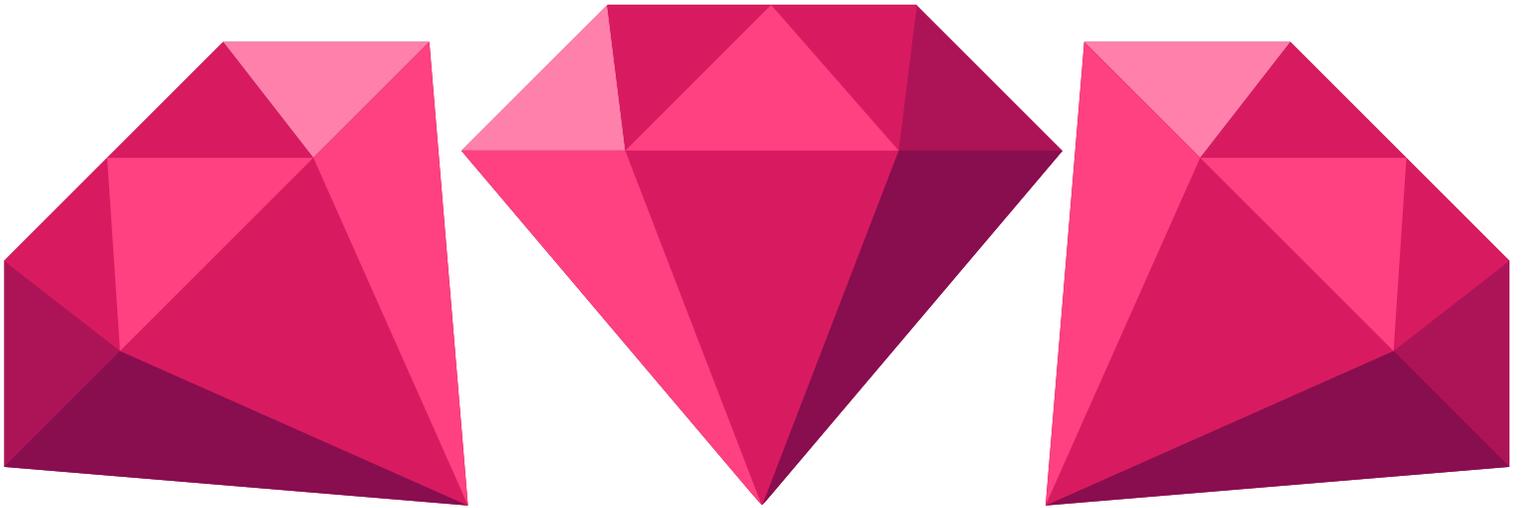


2021

# RUBY AWARDS



## INSTRUCTIONS

Presented at the Ohio Conference on Travel - Oct. 6 - 8, 2021

Cherry Valley Hotel - Newark, Ohio

RUBY Awards Luncheon - Thursday, Oct. 7

Presented by:

Sponsored by:



**Ohio Travel**  
ASSOCIATION

**Ohio**  
Magazine

RECOGNIZING UNCOMMON BRILLIANCE  
YEARLY IN THE TRAVEL INDUSTRY

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**We invite you to enter the RUBY (Recognizing Uncommon Brilliance Yearly) Awards competition.**

The RUBY Awards honor those who have found the most innovative ways to market their destinations, attractions, museums, restaurants, hotels or other travel-related businesses.

## **ELIGIBILITY**

The competition is open to all Ohio travel businesses and organizations. All entries must have appeared, aired or been published **for the first time between January 21, 2020 and July 19, 2021**. 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 organizations, advertising agencies, public relations firms or any other type of communications professional. If an entry is submitted by a third-party, the entry must be submitted in the name of the travel 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**

The completed RUBY Awards nomination form must be submitted via email to Kelly Florian (kflorian@ohiotravel.org). Entries may be supported by up to 10 links of supporting material with shelf lives of at least **Nov. 1, 2021**. Please submit the minimum number of files necessary to support your entry.

Entries not prepared per guidelines will be disqualified. All entries must be submitted in digital format. We prefer linkable URLs be included on entry forms. If you must send attachments, accepted file formats: pdf, doc, mp3, wma, mpg, avi, jpg, jpeg, png and gif.

## **ENTRIES MUST:**

- **Meet all eligibility requirements**
- **Be submitted in the correct category**
- **Include a completed entry form for each entry and one summary form for the overall business or organization**
- **Conform to submission requirements**
- **Conform to all copyright laws**

Judges are selected by the RUBY Awards Committee and represent marketing, advertising and public relations professionals from throughout the midwest. Judges are not assigned to categories if they have a conflict of interest.

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## WHAT THE JUDGES ARE SEEKING

Judges score each entry on concept, creativity and results. Each entry will be awarded up to 25 points in each category based on its ability to address the following:

### CONCEPT

What is the communications or marketing objective of the entry, and is the entry focused on delivering results? Who is the target audience, and how has the entry addressed a need? Did the entry have an appropriate call to action?

### CREATIVITY

Does the entry stand out from the crowd? Was it well executed? Does it inspire the audience? Does it have stopping power?

### RESULTS

How well did the entry perform? If results can't be determined yet, what are preliminary results? What is your plan to measure effectiveness? Don't skip this section! It's often where entries lose points.

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### ENTRY FEES:

**OTA Members** – \$35 Per Entry

**Non-Members** – \$50 Per Entry

Entry fees are payable online by credit card or by check. Please make checks payable to the Ohio Travel Association and send to P.O. Box 189, Pickerington, OH 43147.

