2021 WINNERS

Creativity in Public Relations
> **Bronze:** The Amelia Island Convention & Visitors Bureau for the Black History Month Virtual Fam Tour on Amelia Island
> **Silver:** The Beaches of Fort Myers & Sanibel for Shellcast, The Podcast That’s a Beach Break for Your Ears
> **Henry:** Visit St. Pete/Clearwater for St. Pete Pier Brought to Life with Virtual Media Tour

Direct Marketing
> **Bronze:** The Amelia Island Convention & Visitors Bureau for Amelia Island Email Optimization
> **Silver:** Destin-Fort Walton Beach for Adventure Anywhere
> **Henry:** The Florida Keys & Key West for the Florida Keys Covid-19 Email Campaign

Internet Advertising
> **Bronze:** The Treasure Coast for the Don’t Come Here Campaign
> **Silver:** Destin-Fort Walton Beach for Venture Out
> **Henry:** ZooTampa at Lowry Park for DINOS Alive - Digital Ads

Mixed Media Campaign
> **Bronze:** Visit South Walton for Virtual Beach Vibes
> **Silver:** ZooTampa at Lowry Park for the DINOS Alive - Campaign
> **Henry:** Destin-Fort Walton Beach for Adventure Anywhere + Venture Out

Mobile Marketing
> **Bronze:** The Florida Keys & Key West for Florida Keys - Mobile In-County Safety Messaging
> **Silver:** Visit Pensacola for the Visit Pensacola Holiday Trail App Promotion
> **Henry:** Destin-Fort Walton Beach for Adventure Anywhere
**Niche Marketing**

- **Bronze:** The Naples, Marco Island, Everglades CVB for the Only Paradise Will Do” Eco Tourism Campaign
- **Silver:** The Florida Keys & Key West for the Florida Keys Diving and Snorkeling Campaign
- **Henry:** The Martin County Office of Tourism for Fish Like A Local

**Out-of-Home**

- **Bronze:** The Amelia Island Convention & Visitors Bureau for the Amelia Island Innovative Outdoor Displays During the Pandemic
- **Silver:** The Florida Keys & Key West for Key West Billboard – We’ve never been more open.
- **Henry:** ZooTampa at Lowry Park for DINOS Alive Out-of-Home

**Print Advertising**

- **Bronze:** Naples, Marco Island, Everglades Convention & Visitors Bureau for Cooking Up a Culinary Campaign
- **Silver:** The Santa Rosa Tourist Development Office for Open Air Fun Campaign- VISIT FLORIDA Vacation Guide
- **Henry:** The Florida Keys & Key West for Florida Keys Print - COVID-19 Phases

**Radio Advertising**

- **Bronze:** ZooTampa at Lowry Park for Creatures of the Night - Radio
- **Silver:** The Amelia Island Convention & Visitors Bureau for the Amelia Island Escape Podcast
- **Henry:** The Florida Keys & Key West for Florida Keys Direct Flight Pandora Campaign

**Resource/Promotional Material – Consumer**

- **Bronze:** AMI Beach Weddings for the Anna Maria Island Weddings Magazine
- **Silver:** Visit St. Pete/Clearwater for the Visit St. Pete/Clearwater Gulf to Bay Magazine
- **Henry:** Experience Florida’s Sports Coast for Sports Coast Pilsner
Resource/Promotional Material – Trade

> **Bronze:** Discover Crystal River Florida for Discover Crystal River Virtual FAM Tour Video
>
> **Silver:** The Florida Keys & Key West for the Florida Keys - Key Lime Academy Promotion
>
> **Henry:** The Amelia Island Convention & Visitors Bureau for the Meet Amelia Island - Meetings Campaign

Rural County Marketing

> **Bronze:** Visit Sebring for the Sebring Area GeoTour: Florida’s Hidden Gem
>
> **Silver:** The Gulf County Tourist Development Council for Wade In, COVID-19 Recovery
>
> **The Henry:** The Franklin County Tourist Development Council for the Forgotten Coast Mobile App

Social Media Marketing

> **Bronze:** The Island by Hotel RL for the Mermaid Tails Video Series
>
> **Silver:** The Beaches of Fort Myers & Sanibel for Beach Ready Spirit Week
>
> **Henry:** The Martin County Office of Tourism for Moments of Escape

Special Event

> **Bronze:** Visit Sarasota County for Savor Sarasota Restaurant Week
>
> **Silver:** The City of West Palm Beach for the West Palm Beach GreenMarket
>
> **Henry:** Visit Panama City Beach for the Pirates of the High Seas Virtual Fest

Sustainable Tourism Marketing

> **Bronze:** The Loggerhead Marinelife Center for Sea Turtle Nesting Season at Loggerhead Marinelife Center
>
> **Silver:** The Bradenton Area Convention & Visitors Bureau for Love It Like a Local
>
> **Henry:** The Florida Keys & Key West for Florida Keys: Protecting Paradise

Television Advertising

> **Bronze:** The Bradenton Area Convention & Visitors Bureau for Love It Like a Local Television
>
> **Silver:** The Florida Keys & Key West for Florida Keys Television
>
> **Henry:** Destin-Fort Walton Beach for Venture Out
Tourism Advocacy

> **Bronze:** Destinations Florida for the Valentine’s Day Card Campaign
> **Bronze:** Visit Lauderdale for the Visit Lauderdale Brand Reveal
> **Silver:** Visit Central Florida for Be 5weet
> **Henry:** The Naples, Marco Island, Everglades Convention & Visitors Bureau for the Local Tourism Impact Campaign

Websites

> **Bronze:** The Wynwood Business Improvement District for WynwoodMiami.com
> **Silver:** The Amelia Island Convention & Visitors Bureau for the Relaunch of AmeliaIsland.com
> **Henry:** AMI Beach Weddings for AnnaMarialIslandWeddings.com

Best of Show

> **Annual marketing budget less than $500,000:** The West Volusia Tourism Advertising Authority for the Cool Craft Beverage Trail
> **Annual marketing budget between $500,000 - $2 million:** The Martin County Office of Tourism for Fish Like A Local
> **Annual marketing budget greater than $2 million:** The Florida Keys & Key West for the Florida Keys Diving and Snorkeling Campaign