

Browse the 35 Adrian Awards categories below to find the best fit for your campaign. Categories are organized across four core marketing disciplines—Paid Media, Earned Media, Owned Media, and Multi-Channel/Integrated Marketing—making it easy to identify where your work belongs.

CATEGORY	MULTI CHANNEL	EARNED	PAID	OWNED
Advocacy Leadership & Community Impact Advocacy Leadership & Community Impact is presented <i>in partnership with Destinations International</i> and recognizes marketing, communications and advocacy campaigns that increase understanding of travel and tourism’s value in strengthening communities and local economies. Destinations International defines advocacy as “the intentional practice of positioning destination organizations as essential leaders in advancing community vitality and growth.” Entries should demonstrate strategic storytelling, measurable results and meaningful community impact.				
AI Powered Marketing Recognizes the strategic use of artificial intelligence to enhance marketing planning, creativity, personalization, optimization, or campaign performance. Entries should demonstrate how AI contributed to measurable business or marketing results.				
Best Airline Campaign Honors an integrated marketing campaign that successfully promoted an airline, route, service, loyalty program, or brand. Entries should demonstrate strategic planning, creative execution, and measurable results.				
Best Attraction Campaign Recognizes an integrated campaign promoting an attraction, entertainment venue, museum, theme park, cultural site, or tourism experience. Entries should showcase audience engagement and measurable impact.				
Best Cruise Campaign Honors an integrated campaign that effectively promoted a cruise line, itinerary, ship, onboard experience, or destination. Entries should demonstrate innovation, creativity, and business results.				
Best DMO Campaign Recognizes an integrated marketing campaign developed by a destination marketing or management organization to increase visitation, awareness, engagement, or economic impact.				
Best Hotel or Resort Campaign Honors an integrated campaign that successfully promoted a hotel, resort, collection, or hospitality brand. Entries should demonstrate a clear strategy, compelling creative, and measurable outcomes.				
Best OTA Campaign Recognizes an integrated marketing campaign promoting an online travel agency, booking platform, or travel technology provider. Entries should demonstrate effectiveness in driving awareness, engagement, or bookings.				

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Best Restaurant/Dining Campaign Honors a campaign promoting a restaurant, dining concept, culinary experience, or food and beverage offering. Entries should demonstrate creativity, audience engagement, and measurable business results.				
Best Short Term Rental Campaign Recognizes an integrated campaign promoting a vacation rental, home-sharing platform, or short-term rental brand. Entries should demonstrate effective storytelling and measurable marketing success.				
Broadcast, Streaming or Audio Recognizes excellence in marketing through broadcast, streaming, and audio media, including television, connected TV (CTV), streaming services, radio, podcasts, and similar platforms. Entries may include individual executions or integrated campaigns that demonstrate strategic use of these channels to achieve measurable results.				
Business-to-Business/Trade Campaign Honors marketing campaigns developed to reach travel advisors, meeting planners, corporate buyers, wholesalers, or other business audiences. Entries should demonstrate clear objectives and measurable business impact.				
Commercial Strategy Innovation Recognizes innovative approaches to commercial strategy that drive business performance through collaboration across marketing, sales, revenue management, distribution, or digital commerce.				
Consumer Brand Campaign Honors integrated campaigns designed to build brand awareness, preference, consideration, or customer engagement among consumer audiences. Entries may include strategic brand partnerships, co-marketing initiatives, sponsorships, or collaborative campaigns that advance shared marketing objectives.				
Content Marketing Recognizes the creation and distribution of valuable, relevant content that engages target audiences and supports defined marketing objectives. Entries may include editorial, branded storytelling, blogs, Substacks, podcasts, newsletters, or multimedia content.				
Contest/Sweepstakes Honors promotional contests, sweepstakes, giveaways, or incentive campaigns that successfully generated awareness, engagement, participation, or customer acquisition.				
Creator & Influencer Marketing Recognizes successful collaborations with creators or influencers that authentically engaged audiences and advanced marketing objectives through paid, earned, or owned channels.				

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Customer Experience Innovation Honors innovative initiatives that enhanced the guest or customer experience across the marketing journey, from inspiration and booking through the on-property or post-visit experience.				
Experiential Marketing Recognizes immersive brand experiences, activations, pop-ups, live events, interactive campaigns, or co-branded experiences that created meaningful audience engagement and measurable results.				
Feature Placement Consumer Media (magazine or newspaper): Online or Print Honors earned media coverage in consumer-facing publications or digital outlets that successfully generated awareness, credibility, and audience engagement.				
Feature Placement Trade Media: Online or Print Recognizes earned editorial coverage in hospitality, travel, meetings, tourism, or other industry publications that effectively reached professional audiences.				
Marketing Innovation Honors creative approaches that challenged conventional marketing practices through new technologies, strategic brand partnerships, platforms, formats, or marketing strategies. Entries should demonstrate originality and measurable impact.				
New Opening/Launch Recognizes marketing campaigns supporting the successful launch of a new property, destination, product, service, or brand.				
Personalization & Loyalty Marketing Honors campaigns that leveraged customer insights, segmentation, CRM, loyalty programs, or personalized experiences to deepen customer relationships and drive measurable business results.				
Print Collateral Recognizes exceptional print communications including brochures, magazines, direct mail, sales materials, visitor guides, and other printed marketing assets.				
Relaunch of Existing Property or Product Honors campaigns that successfully repositioned, renovated, refreshed, or reintroduced an existing property, product, service, or brand to the marketplace.				

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Reputation Management Recognizes programs that effectively protected, enhanced, or restored brand reputation through proactive communications, guest engagement, review management, or issue response.				
Search & Performance Marketing Honors search engine optimization (SEO), paid search (SEM), performance marketing, or conversion-focused campaigns that successfully drove qualified traffic, leads, bookings, or revenue.				
Social Media Engagement Recognizes creative and effective use of social media platforms to build community, inspire engagement, increase brand awareness, or achieve measurable marketing objectives.				
Special Event Honors marketing and communications supporting conferences, grand openings, festivals, celebrations, sponsorships, or other special events that generated significant audience engagement and business results.				
Sustainability & Stewardship Recognizes campaigns highlighting environmental sustainability, responsible tourism, community engagement, cultural preservation, or other initiatives that positively impact people, places, and the planet.				
Technology, Data & Analytics Excellence Honors outstanding use of technology, customer data, analytics, or measurement to inform strategy, optimize performance, improve decision-making, or deliver measurable business outcomes.				
Video Recognizes excellence in video storytelling that advances a brand, campaign, or business objective. Entries may include short-form, long-form, promotional, documentary, branded, or social video and will be evaluated on creativity, production quality, storytelling, and measurable impact.				
Website Honors websites that demonstrate excellence in user experience, design, content, functionality, accessibility, and performance while effectively supporting business and marketing objectives.				

Submit Your Entries at [AdrianAwards.com](#)