

ONLINE MARKETING AWARD

The person/group chosen to receive this award will showcase a strong online marketing campaign.

OBJECTIVE

This award is designed to recognize an outstanding marketing plan utilizing social media using posts and updates, an online display ad campaign and a/or 30 second or less online video.

ELIGIBILITY

Applicants will be accepted from rural tourism businesses, rural municipalities or communities in Alberta and must be first time recipients.

JUDGING CRITERIA

Submissions will be judged based on creativity, branding, and graphic arts quality.

HOW TO ENTER

To enter follow these steps:

1. Fill out the attached application form.
2. Include your contact information. All applications will be kept confidential.
3. Please limit the application to one campaign utilizing min of two of the categories. Example: Facebook and Instagram promo, with follow up post, supporting display ads and video. Or, Facebook and Instagram promo plus supporting video
4. Photos, videos and promotional material will not be returned.
5. Send the application, narrative and photos or videos to Chuck Erman by February 15, 2018 by E-mail: cre@cre.ab.ca
6. Applicants will be judged solely on their submissions. There are no entry fees.

The winner will be announced at the Growing Rural Tourism Conference, in Camrose on February 21, 2018.

Additional information on the conference can be found at: www.growingruraltourism.ca

Link to Video Sample: <https://www.youtube.com/watch?v=vWU-zMWJ1bw>

Facebook Banner Sample

Instagram Sample

Online Marketing Award

780-672-3640 • Toll Free: 1-800-296-8112
Fax: (780) 672-8140 • E-mail: cre@cre.ab.ca
www.growingruraltourism.ca

Application Deadline – February 15, 2018

Applicant Name(s): _____

Company/Community/Municipality Name: _____

Phone number: _____ Fax Number: _____

Email address: _____ Web site: _____

Mailing Address: _____

Please ensure you have submitted the following items as links, screen-shots, PDF or JPEG.

Your campaign should include at least two of the following:

- **Best use of Social Media:**

Show us your posts, contests, and updates.

- **Online Display AD Campaign**

Show us your Facebook, Instagram and Twitter supporting display ads!

- **Online video, 30 seconds or less.**

Show us your supporting video!

