2017 Winners

Special Event
- **Henry:** John's Pass Village Association | John's Pass Seafood Festival
- **Silver:** Amelia Island Convention & Visitors Bureau | Yo-Yo Ma, Superstar Cellist
- **Bronze:** Mote Marine Laboratory & Aquarium | Otters & Their Waters Exhibit - September $6 Saturdays

Creativity in Public Relations
- **Henry:** Discover The Palm Beaches | Blue-Green Algae Crisis Averted
- **Silver:** Greater Fort Lauderdale Convention & Visitors Bureau | Greater Fort Lauderdale Goes Luxe
- **Bronze:** The Beaches of Fort Myers & Sanibel | 2016 National Seashell Day Public Relations Campaign

Television Advertising
- **Henry:** Space Florida | We Are Go, FL - Vacationaut TV Campaign
- **Silver:** The Florida Keys & Key West | Hide And Seek
- **Bronze:** Amelia Island Convention & Visitors Bureau | Campaign to Combat Zika: Amelia Island's Destination Dysfunction TV Campaign

Social Media Marketing
- **Henry:** The Beaches of Fort Myers & Sanibel | Fall 2016 Extend Your Summer Campaign
- **Silver:** Space Florida | We Are Go, FL - Vacationauts Social Campaign
- **Bronze:** Daytona Beach Area Convention and Visitors Bureau | Danica Patrick Social Campaign

Mobile Marketing
- **Henry:** Amelia Island Convention & Visitors Bureau | Connected Travelers
- **Silver:** Space Florida | We Are Go, FL - Vacationaut App
- **Bronze:** Visit Panama City Beach | Real. Fun. Rich Media.

Mixed Media Campaign
- **Henry:** Greater Miami Convention & Visitors Bureau | Found In Miami
- **Silver:** The Florida Aquarium | Brews By The Bay
- **Bronze:** Greater Fort Lauderdale Convention & Visitors Bureau | Riptide Music Festival

Tourism Advocacy
- **Henry:** St. Lucie County - Visit St. Lucie | #LovetheFort #LovethePort Advocacy Campaign
- **Silver:** Visit Tampa Bay | Talk Up Tampa Bay
- **Bronze:** Martin County Office of Tourism and Marketing | Protect Our Paradise Advocacy Campaign

Websites
- **Henry:** Space Florida | WeAreGoFL.com
- **Silver:** The Beaches of Fort Myers & Sanibel | 2016 Consumer Website Redesign
- **Bronze:** Amelia Island Convention & Visitors Bureau | All Day Amelia

Resource/Promotional Material - Trade
- **Henry:** Visit Tampa Bay | Greybeard the Tampa Bay Business Pirate
- **Silver:** Amelia Island Convention & Visitors Bureau | Ein Verzauberte Insel: Amelia Island for German Tour Operators Video
- **Bronze:** Space Florida | We Are Go, FL - Vacationauts/PR Field Guide
2017 Winners

Resource/Promotional Material - Consumer
- **Henry**: Greater Fort Lauderdale Convention & Visitors Bureau | Hello Sunny TV
- **Silver**: The Florida Keys & Key West | "Keys Traveler" Magazine
- **Bronze**: Greater Miami Convention & Visitors Bureau | Found In Miami

Radio Advertising
- **Henry**: The Florida Keys & Key West | Atlanta Radio
- **Silver**: The Florida Aquarium | Excited Dad
- **Bronze**: The Beaches of Fort Myers & Sanibel | Spring 2016 "Thank you" Radio

Rural County Marketing
- **Henry**: Visit Sebring/Highlands Co. Tourist Development Council | Visit Sebring Re-branding Campaign
- **Silver**: The Original Florida Tourism Task Force | Visit Natural North Florida Bicycle Guide Web Page
- **Bronze**: Hendry County Visitor & Convention Bureau | Hendry County Rebrand

Niche Marketing
- **Henry**: Amelia Island Convention & Visitors Bureau | Destination Dysfunction
- **Silver**: Space Florida | We Are Go, FL - Space Enthusiasts Campaign
- **Bronze**: Visit Panama City Beach | REEL.FUN.FISHING - Chasin' The Sun TV Show

Print Advertising
- **Henry**: Space Florida | We Are Go, FL — Vacationauts Print Ad
- **Silver**: The Beaches of Fort Myers & Sanibel | Fall 2016 Islandology Print
- **Bronze**: Greater Miami Convention & Visitors Bureau | Found In Miami

Internet Advertising
- **Henry**: Greater Miami Convention & Visitors Bureau | Found In Miami
- **Henry**: Visit Tampa Bay | Visit Tampa Bay Integrated Digital Marketing Campaign
- **Silver**: Amelia Island Convention & Visitors Bureau | Destination Dysfunction
- **Bronze**: Cultural Council of Palm Beach County | See The Arts Through A Different Lens Videos

Out-of-Home
- **Henry**: The Florida Keys & Key West | Washington, DC Station Domination Campaign
- **Silver**: Space Florida | We Are Go, FL - Vacationaut Posters
- **Bronze**: The Florida Aquarium | 3-D Octopus

Direct Marketing
- **Henry**: Space Florida | We Are Go, FL — Vacationauts DRTV Campaign
- **Silver**: Orlando North, Seminole County Tourism | Email Series - PlayOrlandoNorth Email Campaign
- **Bronze**: The Florida Keys & Key West | NYTimes.com Great Getaways E-Newsletter Art & Cultural Campaign
2017 Winners

Best In Show – Annual marketing budget less than $500,000
- The Florida Aquarium | Brews By The Bay

Best In Show – Annual marketing budget between $500,000 - $2 million
- Space Florida | We Are Go, FL – Vacationaut Posters

Best In Show – Annual marketing budget greater than $2 million
- Greater Fort Lauderdale Convention & Visitors Bureau | Hello Sunny TV