

# 2020 WINNERS



## Creativity in Public Relations

- > **Bronze:** Miami Beach Visitor and Convention Authority for Virtual Travel to a Place Like No Other
- > **Silver:** Amelia Island Convention & Visitors Bureau for NYC Media Event
- > **Henry:** Florida Keys & Key West for Connect and Protect The Florida Keys & Key West

## Direct Marketing

- > **Bronze:** Florida Keys & Key West for Monroe County Tourist Development Council Direct Marketing Campaign
- > **Silver:** Franklin County Tourist Development Council for The Villages “Open for the Business of Peace & Quiet” Invitation
- > **Henry:** Palm Beach Marriott Singer Island Beach Resort & Spa for Sand Canvas

## Internet Advertising

- > **Bronze:** Discover Crystal River Florida for the Swimming with Manatees Campaign Landing Page
- > **Silver:** Visit Tampa Bay for Baycrafted Niche Marketing Campaign
- > **Henry:** Punta Gorda/Englewood Beach Visitor & Convention Bureau for the Outsiders Welcome Video Series

## Mixed Media Campaign

- > **Bronze:** Punta Gorda/Englewood Beach Visitor & Convention Bureau for Outsiders Welcome Campaign
- > **Silver:** Mote Marine Laboratory & Aquarium for Come SEA for Yourself
- > **Silver:** Visit Central Florida for Florida’s Sweet Spot
- > **Henry:** Destin-Fort Walton Beach for the Destin-Fort Walton Beach Rebrand

## Mobile Marketing

- > **Bronze:** Visit Panama City Beach for the “Real. FUN. Beach.” Game
- > **Silver:** Florida Keys & Key West for Florida Keys & Key West Travel App
- > **Henry:** Amelia Island Convention & Visitors Bureau for Moments Campaign – Mobile

## Niche Marketing

- > **Bronze:** Discover Crystal River Florida for Ecotourism Branded Campaign
- > **Silver:** Visit Sarasota County for Sarasota's Newtown Lands on U.S. Civil Rights Trail
- > **Henry:** Visit Panama City Beach for Chasin' The Sun

## Out-of-Home

- > **Bronze:** Bradenton Area Convention and Visitors Bureau for Sarasota-Bradenton International Airport (SRQ) Mural
- > **Silver:** Naples, Marco Island, Everglades Convention and Visitors Bureau for Atlanta Outdoor Takeover Blankets Buckhead
- > **Henry:** Florida Keys & Key West for 2019 UK Taxi Program

## Print Advertising

- > **Bronze:** Visit Tampa Bay for 2020 Tampa Bay Official Destination Guide
- > **Silver:** Destin-Fort Walton Beach for Destin-Fort Walton Beach Rebrand Print Campaign
- > **Henry:** The Florida Keys & Key West for 2019 Fishing Print Campaign

## Radio Advertising

- > **Bronze:** Amelia Island Convention & Visitors Bureau for Dickens on Centre Radio Spot
- > **Silver:** Naples, Marco Island, Everglades Convention and Visitors Bureau for Pandora Radio Summer Sensation
- > **Henry:** St. Augustine, Ponte Vedra & The Beaches Visitors & Convention Bureau for St. Augustine/Ponte Vedra Travel INTRAnationally Radio

## Resource/Promotional Material – Consumer

- > **Bronze:** Franklin County Tourist Development Council for Franklin County Visitor Guide
- > **Bronze:** Punta Gorda/Englewood Beach Visitor & Convention Bureau for Outsiders Guide
- > **Silver:** Amelia Island Convention & Visitors Bureau for Amelia Island Augmented Reality Experience Map
- > **Henry:** Visit Gainesville, Alachua County for Newsletter

## Resource/Promotional Material – Trade

- > **Bronze:** Visit Tampa Bay for Multicultural Guide Tampa Bay
- > **Silver:** Experience Florida's Sports Coast for Florida's Sports Coast Marketing Guides
- > **Henry:** Naples, Marco Island, Everglades Convention and Visitors Bureau for Meet Well Campaign

## Rural County Marketing

- > **Bronze:** Visit Sebring for Sebring Soda Festival
- > **Silver:** Visit Sarasota County for Farm Guide of Sarasota and DeSoto Counties
- > **Henry:** Play Hard Florida for Florida's Forgotten Coast Promo Video - A Pro Bono Hurricane Relief Effort

## Social Media Marketing

- > **Bronze:** Visit Panama City Beach for How Do You PCB?
- > **Silver:** Visit St. Pete/Clearwater for the Visit St. Pete/Clearwater Video Social Series
- > **Henry:** Naples, Marco Island, Everglades Convention and Visitors Bureau for Sharing a Millennial Story Using Instagram

## Special Event

- > **Bronze:** Cultural Council of Palm Beach County for Second Year of Success for MOSAIC (Month of Shows, Art, Ideas & Culture)
- > **Silver:** Delray Beach Downtown Development Authority for the Pineapple Grove Art & Music Fest 2019
- > **Henry:** City of West Palm Beach for Holiday in Paradise

## Sustainable Tourism Marketing

- > **Bronze:** Loggerhead Marinelife Center for Eau-Phelia Returns Home
- > **Silver:** Gulf County Tourist Development Council for Design By Nature Environmental Advocacy
- > **Henry:** Visit Panama City Beach for STAY IT FORWARD

## Television Advertising

- > **Bronze:** Franklin County Tourist Development Council for Discover the Forgotten Coast TV Show
- > **Silver:** St. Augustine, Ponte Vedra & The Beaches Visitors & Convention Bureau for "St. Augustine | Ponte Vedra Travel INTRAnationally" Television
- > **Henry:** Florida Keys & Key West for 2019 Direct Flight TV Campaign

## Tourism Advocacy

- > **Bronze:** Visit South Walton for Visit South Walton 2019 Annual Meeting Video
- > **Silver:** Ocala/Marion County Visitors and Convention Bureau for Local Engagement Content Shoot
- > **Henry:** Destinations Florida for Green Slime Campaign

## Websites

- > **Bronze:** Discover Crystal River Florida for Discover Crystal River Website User Experience
- > **Silver:** Experience Florida's Sports Coast for Introducing Florida's Sports Coast
- > **Henry:** Visit Panama City Beach for "Make it Your Real Fun Beach" Panama City Beach Website

## Best of Show

- > **Annual marketing budget less than \$500,000:** Destinations Florida for Green Slime Campaign
- > **Annual marketing budget between \$500,000 - \$2 million:** Discover Crystal River Florida for Swimming with Manatees Campaign Landing Page
- > **Annual marketing budget greater than \$2 million:** Naples, Marco Island, Everglades Convention and Visitors Bureau for Meet Well Campaign