



Call for Nominations

OAG is inviting nominations for the Best Marketing Campaign 2005

Your airline or airport could be collecting this award at the glittering gala ceremony on Thursday 19th May at the Park Lane Hotel in London

Read on to find out how to submit a nomination

The closing date for nominations is Friday 22nd April 2005



The OAG Airline of the Year Awards, now in their 23rd year, celebrate the very best in global air travel and publicly recognize the highest standards within the industry. Last year we introduced a new category for airlines and airports: **Best Marketing Campaign**. This is to recognize innovation and effectiveness in marketing activity. To nominate a campaign from your airline or airport, simply forward this form to your Marketing Department, Creative Agency or Press Office.

Award criteria

The campaign must have been conducted during 2004. It may have promoted any aspect of an airline or airport's passenger services and may have used any element of the marketing mix.

Nomination guidelines

Please send creative materials to support your nomination. These can include Advertising, Brochures, Direct Mail, TV/Video, Internet, Exhibition, Press Coverage and any other relevant materials. Nominations will be judged by an independent panel, who will be looking particularly for an effective balance between creativity, impact and consistency of message across the whole campaign.

Please note

The closing date for all nominations is Friday 22nd April 2005. Any materials submitted with nominations will be retained for 30 days after the Awards ceremony. They will not be returned unless requested at the time of submission. OAG will acknowledge all nominations.



Please return the completed form and any support materials to Lesley Morris, Events Manager, OAG, Church Street, Dunstable, Bedfordshire, LU5 4HB, United Kingdom. Tel: +44 (0) 1582 695384
Fax: +44 (0) 1582 695132. Email: lmorris@oag.com.

If you would prefer to send your nominations and support materials to one of our offices in the Americas or Asia, please contact Lesley Morris for further details.

Nomination Form

Best Marketing Campaign 2005



Airport/Airline

Campaign Name

Target Audience/
Coverage

Media Mix

Please tick media used for the campaign

- Advertising Brochure Direct Mail TV/Video
 Internet Exhibition Press Coverage other

Campaign Duration

- 0-3 months 3-6 months 6 months +

Other Awards

Has the campaign been entered into any other Awards?

- No Yes

If Yes, please give details

Campaign Objective

Please outline the reasons for this specific marketing drive

Campaign Concept

So what's the big idea?

Campaign Results

Please summarise the effectiveness of the campaign

Nomination submitted by

Name

Job Title

Company

Address

Postcode/Zip Country

Email

Please tick items included in the nomination

- Advertising Brochure Direct Mail TV/Video
 Internet Exhibition Press Coverage other

Completed Form

Completed form can be returned by the following 3 options

1. Complete on screen,
print out and post or
fax back

2. Print out, complete
and post or fax back

3. Submit via email.
Complete the form, save
and click here to submit

This option requires the full
version of Acrobat 6.

[Reset all details](#)

Please use additional sheets as necessary (max of 3)