



ASAP Awards 2024  
Thursday June 6th, 6-11pm  
Wilton's Music Hall, 1 Graces Alley London E1 8JB

## Best Marketing Initiative or Brand Campaign Award

The judging criteria for the Best Marketing Initiative or Brand Campaign Award focuses on evaluating marketing or brand campaigns within the serviced accommodation industry. Judges will be evaluating submissions across five key criteria.

**Creativity and Originality** assesses nominees based on their ability to showcase unique concepts, innovative messaging, and engaging content that distinguishes their campaign from others in the industry.

**Effectiveness in Achieving Objectives** examines evidence of the campaign's success in meeting stated objectives, such as increased brand awareness, customer engagement, conversion rates, or booking rates.

**Strategic Alignment** evaluates how well the campaign aligns with broader business objectives and brand positioning, effectively communicating the unique value proposition of serviced accommodations to the target audience.

**Engagement and Impact** measures the level of engagement and impact generated by the campaign through metrics like social media engagement, website traffic, media coverage, and customer feedback.

**Innovation and Adaptability** assesses nominees' ability to demonstrate innovation and adaptability in their marketing approach, incorporating new technologies, creative storytelling techniques, or strategic partnerships to effectively reach and engage with target audiences.

These criteria collectively aim to recognise campaigns that excel in creativity, effectiveness, alignment, engagement, and innovation within the serviced apartment industry.