

2015

RUBY AWARDS

PRESENTED BY:



Ohio Travel
ASSOCIATION

SPONSORED BY:

Ohio
Magazine

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

Presented at the Ohio Conference on Tourism • Nov. 16-18, 2015

Hilton Columbus/Polaris

RUBY Awards Luncheon • Nov. 17

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. 29, 2014 and Aug. 31, 2015. 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: <http://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.

DELEGATES CHOICE AWARD

Delegates attending the 2015 Ohio Conference on Tourism will vote for the recipient of the Delegates Choice Award from the finalists on display. The Delegates Choice Award is presented at the RUBY Awards Luncheon sponsored by *Ohio Magazine*.



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IN THE TRAVEL & TOURISM INDUSTRY**

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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, values 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 versus any other options?

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, 2015. All entries become the property of OTA.

DEADLINE:

All entries and fees must be submitted online or postmarked by Monday, Aug. 31, 2015. 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 web site 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 on Nov. 17 at the Hilton Columbus/Polaris during the Ohio Conference on Tourism.

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, 2015. 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 or e-mail: Beatrice@ohiotravel.org



Ohio Travel
ASSOCIATION

Ohio
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2015 OFFICIAL SUMMARY FORM

Contact Name _____

Company _____

Address _____

City _____

State _____

Zip _____

Phone _____

Fax _____

Entry _____

OPERATING BUDGET

☐ below \$500,000

☐ \$500,000 to \$1,000,000

☐ more than \$1,000,000

PAYMENT INFO

Deadlines for entry:

Mail-in Entry: Postmarked by Aug. 31, 2015

Online Entry: Submitted by 11:59 p.m. Aug. 31, 2015

Cost:

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

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

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:



Ohio Travel
ASSOCIATION

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

Ohio
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Questions: Call Beatrice Mitchell, 800-896-4682, or email Beatrice@ohiotravel.org

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



2015 OFFICIAL ENTRY FORM

PLEASE USE ONE FORM FOR EACH ENTRY

CONTACT INFO

Contact Name

Tourism-Related Business or Organization

ENTRY TITLE:

CATEGORY NAME AND #:

1. _____

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): _____



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