

Past HSMAI Adrian Specialty Awards (Benefactor Partners)



The American Express Loyalty Award is awarded for demonstrating creativity for the loyalty concept, clarity of outreach and sustainability of the concept beyond an advertised campaign. Earning and maintaining loyalty from customers is a fundamental building block of our business. Doing that successfully means building a strong connection with customers. American Express evaluated entries based on the following criteria: clarity and simplicity of the entry; clarity of the outreach and the target segments of the entry; creativity of the loyalty concept; and sustainability of the loyalty concept beyond the duration of the advertised campaign



Departures Magazine's **Luxury Marketing Achievement Award** goes to the best award-winning print advertising campaigns produced for the luxury travel market



The Facebook Mobile Video Award recognizes brands that are developing video campaigns to connect with travelers across the customer journey - from inspiration to booking - where they're most engaged, on mobile. The award will evaluate campaigns based on how their creative assets were built to capture attention on mobile and their usage of measurement solutions to understand impact on real business results.



Google's **Wisdom of the Crowd Award** recognises an integrated marketing campaign that today's travellers and HSMAI members choose as the best in its class. Guided by a philosophy that states: "Focus on the user and all else will follow," Google is perpetually driven to provide the best possible experience for consumers. Similarly, Google's enduring relevance is guided by the preferences and actions of its millions of users. Based on cross platform integration, brand impact and overall innovation, Google's award winner receives the most important honour of all: top honors based on the collective wisdom of the traveling public and industry peers



The Pioneer in Visual Storytelling Award celebrates the brand in the travel and tourism industry that has shown consistent commitment to using visual assets creatively in marketing and communication to tell its story



Leader in Sustainable Tourism Award is presented by HSMAI in conjunction with *National Geographic Traveler*, for exemplary leadership and innovation in preserving and communicating an authentic sense of place through a wisely-managed tourism program



Oyster.com's **World is Your Oyster Award** recognizes the best authentic marketing program. At Oyster.com, we pay close attention to when the marketing hype doesn't match the reality. The award shows creative brilliance and best practices in hospitality, travel, and tourism-related marketing. Plenty of marketers deserve credit for running authentic, creative campaigns about their properties. As part of the judging process, our hotel investigators visited a random location of each of the three finalists and compared the claims made in the ads to reality. We choose these three finalists based on their exciting and inspiring ad campaigns that showcased unique -- and accurate -- aspects of their properties



TravelClick's eMarketer of the Year recognizes the best integrated eMarketing program in the hotel industry. The award reflects superior ability to attract and convert guests through the Internet. It honors excellence in hospitality digital marketing. In order to compete for the prestigious award, applicants provide detailed data on their eMarketing strategies and campaigns.



TripAdvisor's Travelers' Choice Award honors the "best of the best" in travel and hospitality marketing in the categories of advertising, public relations and web marketing. The winners have shown that they are dedicated to providing their guests with the best possible experiences



Yahoo! Big Idea Chair Award is a unique proprietary award that recognizes outstanding work in the online creative community. Given to an agency or individual supplier, the award created to recognize forward-thinking campaigns and the strategic minds behind them. Our goal is to recognize the cutting-edge ideas and extraordinary people that are moving our industry forward with creative marketing and advertising.



Yahoo! Yodeler of the Year Award recognizes thought leadership in online storytelling measured by the guest's journey of web-based inspiration, engagement, perception, and conversion. Candidates will be judged on their storytelling strategies in content marketing, native advertising, and online blogging.