



2018 Winners

Special Event

- **Henry:** Amelia Island Convention & Visitors Bureau | The Pétanque Amelia Island Open
- **Silver:** Delray Beach Downtown Development Authority (DDA) | 4th Annual Delray Beach Fashion Week
- **Bronze:** Visit Pensacola | The Pensacola Experience

Creativity in Public Relations

- **Henry:** Visit Tampa Bay | International Activation with Visit Tampa Bay and Norwich City Soccer
- **Silver:** Winterfest of Pensacola | How the Grinch Stole Christmas (from AL, LA, GA, MS...)
- **Silver:** Palm Coast and the Flagler Beaches | Dodge the Dunes
- **Bronze:** Visit Panama City Beach | Preschoolers In Paradise

Television Advertising

- **Henry:** The Florida Keys & Key West | The Florida Keys & Key West - Television
- **Silver:** The Emerald Coast Convention & Visitors Bureau | "A Destination You Can Count On" Television Campaign
- **Bronze:** Greater Fort Lauderdale Convention & Visitors Bureau | Hello Sunny 2.0 Television

Social Media Marketing

- **Henry:** Visit South Walton | Visit South Walton Facebook Canvas
- **Silver:** Caribe Royale All-Suite Hotel & Convention Center | The Caribe Royale Guest Advocacy Campaign with Flip.to
- **Bronze:** Town of Surfside | Town of Surfside's 2017 Social Media Marketing

Mobile Marketing

- **Henry:** AD1 Global | Comfort Inn Lake Buena Vista SMS
- **Silver:** Amelia Island Convention & Visitors Bureau | Interactive Video Overview
- **Bronze:** The Florida Keys & Key West | Mobile Co-op Carousel

Mixed Media Campaign

- **Henry:** Greater Fort Lauderdale Convention & Visitors Bureau | Greater Together Campaign
- **Silver:** The Florida Keys & Key West | Hurricane Irma
- **Bronze:** The Beaches of Fort Myers & Sanibel | Islandology Campaign

Tourism Advocacy

- **Henry:** Naples, Marco Island & The Everglades CVB | "Put Paradise On the Map" Tourism Awards Event
- **Silver:** Visit Tampa Bay | Memory Makers
- **Bronze:** Greater Fort Lauderdale Convention & Visitors Bureau | Annual Marketing Plan Presentation Luncheon

Websites

- **Henry:** The Florida Keys & Key West | Authentic Connections, the Florida Keys & Key West Official Website: Fla-Keys.com
- **Silver:** The Beaches of Fort Myers & Sanibel | Goal Driven Website Personalization
- **Bronze:** Visit Sarasota County | VisitSarasota.com



2018 Winners

Resource/Promotional Material - Trade

- **Henry:** Town of Surfside | Town of Surfside's Trade Promotional Material
- **Silver:** Naples, Marco Island & The Everglades CVB | "Dear Meeting Planner" Meetings Video
- **Bronze:** Greater Fort Lauderdale Convention & Visitors Bureau | Group Meetings Campaign

Resource/Promotional Material - Consumer

- **Henry:** Greater Fort Lauderdale Convention & Visitors Bureau | Digital Vacation Planner
- **Silver:** The Florida Keys & Key West | Historic Brochure
- **Bronze:** The Bradenton Area Convention & Visitors Bureau | Holiday Travel TV Special – "Sun, Sand and Holiday Fun"

Radio Advertising

- **Henry:** Greater Fort Lauderdale Convention & Visitors Bureau | Hello Sunny 2.0 Radio
- **Silver:** Space Florida | Vacationauts Path of Totality Radio Promotion
- **Bronze:** The Florida Keys & Key West | Houston Radio

Rural County Marketing

- **Henry:** Visit Sebring | Citrus Golf Trail
- **Silver:** DeSoto County Tourism Development Council | Discover DeSoto "Open for Business" Sweepstakes
- **Bronze:** South Florida State College | 2017-2018 Performing Arts Season Brochure

Niche Marketing

- **Henry:** Greater Fort Lauderdale Convention & Visitors Bureau | Underground Lauderdale
- **Silver:** Amelia Island Convention & Visitors Bureau | The Amelia Island Wellness Festival
- **Bronze:** Florida Disabled Outdoors Association | SportsAbility

Print Advertising

- **Henry:** Amelia Island Convention & Visitors Bureau | "Ever So Slightly Special" Print Ads
- **Silver:** The Emerald Coast Convention & Visitors Bureau | "A Destination You Can Count On" -- Print Campaign
- **Bronze:** Visit South Walton | Visit South Walton Beyond the Beach Print Campaign

Internet Advertising

- **Henry:** West Volusia Tourism Advertising Authority | What's Up in West Volusia Video Series (Episodes 1 & 2)
- **Silver:** Amelia Island Convention & Visitors Bureau | Ever So Slightly Digital Advertising
- **Bronze:** Shephard's Beach Resort | "4 Decades of Fun" Story Contest

Out-of-Home

- **Henry:** The Florida Keys & Key West | Philadelphia Own A City
- **Silver:** Visit South Walton | South Walton Chicago Window Display
- **Bronze:** The Florida Aquarium | 3-D Shark



2018 Winners

Direct Marketing

- **Henry:** Amelia Island Convention & Visitors Bureau | Amelia Island Marketing Automation
- **Silver:** Space Florida | Vacationauts Eclipse Simulator
- **Bronze:** Hilton Sandestin Beach Golf Resort & Spa | Hilton Sandestin Beach Golf Resort & Spa Email Welcome Series
- **Bronze:** The Florida Keys & Key West | Spring E-Newsletter Campaign

Best In Show – Annual marketing budget less than \$500,000

- West Volusia Tourism Advertising Authority | What's Up in West Volusia Video Series (Episodes 1 & 2)

Best In Show – Annual marketing budget between \$500,000 - \$2 million

- Town of Surfside | We Are Go, FL – Town of Surfside's 2017 Social Media Marketing

Best In Show – Annual marketing budget greater than \$2 million

- Visit South Walton | Visit South Walton Facebook Canvas