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