

2017 Excellence in Airport Marketing, Communications, and Customer Service Awards

Call for Entries

ACI-NA's 2017 Excellence in Airport Marketing, Communications and Customer Service Awards offers the opportunity to showcase your airport staff's skills and talents in the areas of marketing and public relations. The winners will be announced during a gala awards presentation during the 2017 ACI-NA Marketing & Communications Conference in St. Louis, MO, November 6 - November 8, 2017.

Eligibility

The contest is open to all ACI-NA airport members, and we encourage airports of all passenger sizes to participate. Entries must have been implemented between June 1, 2016, and June 1, 2017. Award-winning submissions entered last year that had been part of an ongoing program or campaign may not be submitted. Each airport can submit only one entry per category— no exceptions.

Submissions and Deadlines

To enter, each airport will go to <http://public.aci-na.org/commcontest> and set up one online account with contact information for one airport representative. If an account was created for a previous year's contest, the same login may be used for the 2017 contest. The website will open on June 15, 2017. Submissions must be received by close of business on September 1, 2017. By submitting materials to the contest, the airport agrees that all entries become ACI-NA property for display purposes.

Peggy G. Hereford Award

The Peggy G. Hereford Award, presented annually since 1990, reflects the professional attributes of its namesake. A founding member of the Airport Operators Council International's Marketing and Communications Committee— the forerunner of the ACI-NA Marketing and Communications Committee— Peggy sought to capture the energy of aviation and unleash it to the world.

She served as the Public Affairs Director at one of the world's busiest airports, Los Angeles International, and elevated the profession of public relations in the aviation field to new heights. A creative woman, natural leader and dynamic personality, Peggy inspired others to achieve the same.

The Peggy G. Hereford Award is given to the airport that receives the most first-place wins and honorable mentions across all categories. It honors creativity, effectiveness in reaching audiences with a message, and the overall scope of an airport's effort in marketing and public relations. Its goal is to spotlight the commitment and dedication of the contest's most decorated team each year that— in its own way— is the best that the industry has to offer.

To be eligible for the Peggy G. Hereford Award, an airport must submit entries in at least three (3) categories.

Join your peers and submit entries for consideration of the 2017 Peggy G. Hereford Award— an award that is widely recognized throughout the airport world as the highest honor a North American airport can earn in the public and media relations field.

Categories:

The ACI-NA Excellence in Marketing, Communications, and Customer Service Awards are comprised of 19 tactical award categories, encompassing three strategic disciplines of the profession. Awards are presented for best practices in marketing, communications and public relations, and customer service.

Marketing Categories

Annual Reports

The annual report should project a positive image for the airport through well-written and well-organized content, excellent design, and well-conceived overall packaging. Please submit a PDF document of the annual report.

Brand Identity

Entries in this category should demonstrate the visible elements of an airport's brand that together identify and distinguish the brand in the minds of airport passengers. Please submit attachments that include elements such as colors, design, logotype, name, and symbol.

Digital Advertising

Entries in this category include web and social media ads promoting the airport, including giveaways, contests, and other promotional initiatives. Include images of the ads and relevant results from the campaign, including intended audiences, platforms, and analytics.

Marketing Programs (Large Airport, Medium Airport, and Small Airport)

Define your product or service – its features and benefits in detail – and create a strategy for communicating the message that will produce growth. Marketing programs should contain at least three tactics or components. Detail the results. This award will be given in three categories: Large Airport, Medium Airport, and Small Airport.

Partnering with Carriers

The ever-changing nature of the aviation industry has created opportunities for airports and airlines to work together. Submit documents that portray and/or describe programs or events that show how your airport has cooperated with airlines for the good of both entities and the community. Entries will be judged on innovative approaches and effectiveness of the efforts.

Print Communications

Brochures and print advertising may be general or targeted to a specific event, industry segment, or special offer. Please indicate where, when, and how long the ad ran. Submissions will be judged on design, content, and success at connecting with a target audience and producing desired results. Please submit PDF documents.

Promotional Items

This category recognizes successful results of using merchandise to promote the airport or a specific initiative. Use your discretion in displaying your entry and submit it accordingly (i.e. pictures of giveaways, descriptions, etc..).

Radio Advertising

Ads may be general or targeted to a specific event, industry segment, or special offer. Please submit ads using audio files, include a transcript, and indicate where, when, and how long the ad ran.

Video/Film Productions

This category recognizes best overall production of an airport video, film, web commercial, or television commercial. Videos may be general or targeted to a specific event, industry segment, or special offer. Please submit ads using video files or link(s) to video(s) on a website or a video sharing website like YouTube. Include a transcript, and indicate where, when and for how long the ad ran. Judges will only review three to five minutes of each production, so edit video as needed. Explain your target audience in detail.

Communications and Public Relations Categories

Community Education and Outreach

This category recognizes airports with the most creative and effective community outreach and aviation education programs conducted online, inside, or outside the airport. Please submit photos, PDF brochures, and/or any other document that describes the outreach program.

Newsletters

Entries should demonstrate consistent delivery of varied content relevant to target audiences and engaging design. Entries in this category can be either internal or external publications, and can be produced in either electronic and/or printed formats. Please submit PDF documents of newsletters.

Public Relations Programs (Large Airport, Medium Airport, and Small Airport)

This is a planned effort to improve the airport's image in the public eye. Include goals, objectives, strategies, and tactics, as well as advertising, publicity (i.e. press releases, conferences, coverage, ...), customer success stories, events, and other relevant campaign elements and metrics. Public relations programs should contain at least three tactics or components. Detail the results. This award will be given in three categories: Large Airport, Medium Airport, and Small Airport.

