

# Advertising, Promotion & Communications Division Finalists

## Newsletter

- arriva Insider, arriva
- Healing Powers of Vacationing Special Edition, El Cid Vacations Club
- MCTV, MasterCorp
- Triumphs, Interval International

## Digital Magazine

- Time Together, Grand Pacific Resorts
- Interval World, Interval International
- Club Wyndham South Pacific Magazine, Travel + Leisure Co.
- RCI Magazine, RCI
- WorldMark Destinations Fall Digital Magazine, Travel + Leisure Co.

## Integrated Marketing Campaign

- National Parks Campaign, Travel + Leisure Co.
- Hyatt Vacation Club Launch, Hyatt Vacation Ownership
- Royal Resorts Acquisitions Announcement, Holiday Inn Club Vacations
- Operation Super User, arriva
- A Partnership Made in Paradise, Hyatt Vacation Ownership
- Travel + Leisure Co. and Sports Illustrated Resorts Partnership Launch, Travel + Leisure Co.

## Sales Film

- Villas at Disneyland Hotel, Disney Vacation Club
- Royal Resorts Acquisitions Film, Holiday Inn Club Vacations
- Hyatt Vacation Club Brand Film, Hyatt Vacation Ownership
- The Haunting of River Ranch, Westgate Resorts

## Digital Product Sales

- Not enough entries to judge

## Special Event: Existing Owner Guest

- The Grand Opening of The Villas at Disneyland Hotel Grand Opening, Disney Vacation Club

## Special Event: Owner Guest

- Interval International Member Experiences Interval International

- Club Wyndham Connections Event Travel + Leisure Co.
- THE EVENT: Unveiling the Extravaganza Lifestyle Holidays Vacation Club
- VIP Experiences December Cruise Holiday Inn Club Vacations

### Special Event: Sales Incentive

- President's Club, Travel + Leisure Co.
- Master's Club Jacket Event, Holiday Inn Club Vacations

### Employee Engagement Campaign or Event

- SPARK Program, Disney Vacation Club
- Interval International Associate Appreciation Event, Interval International
- Housekeeping Appreciation Week, Marriott Vacations Worldwide
- Meaningful Moments: MVW's Signature Events, Marriott Vacations Worldwide
- CORPRO Rewards Redemption Campaign, Travel + Leisure Co.
- Bravo!, MasterCorp

### Owner/Guest Engagement or Communications Campaign

- Where We Belong, Disney Vacation Club
- Pre-Arrival Journey and Video Engagement, Holiday Inn Club Vacations
- Interval Member Engagement Publications, Interval International
- Owner Black Friday Sale, Westgate Resorts
- Club Wyndham and WorldMark Freeze the Moment Photo Contest, Travel + Leisure Co.

### Social Media Campaign

- HICVTV.com, Holiday Inn Club Vacations
- arrivia's Travel Survey, The Pathway to Profits Campaign, arrivia
- Monster Jam Timeshare Lead Acquisition Campaign, Westgate Resorts
- The Healing Powers of Vacationing, El Cid Vacations Club
- The Registry Collection, RCI