION 3. CAMPAIGN DEVELOPMENT & RESULTS

- Question 3.1 A. Demonstrate the approach to the development of the marketing creative.
- B. Provide visual evidence to support your answer.
- Question 3.2 A. Provide 3-5 examples of the tactics used to support the overall marketing/campaign objective.
- B. Provide visual evidence to support your answer.

Question 3.3 A. How does the marketing campaign integrate with the local, regional, or state tourism industry to stimulate economic activity?

B. Provide visual evidence to support your answer.

SECTION 4. CAMPAIGN RESULTS

Question 4.1 A. Demonstrate the results of your marketing/campaign

B. Provide visual evidence to support your answer.

SECTION 5. FINAL REMARKS

Final Remarks

RESPONSE GUIDE

SECTION 1. OVERVIEW OF BUSINESS

5 POINTS

Question 1.1

5 points

Question 1.1.A Provide an overview of your organisation and the tourism marketing/campaign.

(text box response)

Response Guidance

Provide an introduction to the organisation and short summary the tourism marketing/campaign to introduce the concept and the aim of the campaign to the judges.

Describe the various stakeholders who worked together on the campaign, the various roles and the collective strengths and reasons for participating (if applicable).

Include details about the destination environment at the time the marketing/campaign was developed. This will set the scene for Q2A.

Highlight the marketing/campaign’s points of difference and what makes it stand out from others.

Ensure you demonstrate your eligibility for this category as related to the descriptor and clearly outline why the marketing/campaign should be considered for an award.

The judges may not be familiar with the business or destination – your submission may be judged nationally and could have judges that are not from your state/territory. Therefore, explain everything from the ground up.

Question 1.1.B Provide visual evidence to support your answer.

File Name	Description of Evidence (up to 10 words)	Evidence Attachment
		Attachment
		Attachment
		Attachment

Response Guidance

This is where you can include images to support your answer in Q1.1. Examples of the type of evidence you can include are:

- *Images of products/services within the destination that are featured in the marketing/campaign.*
- *Map of destination etc.*

Do not include any documents (plans, procedures, policies etc.).

SECTION 2. CAMPAIGN PLANNING

10 POINTS

Question 2.1.

10 points

Question 2.1.A Provide the rationale for the development of the tourism marketing/campaign and how it fits within the organisations broader marketing objectives.

Text box response

Response Guidance

The judges are looking to understand why the marketing/campaign was developed e.g., was it for awareness, acquisition, retention, growth or other reason. Expand on the reasoning as to why it was needed e.g., if it was for product awareness why was greater awareness of the product/region needed?

Explain how the marketing/campaign will support the organisations overall marketing strategy. If a collective is entering, consider how the marketing /campaign will support the individual business' marketing strategies or local/regional strategies in place.

To assist in demonstrating the rationale, include what the objectives were for the marketing/campaign.

Ensure that the response relates to tourism.

Question 2.1.B Provide visual evidence to support your answer.

File Name	Description of Evidence (up to 10 words)	Evidence Attachment
		Attachment
		Attachment
		Attachment

Response Guidance

This is where you can include images to support your answer in Q2.1.A Examples of the type of evidence you can include are:

- Infographic highlighting key rationale for growth e.g. graph of declining visitor numbers.
- A map demonstrating where awareness of the brand may be low in specific areas.
- An image of any product or service that is featured within the campaign.

Do not include any documents (plans, procedures, policies etc.).

Question 2.2

5 points

Question 2.2.A Outline the market research and analysis used to inform the development of the tourism marketing/campaign.

Text box response

Response Guidance

This question focuses on the research and analysis of the marketing/campaign. In follow up questions the outcome of the research and analysis will be shared more broadly.

Outline the research stage/s of the marketing/campaign. Show the judges the depth of research undertaken from primary and secondary sources to support the development of your concept.

Outline other considerations that were researched for the marketing/campaign, e.g., audience, seasonality, availability, competition, market dynamics, market trends.

It is important to focus your response here to the research and analysis, not the outcomes. For example, the business may have conducted demographic research to understand its current visitors. Analysing this data helped identify the target market for the campaign. This question is not asking for a description of the target market itself but rather the research methods used to determine it.

Ensure to include the research undertaken for the target market and to determine that campaign is suitable to the target market and their characteristics.

Question 2.2.B Provide visual evidence to support your answer.

File Name	Description of Evidence (up to 10 words)	Evidence Attachment
		Attachment
		Attachment
		Attachment

Response Guidance

This is where you can include images to support your answer in Q2.2.A Examples of the type of evidence you can include are:

- *Infographic demonstrating market share by competitors.*
- *A graph showing changing market trends or dynamics.*

Do not include any documents (plans, procedures, policies etc.).

