

# Advertising, Promotion, and Communications Division

## Category 42: Newsletter

Special Series ECVC Newsletter  
*El Cid Vacations Club*

eClub Traveler  
*Hilton Grand Vacations*

Vacation Industry Review  
*Interval International*

## Category 43: Digital Magazine

UVC Fall & Winter Magazine  
*Brand Tango, A Lamark Media Company*

Club Traveler  
*Hilton Grand Vacations*

Interval Explorer  
*Interval International*

Digital Vacation Industry Review Magazine  
*Interval International*

## Category 44: Integrated Marketing Campaign

arrivia Corporate Rebrand & 3 Organization Merger  
*arrivia*

StaySaver Member Campaign  
*Brand Tango, A Lamark Media Company*

Black Friday Campaign  
*Holiday Inn Club Vacations*

Note: If a category is listed as "Not Judged" there were not enough entries to move it forward.

## Advertising, Promotion, and Communications Division

RCI Global Member Appreciation Campaign

*RCI*

RCI Rebrand: The New Shape of Travel

*RCI*

### Category 44: Integrated Marketing Campaign: COVID-19 Related

Fact vs. Fear Campaign

*Diamond Resorts*

Always Committed Marketing Campaign

*El Cid Vacations Club*

Safe Travels

*Holiday Inn Club Vacations*

### Category 45: Multimedia Campaign

arrivia Corporate Rebrand & 3 Organization Merger

*arrivia*

ECVC Safety Precautions Video

*El Cid Vacations Club*

Falladays Video

*Holiday Inn Club Vacations*

NOLA Town Hall Video

*Holiday Inn Club Vacations*

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Category 46- Not Judged

Category 47: Digital Products: Owner/Guest

DASKK Front Desk Ambient Video  
*Brand Tango, A Lamark Media Company*

Fact vs. Fear Microsite  
*Diamond Resorts*

Flywire Project  
*Hilton Grand Vacations*

HolidayInnClub.com  
*Holiday Inn Club Vacations*

RCI Clubs Modernization Digital Experience  
*RCI*

Category 48: Digital Products: Sales

StaySaver Enhanced Member Kit  
*Brand Tango, A Lamark Media Company*

RCI WhatsApp Member Communications Chanel  
*RCI*

Dream Builder  
*Holiday Inn Club Vacations*

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## Category 49: Special Event: Owner/Guest or Employee

Diamond All-Stars  
*Diamond Resorts*

A Night of a Million Lights Preview Event  
*Holiday Inn Club Vacations*

2020 Virtual Events  
*Travel + Leisure Co.*

## Category 50: Employee Engagement or Communications Campaign

Virtual Employee Wellness Campaign  
*arrivia*

COVID-19 Engagement Series  
*Holiday Inn Club Vacations*

Safety Check Program  
*Holiday Inn Club Vacations*

Pandemic Communications Campaign  
*Welk Resorts*

**ARDA SPRING CONFERENCE 2021**

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## Category 51: Owner/Customer Engagement or Communications Campaign

The Perfect Distance Campaign  
*Diamond Resorts*

Online Chat Implementation  
*Hilton Grand Vacations*

Recovery Efforts  
*Holiday Inn Club Vacations*

Back-to-Travel Video Series  
*Interval International*

VIP by Wyndham  
*Wyndham Destinations*

Massanutten Moments  
*Massanutten Resorts*

## Category 52: Social Media Campaign

#DiamondLIVE@Home  
*Diamond Resorts*

Bits and Pieces of History  
*El Cid Vacations Club*

Resort Virtual Tours Campaign  
*Hilton Grand Vacations*

Orange Lake Resort Influencer Weekend  
*Holiday Inn Club Vacations*

Community 10-year Anniversary  
*Interval International*

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## Category 52: Social Media Campaign: Specific COVID-19 Related Messaging

RCI Work from Resort Social Media Campaign

*RCI*

Together at Heart Social Campaign

*Holiday Inn Club Vacations*

Vacation with Peace of Mind Campaign

*Star Island Resort Orlando*

Little Inspirations

*Marriott Vacations Worldwide*



timeshare  
together

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