



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