



Travel Advertising Awards 2007 Winners List

Client	Agency	Title
Best Brochure		
GOLD		
Visit Britain	Front	Rural Escapes
SILVER		
Silverjet	IS	Silver the brochure
SHORT LIST		
P&O Cruises		Ventura Brochure
Tourism Ireland	New-world Associates	Follow the Rainbow ... and discover your very own Ireland
Visit Wales		Wales View
Martin Randall Travel		Mediterranean Cruises Brochure
Martin Randall Travel		Travel Brochure 2007
P&O Ferries	Designate	Ferry Guide
Siblu		Siblu Brochure 2007
Best Business Ad		
GOLD		
Not awarded		
SILVER		
Silverjet	IS	CFOs
Best Business Campaign		
GOLD		
Not awarded		
SILVER		
Virgin Atlantic US	Start Creative	A lot more space
Best Low Budget TV Ad		
GOLD		
COI		Options
SILVER		
Siblu	Smarter Communications	It's French for happy families
SHORT LIST		
P&O Irish Sea	Lyle Bailie International Limited	Drive to Freedom

Best Online Interactive Ad

GOLD

Silverjet	IS	Mile High
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SILVER

P&O Ferries	Designate	Fan Van
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SHORT LIST

Tourism Ireland	RMG Connect	Discover Ireland
Tourism Montreal	BLM Media	Britswanted.com

Best Online Interactive Campaign

GOLD

VisitBritain and Enjoy England	Milton Bayer Creative	England Rocks
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SILVER

British Airways	Agency.com	Attractive Prices
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SHORT LIST

Malaysia Tourism Promotion	ISC Malaysia	Postcards from Malaysia Contest
Mandarin Oriental Hotel Group	IS	Mandarin Oriental Hotel Group online campaign
Intercontinental Hotels Group	Proximity London	Holly the PA in... What's a girls to do.
Innovation Norway	Mr H	Best of Both

Best Poster Ad – 6 sheets or less

GOLD

Virgin Atlantic Airways	RKCR/Y&R	Mumbai
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SILVER

Virgin Atlantic Airways	RKCR/Y&R	Chicago
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SHORT LIST

Virgin Atlantic Airways	RKCR/Y&R	Premium Economy – Hands
Virgin Atlantic Airways	RKCR/Y&R	Premium Economy – Socks
Virgin Atlantic Airways	RKCR/Y&R	Shanghai

Best Poster Ad – Over 6 sheets

GOLD

Visit London	RKCR/Y&R	Visit London
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SILVER

Silverjet	IS	Wrong Airport
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SHORT LIST

Lastminute.com	Farm Communications	Take 5
Dept. of Tourism & Leisure Isle of Man	Smarter Communications	Ozone Friendly
Dept. of Tourism & Leisure Isle of Man	Smarter Communications	Inner Child

Best Poster Campaign

GOLD

Lastminute.com Farm Communications Take 5

SILVER

India Tourism Smarter Communications Holiday Snaps

Visit London RKCR/Y&R Visit London

SHORT LIST

Tourism Ireland JWT 'Find St Patrick' Outdoor Campaign

Dept. of Tourism & Leisure Isle of Man Smarter Communications Set Yourself Free

Best Press Consumer Ad

GOLD

Mandarin Oriental Hotel Group IS Mandarin Oriental Brand Campaign

SILVER

India Tourism Smarter Communications Jade Goody

SHORT LIST

Virgin Atlantic Airways RKCR/Y&R Mumbai

The Captains Choice Tour Rodgers & Rodgers The Leader in Luxury Travel to Remote and Exotic Destinations

Dept. of Tourism & Leisure Isle of Man Smarter Communications Ozone Friendly

Visit Wales Wieden & Kennedy Welsh Rules

British Virgin Islands Tourist Board DDA Secrets

Best Press Consumer Campaign

GOLD

Mandarin Oriental Hotel Group IS Mandarin Oriental International Advertising Brand Campaign

SILVER

Silverjet IS Silver

SHORT LIST

Jordan Tourism Board Home – London Visions of Jordan

British Airways Bartle Bogle Hegarty Premium Leisure

Rex Resorts Indigo Total Communications Ltd "Karen & Sean"