Question 2.3

5 points

Question 2.3.A Provide an overview of the campaigns target market/s.

Provide a brief introduction into the target market/s chosen for the campaign.

EXAMPLE

Name of Target Market: -----	
<p>What stage is the target market in for the business/destination? <i>Identify if this is Primary Market, Secondary Market, Growth Market or Emerging Market.</i></p>	(tick box)
<p>Target market characteristics <i>Describe the target market i.e. who are they, where are they from, age, behaviours and motivations.</i></p>	
<p>How does the campaign aim to meet the expectations of this target market? <i>Demonstrate how you have tailored the campaign to the target market.</i></p>	
<p>What research has been undertaken to confirm this campaign will appeal to the target market? <i>Describe the research or analysis undertaken to determine that campaign is suitable to the target market and their characteristics.</i></p>	

Response Guidance

Provide up to 3 markets.

A **target market** is a specific group of potential customers that a business directs its marketing efforts and products towards.

Identify the various characteristics such as demographics, psychographics, geographic location, and buying behaviour of the selected target market.

Demonstrate how the business tailors its products/service/visitor experience to effectively reach and engage the target market.

(?) Target Market Characteristics

For the target market characteristics, consider the following:

- **Geographic – Where they are:** Where the people live or visit
- **Demographic – Who they are:** Their age, family size, income, or lifestyle, such as families, retirees, or holidaymakers.
- **Psychographic – What they care about:** What they enjoy, believe in, or value, like being active, spending time outdoors, or supporting local businesses.
- **Behavioural – What they do, how they act:** e.g. like hiring bikes, exploring the area, or looking for fun activities.
- **Motivations – What drives them, why they do things:** e.g. like wanting to have family adventures, stay healthy, or trying something new.

(?) Meeting the expectations of a target market

Demonstrate the business’s understanding of the target market’s needs, preferences, and behaviours, and how the business has tailored its products, services or experiences to meet these needs.

2.3.B Provide visual evidence to support your answer.

File Name	Description of Evidence (up to 10 words)	Evidence Attachment
		Attachment
		Attachment
		Attachment

Provide evidence to support your response. For example:

- An image of the target market
- An infographic e.g. graph, demonstrating the market characteristics

SECTION 3. CAMPAIGN DEVELOPMENT & RESULTS **25 POINTS**

Question 3.1 **10 points**

Question 3.1.A Demonstrate the approach to the development of the marketing creative.

Provide information on the approach to the development of the marketing creative.

Response Guidance

This is an opportunity to showcase a business's strategic thinking in the creative process.

Consider how the marketing creative was developed to align with business objectives, engage the target audience, and drive results.

This could include:

- *How market research, audience insights, and competitor analysis informed the creative approach.*
- *How the creative concept was developed to reflect the brand identity, values, and key messaging.*
- *If storytelling was a key element, outline how it was crafted to build emotional connections and enhance brand recall.*
- *Detail the involvement of internal teams, agencies, designers, and copywriters in the creative development process.*
- *If co-creation with stakeholders, customers, or local communities played a role, highlight this as a point of difference.*
- *Showcase any unique techniques, visual styles, or messaging strategies that set the creative apart.*

3.1.B Provide visual evidence to support your answer.

File Name	Description of Evidence (up to 10 words)	Evidence Attachment
		<i>Attachment</i>
		<i>Attachment</i>
		<i>Attachment</i>

Provide evidence to support your response. For example:

- An image or video of the marketing creative or tactics
- An infographic e.g. budget breakdown in percentages

Question 3.2

10 points

Question 3.2.A Provide 3-5 examples of the tactics used to support the overall marketing/campaign objective.

EXAMPLE

Campaign/Marketing Activity/Tactic	
Description <i>Provide an overview of the activity/tactic</i>	
Tarket Market/s <i>As per one identified in Q3.1.</i>	
Brief for development What were they key messages or unique selling proposition this activity/tactic aimed to convey?	
Specific objective/goal of the activity/tactic? Clearly state the primary aim of this activity/tactic.	
Percentage of Budget <i>Identify the percentage of the campaign budget that was put towards the activity/tactic.</i>	
Measurement and evaluation methods <i>Identify the measures that tracked the success of the activity/tactic for your specified target market and what the results were.</i>	
Results <i>What were the media, consumer awareness and visitation results?</i>	

Response Guidance

Provide 3-5 campaign activities/tactic examples.

(?) Description

Provide an overview of the activity/tactic

(?) Target Market/s

Identify which of the markets identified in Q2.1. the activity/tactics aimed to reach.

