

2016

RUBY AWARDS

PRESENTED BY:



SPONSORED BY:



RECOGNIZING UNCOMMON **BRILLIANCE** IN
THE **TRAVEL & TOURISM** INDUSTRY

Presented at the Ohio Conference on Travel • Oct. 26-28, 2016

Hilton Columbus/Easton

RUBY Awards Luncheon • Thursday, Oct. 27

We invite you to enter the RUBY (Recognizing Uncommon Brilliance) Awards competition. The RUBY Awards honor those who have found the most innovative ways to market their destinations or services.

ELIGIBILITY

The competition is open to all Ohio travel and tourism businesses and organizations. All entries must have appeared, aired or been published **for the first time between Aug. 31, 2015 and Aug. 31, 2016**. There is no limit to the number of entries. Entries must not have been entered in any previous RUBY Award competition.

Entries may be submitted by Ohio travel and tourism organizations, advertising agencies, public relations firms or any other type of communications professional. If an entry is submitted by an agency, the entry must be submitted in the name of the tourism business or organization for which the work was performed. Only original work may be submitted. All awards, as determined by the judges, are final.



ENTRY PROCESS & GUIDELINES:

ONLINE ENTRY SUBMISSION: RUBY Awards can be submitted online! OTA encourages all entries to be made through the online submission process. Online entries may be supported by up to 10 files or links to the entry. Please submit the minimum number of files necessary to support your entry.

To submit your entry online visit: www.ohiotravel.org/rubyawards

OFFICIAL SUMMARY FORM. Complete the summary form one time, listing each entry. Be sure the names of the entrant and the advertiser/client are typed as they are to appear on the award.

If submitting by mail, please use the provided forms and type your answers. Additional entry forms are available at ohiotravel.org/rubyawards.

Entries must:

1. meet all eligibility requirements
2. be submitted in the correct category
3. include a completed entry form for each entry, and one summary form for the overall business or organization
4. conform to submission requirements
5. conform to all copyright laws

Judges are comprised of marketing, advertising and public relations professionals.



RECOGNIZING UNCOMMON BRILLIANCE
IN THE TRAVEL & TOURISM INDUSTRY

WHAT THE JUDGES ARE SEEKING...

JUDGES WILL SCORE AN ENTRY BASED ON THE FOLLOWING CRITERIA:

RELEVANCE (Objective)

What is the communications or marketing objective of the entry? Does it reflect a targeted approach directed to an audience's needs and interests?

FOCUS (Strategy)

Is there instant recognition that "there is something here for me"? This is the five-second test!

DIFFERENTIATION (Strategy)

Does the entry clearly separate itself from the competition? Does the entry clearly state advantages of its proposition?

ACTION (Execution)

How well did the entry ask for the sale? Is there obvious communication of "what to do" once the message strikes home? How well does it promote the service or product?

BREAKTHROUGH (Result)

How well did the entry meet the objective (if applicable)? If results can't be determined as of yet, are there preliminary results or a plan to measure? Did the entry have stopping power?

ENTRY FEES:

OTA Members – \$10 Initial Entry Fee + \$40 Per Entry

Nonmembers – \$35 Initial Entry Fee + \$55 Per Entry

Entry fees are payable online by credit card or by check. Please make checks payable to the Ohio Travel Association. Entry fee must be received by submission deadline, Aug. 31, 2016. All entries become the property of OTA.

DEADLINE:

All entries and fees must be submitted online or postmarked by Wednesday, Aug. 31, 2016. Mail entries to: Ohio Travel Association, 130 East Chestnut Street, Suite 301, Columbus, OH 43215. OTA will not pay shipping fees.

FOR MORE INFORMATION:

Beatrice Mitchell, Ohio Travel Association
800-896-4682 or beatrice@ohiotravel.org

Visit the Ohio Travel Association website at
www.ohiotravel.org/rubyawards

AWARDS:

RUBY Awards will be given at the discretion of the judges. One (1) RUBY Award may be given in each category. Judges will break all ties. Citation of Excellence Awards will be given when merited in each category. Finalists will be notified in September, and winners will be honored at the RUBY Awards luncheon Thursday, Oct. 27 at the Hilton Columbus/Easton during the Ohio Conference on Travel.

ENTRY SUBMISSION:

Entries not prepared according to guidelines will be disqualified. All entries must be submitted in digital format.

Accepted file formats: pdf, doc, mp3, wma, mpg, flv, avi, jpg, jpeg, png, gif.

Accepted Mail-in Entry Mediums: CD/DVD, USB/Flash Drive.

Print-Based Marketing Categories (1-5) require both a physical submission of material and a digital file. The physical submission must be postmarked by Aug. 31, 2016. Please, do not mount.

Marketing Campaign entries should include representative pictures of any physical items (*cups, key-chains, tote bags, etc*).

Describe the execution of these items thoroughly on the online entry form. Please do **not mail promotional items to the OTA office.**

Any promotional items that are mailed to OTA will not be presented to the judges.

THE CATEGORIES

Print-Based Marketing Categories:

1. Guide/Planner

This category includes visitor guides, group tour planners and meeting planners that are seven pages or more. Please submit one copy of materials according to guidelines under Entry Submission on previous page.