Dept. of Tourism & Leisure Isle of Man Smarter Communications Set Yourself Free

Malaysia Tourism Promotion Board ISC/Malaysia Malaysia Truly Asia – The Time is Now. The Place is Malaysia

Best Radio Ad

GOLD

P&O Cruises MCBD Time

SILVER

P&O Ferries Designate North Sea Minicruise

SHORT LIST

Heathrow Connect RPM3 Smart Londoner – 'Chat-Up'
Heathrow Connect RPM3 Smart Londoner – 'Gather Round'
Heathrow Connect RPM3 Smart Londoner – 'Comedy Store'
Express by Holiday Inn (IHG) Dig for Fire Great Escape (30" and 10")

Best Trade Ad or Campaign

GOLD

Travel Counsellors The Best of Friends

SILVER

Royal Caribbean International Positive Thinking Spot the Difference – Autumn 2006 Trade Campaign

SHORT LIST

Royal Caribbean International Positive Thinking Spot the Difference – Autumn 2006 Trade Ad

Best TV Ad

GOLD

Virgin Atlantic Airways RKCR/Y&R Virgin Atlantic – Premium Economy

SILVER

Visit Wales Wieden & Kennedy Golf as it Should Be

SHORT LIST

P&O Cruises MCBD Reflections
Virgin Holidays Kitcatt Nohr Alexander Shaw Get More
EnjoyEngland Farm Communications Discover England's Best Kept Secrets

Best TV Campaign

GOLD

Tourism Ireland JWT Discover Ireland

SILVER

Airtours Clear Marketing You'll like it where we are going

SHORT LIST

Malaysia Tourism Promotion Board ISC/ Malaysia Malaysia Truly Asia- The time is now. The place is Malaysia
Thomas Cook and Ireland Angels Peaks 2007- Our World revolves around you

Best Use of Classified Space

GOLD

Gatwick Express RPM3 'Without Irritating Stops'

SILVER

Gatwick Express RPM3 'London and er'

SHORT LIST

Journey Latin America Orchestra Agency Ltd The No 1 Latin American Specialist
British Airways Bartle Bogle Hegarty Caribbean
Thomas Cook BLM Media Thomas Cook Cruise T-Shape

Best Use of Direct Mail

GOLD

Jordan Tourism Board Home – London Jordan Chapter & Verse

SILVER

Visit Wales Partners Andrews Aldridge Rain

SHORT LIST

Virgin Holidays Kitcatt Nohr Alexander Shaw Get More – Suitcase
Visit Wales Partners Andrews Aldridge Unconventional Convention Centres
Siblu Smarter Communications Do you siblu?
Royal Caribbean International Positive Thinking Disruption Autumn Consumer DM

Best Use of Transport Ad

GOLD

Not awarded

SILVER

Silverjet IS Silvercab

SHORT LIST

Sky Holidays Orchestra Agency Ltd Sun Sea Sand Think Sky
Canadian Tourism Commission DDB Canada Escalator

Best Website

GOLD

VisitBritain and Enjoy England Milton Bayer Creative England Rocks

SILVER

P&O Ferries Designate POgetaway.com

SHORT LIST

Celebrity Cruises Positive Digital Celebrity Cruises website re-launch
Royal Caribbean International Positive Digital Royal Caribbean Independence of the Seas
P&O Cruises The Tin Virtualventura
Siblu Theme Group Re-launching www.siblu.com
Visit Wales Designate Wales in style

Most Innovative Use of Outdoor Ad

GOLD

Not awarded

SILVER

Tourism Ireland

JWT

Discover Ireland

SHORT LIST

Silverjet

IS

Wrong Airport

Campaign of the Year – Over £250,000

GOLD

Silverjet

IS

Silver

SILVER

British Airways

Bartle Bogle Hegarty

Attractive Prices

SHORT LIST

Virgin Trains

RKCR/Y&R

Go Greener, Go Cheaper

Campaign of the Year – Up to £250,000

GOLD

Virgin Atlantic US

Start Creative

A lot more space

SILVER

Tourism Montreal

BLM Media

Britswanted.com

SHORT LISTED

Visit Wales

Partners Andrews Aldridge

Rain