

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 Marinelifelife Center for Sea Turtle Nesting Season at Loggerhead Marinelifelife 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 Ameliasland.com
- > **Henry:** AMI Beach Weddings for AnnaMarialslandWeddings.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