Social Media Campaigns

This category recognizes campaigns that connect people through social media and allows them to be integrated in a product, service or overall airport experience. Campaigns can include Internet forums, message boards, blogs, and podcasts. Please submit links to Facebook, Twitter, Instagram, and other social media accounts, and describe in detail the strategies, methods, and tactics for using these tools.

Special Events

Entries in this category must have a time limit and must have occurred sometime between June 1, 2016, to June 1, 2017. They cannot be an ongoing event, nor can they predict what will happen at a future event. Please submit photos, PDF brochures and/or any other document that describes the event.

Responsive Communications

Communications surrounding any irregular or otherwise unscheduled operation or event, either internal or external, are eligible in this category.

Websites

This category recognizes outstanding website from a design, communications, accessibility, and navigation standpoint. Entrants must demonstrate the website's overall effectiveness. Please submit the link to your website and, if necessary, any passwords to view. Submissions that include new or special features introduced within the past year are encouraged.

Customer Service Categories

Customer Service Programs (Large Airport, Medium Airport, and Small Airport)

Eligible entries for this category include new elements to current programs, or new programs developed in the customer service arena that have significantly enhanced the overall passenger experience at the airport. Please identify why your airport implemented the program; what prompted the initiative; what information was important in developing the program; the goals of the program; and how you measured its success. This award will be given in three categories: Large Airport, Medium Airport, and Small Airport.

Customer Service Technology Innovation

This category recognizes passenger-facing technological innovations inside and outside the terminal including mobile websites, mobile apps, and other innovations with the best overall design, functionality, and clarity. For mobile apps, submit instructions for viewing/downloading the app and a list of the app stores where it can be accessed. For other innovations, include photos or videos of the technology in use.

Partnering with Concessionaires/Service Providers

As airports work to enhance the customer experience, there are many opportunities for airports and concessionaires/service providers to work together. Submit documents, photos, and videos that describe programs or events that show how your airport has cooperated with concessionaires for the good of the airport, passengers, and the community. Entries will be judged on innovative approaches and effectiveness of the efforts. Entries must also include statistical data to demonstrate the effectiveness of the partnership for the airport, passengers, and/or the community.

Entry Procedures / Entries Must Include

Entry Submission:

After the online account is established, choose the category you wish to enter from the drop-down menu.

Enter the entry statement in the allotted space.

Upload JPEG or PNG images, links, PDF documents, Word documents, audio files and/or video files of your submissions. Audio files are preferred to be in MP3 format.

For video files, while you can provide a YouTube or similar web link, to facilitate the inclusion of your entry in the 2017 Award Winners slideshow, we need to have a digital file in one of the following formats compatible with Microsoft PowerPoint: .asf, .wmv, .avi, QuickTime movie file, MP4 video, MPEG, and Adobe Flash.

Any questions regarding format can be directed to Alex Sittig at asittig@aci-na.org.

Once completed, the system will prompt you to exit and pay, or you can submit another entry for a different category.

Entry Fees:

The fee for each entry is \$80.00. All entries must be paid in full by September 1, 2017 in order to participate.

Once payment is received, you will receive a receipt for your records, and entries you have submitted will be marked as paid in the online system.

Entries may be created and submitted here: <http://public.aci-na.org/commcontest>

Submission Format

Project Description (10 points)

Include a brief summary that describes your entry and its intended audience. Please make this summary as detailed as possible.

Goals (10 points)

Summarize the goals of your entry, including why you created the product; what you planned to accomplish; and how you expected those goals to be met. Be sure to discuss how your goals impacted all airport audiences including media, passengers, carriers, concessionaires, and the boarder community.

Production (10 points)

Indicate within the statement whether or not the entry included outside assistance to produce. Mention if an advertising agency, public relations agency, or graphic design firm was used and what aspects of the project they were involved in.

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Evaluation (10 points)

Use this section to explain the end result of the project. You must quantify your results with statistics and other key performance indicators. Be specific about results as they relate to the goals of the project. If relevant, describe how the initiative improved the user's experience at the airport, including the experiences of passengers, carriers, concessionaires, and service providers.

Budget (10 points)

Include the specific dollar amount spent and the quantity produced (price per item is helpful). Indicate if item was produced in-house, by an agency, or both. If item was produced in-house, costs (staff time, resources, etc.) must be stated. If an item was used as an advertisement, indicate how much the advertisement placement cost.

Entry Statements

Submit easy-to-read entry statements. The suggested word length is 200 words, and the statements can be written in narrative or bullet format. Each contest entry must include the five aforementioned areas in order. Points will be deducted for incomplete entry statements.

Panel of Judges

ACI-NA draws experts from the aviation industry, public relations, marketing, advertising, journalism, design, and special events fields for the panel of judges.

To recommend a potential judge for this year's contest, please contact Alex Sittig at asittig@aci-na.org by September 15, 2017.

Judges are given submissions as-is and the identical category criteria that airport participants are given to score each entry. Each entry is scored on a 50-point scale, which breaks down to 10 possible points for each of the five components of the entry statement.

In the event of a tie, meaning that multiple airports are given a perfect score (50 out of 50 points) in a given category, judges are then asked to rank each tie on a separate worksheet.

For questions about the 2017 ACI-NA Marketing and Communications Contest, please contact Alex Sittig at asittig@aci-na.org.

4-Step Checklist to Enter the 2017 Excellence in Airport Marketing, Communications and Customer Service Awards:

1. Go to <http://public.aci-na.org/commcontest>
2. Create an account. If you entered the contest in previous years you may use the same login.
3. Submit your entry(s)
4. Submit payment. [Click here](#) to submit online payment for category submission(s). [Click here](#) for the printable payment form. Note: To pay online you will need your ACI-NA Member Login which is different than your login for the contest site.