



UTAH TOURISM INDUSTRY ASSOCIATION & UTAH OFFICE OF TOURISM BEST IDEAS IN ADVERTISING AND MARKETING CONTEST

The Utah Tourism Industry Association and Utah Office of Tourism are now accepting entries for the 2015 Utah Tourism **BEST IDEAS** in Advertising and Marketing Contest. The Utah Tourism Advertising and Marketing Contest celebrates the industry's most creative, effective and **BEST IDEAS** in advertising and marketing promotion. The contest is designed to share and learn from our partners and colleagues most successful and innovative stories. What better way to do this than highlight the **BEST IDEAS** your organization has implemented over the last year. Entries will be separated into four categories: 1. Overall Best Idea-An overall campaign that aligns advertising, PR, social media and any other strategy. 2. Best Ad Campaign-Any format welcome: TV, broadcast, print, digital, or a combination of several. 3. Best PR Campaign-Media pitch, FAM, in-market media tour, publicity stunt or event that results in great media coverage. 4. Best Social Media Campaign.

Please note, entries will be judged on creativity and effectiveness, not budget or size. Any innovative idea you would like to share with your peers is welcome. The contest is open to Arts/Cultural Organizations/Businesses, Destination Marketing Organizations (CVBs, County Travel Councils, Travel Regions, etc.), Hotels/Motels/Bed & Breakfast Inns, Ranches/Lodges, Restaurants, Shopping/Specialty Stores, Ski Areas/Mountain Resorts, Sports/Recreation/Guides & Outfitters, and Transportation Services and other tourism related organizations.

ENTRY PROCEDURES

- Please complete the below entry form.
- Organizations are limited to one entry. There is no charge to participate.
- Please include a visual display element with your entry, as well as any documents, photos, or reports that help tell your story. Entries will be displayed at the Utah Tourism Conference, October 6-8, 2015, at Ruby's Inn & Grand Hotel in Bryce Canyon City.
- Please mail entries to Emily Moench at the Utah Office of Tourism by **FRIDAY, AUGUST 28, 2015**.
- All entries must have been in market between May of 2014 to present.
- An appointed panel of experts will review the entries. Winners will be announced at the Utah Tourism Conference in Bryce Canyon City, Thursday, October 8, at 8:00 am.
- Questions or comments? Contact Emily Moench at the Utah Office of Tourism, emoench@utah.gov

ENTRY INFORMATION

COMPANY NAME: _____
CONTACT: _____
PROJECT TITLE: _____
TELEPHONE: _____
E-MAIL: _____

Mail Entries to:

Emily Moench
Utah Office of Tourism
Council Hall/Capitol Hill
300 North State Street
Salt Lake City, UT 84114
Tel. 801 538 1312
emoench@utah.gov
utahtourismconference.com

1. CATEGORY:

___ Overall Best Idea ___ Best Ad Campaign ___ Best PR Campaign ___ Best Social Media Campaign

2. IDEA/CAMPAIGN DESCRIPTION:

3. IDEA/PROJECT EFFECTIVENESS:

4. DON'T FORGET TO SUBMIT YOUR DISPLAY THAT WILL BE SHOWCASED AT THE UTAH TOURISM CONFERENCE!