**DEADLINE:** Entries are due **Friday, Aug. 20, 2021**. Late entries will be accepted through Friday, Aug. 27 with an additional \$15 late fee for each entry. No entries will be accepted after Aug. 27.

**FOR MORE INFORMATION:** Kelly Florian, Ohio Travel Association, [kflorian@ohiotravel.org](mailto:kflorian@ohiotravel.org)

**AWARDS:** RUBY Awards are given at the discretion of the judges. Three (3) RUBY Awards may be given in each category according to marketing budget level. Citation of Excellence certificates will be given when merited in each category budget level. Finalists will be notified in late-September, and winners will be honored at the RUBY Awards luncheon Thursday, Oct. 7 at Cherry Valley Hotel in Newark during the 2021 Ohio Conference on Travel. Finalists receive Certificates of Achievement.

**PROMOTIONAL ITEMS:** Integrated marketing campaigns that include physical items (cups, key chains, tote bags, etc.) should include representative pictures of any physical items. Be sure to explain intent and distribution of these items on entry forms. **Please do not mail promotional items to OTA.**

\*OTA reserves the right to move any entry into a category that best fits the submitted entry.

# CATEGORIES

- 1. Travel Guides and Planners:** This category includes visitor guides, group tour planners, meeting planners and other communications tools to inspire or assist travelers. These are not brochures, and entries must be at least eight pages or more. Please submit one electronic copy or link to materials per guidelines under Entry Process and Guidelines on page two.
- 2. Brochures:** This category includes all other printed materials less than eight pages. Please submit one electronic copy or link to materials per guidelines under Entry Process and Guidelines on page two.
- 3. Newsletter and Email Marketing Campaigns:** This category includes newsletters, e-newsletters and email campaigns, all intended to keep a consistent flow of communication to stakeholders or a B2C audience. Please submit a minimum of three separate issues as either links or pdf form.
- 4. Annual Report:** This could be any format with the purpose of providing updates on your business or a community.
- 5. Targeted Marketing or Sales Materials:** 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 electronic copy or link to materials per guidelines under Entry Process and Guidelines on page two.
- 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 submit one electronic copy or link to materials per guidelines under Entry Process and Guidelines on page two.
- 7. Innovation in Travel Marketing:** This category is meant for innovative products not found elsewhere in the other categories. Creativity knows no bounds when it comes to travel marketing. Examples include but are not limited to mobile apps, podcasts, exhibit design, etc.
- 8. 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.
- 9. Radio Advertisement:** Please submit a link to your radio advertisements on the entry form.
- 10. Television Advertisement:** Please submit a link to your entry on the entry form.
- 11. Promotional Video:** Please submit a link to your video on the entry form.
- 12. Website:** Please send the URL along with your entry materials. Sites will be judged based on desktop and mobile versions.
- 13. Digital Campaign:** This category includes the use of innovative digital communication channels and creative. Please include links or attachments to multiple components of the campaign.
- 14. Blog:** Judges will be looking at design, writing, engagement levels and topics. Please include the URL on the entry form.
- 15. Social Media Campaign:** This category includes a campaign using social network sites. Make sure to include URLs or representative images of the campaign on your entry form.
- 16. Event Campaign:** This category includes a campaign promoting an event, or series of events.
- 17. Spirit of Community:** This category includes efforts to support your local community and can include "Shop Local" campaigns, volunteer efforts, or how your businesses/organization has supported others during the pandemic.

## QUESTIONS?

Call Kelly Florian at 800-896-4682 or e-mail: [kflorian@ohiotravel.org](mailto:kflorian@ohiotravel.org)



## 2021 Official Entry Form

PLEASE SUBMIT ONE FORM (PAGES 5-6) PER ENTRY.  
Email this form with your Official Summary Form (page 7) to  
kflorian@ohiotravel.org.



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Contact Name

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Company Name As It Would Appear on an Award

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Entry Title

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Category Name and Number

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Entry URLs

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**PROVIDE A SUMMARY FOR EACH OF THE FOLLOWING:**

**Concept:**

Tell your story. What is goal and marketing objective of the entry? Who is the target audience, and how has the entry addressed a need? What is your intended call to action?



**Results:**

How well did the entry perform? If results can't be determined yet, what are preliminary results? What is your plan to measure effectiveness? Don't skip this section! It's often where entries lose points.

If emailing supporting materials, please identify what is accompanying this form:



# 2021 Official Summary Form



PLEASE SUBMIT ONE FORM, REGARDLESS OF NUMBER OF ENTRIES.

Email this form with your entry form(s) to [kflorian@ohiotravel.org](mailto:kflorian@ohiotravel.org).

Contact Name

Company Name

Address

City

State

Zip Code

Phone Number

Email

## Marketing Budget

(To the best of your ability, please identify the marketing budget for your overall organization or business. Categories will be divided into three marketing budget levels, with RUBYs awarded in each budget level. Do not include personnel expenses.)

\$

## Payment Information

### Cost Per Entry:

OTA Members: \$35 Per Entry  
Non-Members: \$50 Per Entry

### Deadline for Entry:

- Online Entry: Submitted by 11:59 pm Aug. 20, 2021. See page three for late entry fees and details.

**Payment must be received with entry. If paying by check, please make checks payable to Ohio Travel Association, P.O. Box 189, Pickerington, Ohio 43147**

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