(?) Brief for development

What were the key messages or unique selling proposition this activity/tactic aimed to convey?

(?) Specific objective/goal of the activity/tactic?

Clearly state the primary aim of this activity/tactic.

(?) Percentage of Budget

Identify the percentage of the campaign budget that was put towards the activity/tactic.

(?) Measurement and evaluation

Identify the measures that tracked the success of the activity/tactic for your specified target market.

These should be measurable goals such as engagement rate, website traffic, conversion rate, or return on investment (ROI).

Consider what avenues were used to track the results e.g. website analytics, social media insights, email marketing metrics, paid ad reports, media coverage, search performance etc. and what the key performance indicators were for the activity/tactics success.

(?) Results

Demonstrate how you converted the interest generated from the marketing /campaign into visitation to the region. Compare the results relative to existing visitor numbers to the destination, product/s or experience/s featured.

Where a complete set of results are not yet available, detail what you do know and outline your expectations for success based on what you have seen so far.

Remember, the results should relate back to the objectives and goals of the marketing/campaign outlined in previous questions.

If providing a snapshot of data within your image allocation, ensure you provide an analysis and/or interpretation of this, rather than leaving it to the judges to decipher.

The success of a marketing campaign can be measured using different key performance indicators (KPIs) depending on the campaign's objectives. Common measures include:

- *Brand Awareness*
 - *Increase in website traffic*
 - *Growth in social media followers and engagement*
 - *Brand mentions and media coverage*
 - *Search volume for brand-related keywords*
- *Audience Engagement*
 - *Social media likes, comments, shares, and saves*
 - *Video views and watch time*
 - *Email open and click-through rates*
 - *Blog post views and time spent on page*
- *Lead Generation*
 - *Number of new email subscribers*
 - *Sign-ups for webinars, free trials, or downloads*
 - *Cost per lead (CPL)*
 - *Conversion rate of leads to customers*
- *Customer Acquisition & Sales*
 - *Total revenue generated*
 - *Number of new customers acquired*
 - *Customer acquisition cost (CAC)*
 - *E-commerce conversion rate*
- *Return on Investment (ROI)*
 - *Total revenue vs. marketing spend*
 - *Cost per acquisition (CPA)*
 - *Customer lifetime value (CLV) compared to acquisition cost*
- *Customer Retention & Loyalty*
 - *Repeat purchase rate*
 - *Net Promoter Score (NPS)*
 - *Customer churn rate*
 - *Loyalty program engagement*
- *Website Performance*
 - *Bounce rate*
 - *Pages per session*

- Average session duration
- Click-through rate (CTR) on landing pages
- Paid Advertising Performance
 - Cost per click (CPC)
 - Return on ad spend (ROAS)
 - Ad impressions and click-through rate
 - Conversion rate from paid ads

3.2.B Provide visual evidence to support your answer.

File Name	Description of Evidence (up to 10 words)	Evidence Attachment
		Attachment
		Attachment
		Attachment

Provide evidence to support your response. For example:

- An image or video of the marketing creative or tactics
- An infographic e.g. budget breakdown in percentages

Question 3.3

5 points

Question 3.3.A How does the marketing campaign integrate with the local, regional, or state tourism industry to stimulate economic activity?

Provide an overview of the businesses approach to integrating with the local, regional or state tourism industry.

Destination:	Select one - Local, Regional, State
How does the marketing campaign support the profile and appeal of the destination?	
How does the marketing campaign align with destination tourism strategies?	

<p>How does the marketing campaign stimulate economic activity for the destination?</p>	
--	--

Response Guidance

(?) Profile and appeal of Destination

Provide examples of the positive impact the marketing campaign has on the destination’s appeal to visitors.

(?) Alignment with Destination Strategies

Provide an insight into how the marketing campaign supports and aligns with destination tourism strategies e.g., local government economic development plans.

(?) Economic Activity

Use measurable data from the qualifying period to demonstrate how the marketing/campaign has contributed to the destination’s economy.

Consider, for example, an increase in visitor numbers, economic spend, awareness, job creation, new skills learned by the locals and permanent infrastructure that is a positive for the local community.

3.3.B Provide visual evidence to support your answer.

File Name	Description of Evidence (up to 10 words)	Evidence Attachment
		Attachment
		Attachment
		Attachment

Provide evidence to support your response. For example:

- *Destination images demonstrating*
- *An infographic e.g. graph demonstrating economic activity such as job creation*

SECTION 4. FINAL REMARKS**0 POINTS**

In 100 words or less, provide any final remarks as to why the business should be considered as a winner in its chosen category.

(text box)

Response Guidance

Make this a personal response to close out the submission.