2. Brochure

This category includes all other printed materials less than seven pages. Please submit one copy of materials according to guidelines under Entry Submission on previous page.

3. Newsletter

This category includes newsletters developed and mailed to clients. Please submit a minimum of three separate issues in hard copy form following guidelines detailed under Entry Submission on previous page.

4. Annual Report

Please submit one copy of an annual report according to guidelines under Entry Submission on previous page.

5. Direct Mail/Free Standing Insert

This category includes single direct mail promotional pieces, multiple direct mail pieces designed around one theme, and single promotional pieces designed as free standing inserts/supplement of multiple piece efforts designed around one theme. Please submit one copy of the direct mail piece or pieces following guidelines under Entry Submission on previous page.

Marketing Campaigns, Advertisements, & Video Categories:

6. Marketing Campaign

This category includes promotional campaigns that use more than one medium, such as a mix of direct mail, digital, print, etc. Please use guidelines under Entry Submission on previous page.

7. Print Advertisement

This category includes newspaper, magazine, outdoor or other advertisements. It includes ads of four color or less than four color. It may be a single ad or a campaign designed around one theme. Please submit one ad or ad series.

8. Radio Advertisement

Please submit radio advertisements online.

9. Television Advertisement

Please submit television advertisements online.

10. Promotional Video

Please submit video entries online.

Web-Based Marketing Categories:

11. Website

If you are not submitting online, please send the URL along with your entry materials to Beatrice@ohiotravel.org

12. Digital Campaign

This category includes the use of innovative digital communication channels and creative. If you are not submitting online, please send URLs and images, along with your entry materials, to Beatrice@ohiotravel.org

13. E-Newsletter

Please submit at least three issues. If you are not submitting online, please submit your entry materials and links to your materials to Beatrice@ohiotravel.org

14. Blog

Judges will be looking at design, writing, engagement levels and topics. If you are not submitting online, please submit the blog link along with your entry materials to Beatrice@ohiotravel.org.

15. Social Media Campaign

This category includes a campaign using social networking sites. If not submitting online, please submit URLs and entry materials to Beatrice@ohiotravel.org.

16. Mobile Applications

Judges will use their own mobile devices to view the mobile application as submitted. Please submit a URL to provide a direct link to download. If not submitting online, please submit your entry materials and download URL to Beatrice@ohiotravel.org.

QUESTIONS?

Call 800-896-4682 or 614-572-1931 ext. 3 (Tuesdays- Thursdays) or e-mail:
Beatrice@ohiotravel.org



Ohio Travel
ASSOCIATION

Ohio
Magazine



2016 OFFICIAL ENTRY FORM

PLEASE USE ONE FORM FOR EACH ENTRY

CONTACT INFO

Contact Name

Tourism-Related Business or Organization

ENTRY TITLE:

CATEGORY NAME AND #:

Name (as it would appear on the awards)

Link to Entry URL: _____

PROVIDE A SUMMARY FOR EACH OF THE FOLLOWING:

Please see RUBY Awards program guidelines for specific descriptions of judges' criteria.

Relevance (Objectives): _____

Focus and Differentiation (Strategy): _____

Action (Execution): _____

Breakthrough (Results): _____



Please send this form and entry to:

RUBY AWARDS

c/o Ohio Travel Association
130 East Chestnut Street, Suite 301
Columbus, Ohio 43215



Questions: Call Beatrice Mitchell, 800-896-4682 (Tuesdays-Thursdays), or email beatrice@ohiotravel.org



2016 OFFICIAL SUMMARY FORM

Contact Name

Company

Address

City

State

Zip

Phone

Fax

Entry

MARKETING BUDGET

***** RUBY awards are presented annually to recognize uncommon brilliance in marketing efforts. To be more equitable in placing entries into budget categories this year, we are changing the budget categories to reflect marketing budgets instead of overall organization or business budgets. Attractions or hotels, for example, dedicate a much smaller percentage of their overall budget to marketing and a higher percentage to operations. Please indicate your marketing budget dedicated to creative and placement.

0 - \$50,000

\$50,001 - \$200,000

\$200,001 or above

PAYMENT INFO:

Cost

- OTA Members: \$10 Initial Entry Fee + \$40 Per Entry
- Nonmembers: \$35 Initial Entry Fee + \$55 Per Entry

Deadlines for entry

- Mail-in Entry: Postmarked by Aug. 31, 2016
- Online Entry: Submitted by 11:59 p.m. Aug. 31, 2016

**** Payment must be received with entry. Please make checks payable to Ohio Travel Association.

Total amount \$ _____ Total number of entries _____

Credit Card payment: (check one): Visa ___ MasterCard ___ AMEX ___ Discover ___

Card Number

Exp. Date

Sec. Code

Name on Card

Signature

Billing Address



Please send this form and entry to:
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c/o Ohio Travel Association
130 East Chestnut Street, Suite 301
Columbus, Ohio 43215



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You may photocopy this form or print it from the OTA web site at www.ohiotravel.org