

2010 Utah Tourism Advertising/Marketing Contest



Best in Show – Utah’s Hogle Zoo, Media Kit



**First Place Winners
Under \$250,000 Budget**

Brochure - Huntsman World Senior Games
CD/DVD - Emery County Travel Bureau
Direct Mail - Utah State Parks, Post Card
Logo - Utah State Parks, Rockin' Utah
Media - Cedar City, Brian Head Visitors Bureau
Newsletter - Huntsman World Senior Games
Print Ad TIE - Tooele County, Showmanship
Print Ad TIE - Zion Ponderosa Ranch, Oculus Media
Public Relations Campaign - Ogden Valley Business Association
Social Media - Utah Olympic Park, Blog
Specialty Item - Utah Olympic Park, Snow Globe
Tradeshow Booth - Utah Olympic Park
Visitors Guide - Cedar City, Brian Head Visitors Bureau, Natures Journal
Website - www.thegrandcanyons.com, Kane County Office of Tourism



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Over \$250,000 Budget**

Brochure - Davis Area Convention and Visitors Bureau
Email - Salt Lake Convention and Visitors Bureau
Logo - Ski Utah
Media - Utah’s Hogle Zoo
Print Ad Campaign - Salt Lake Department of Airports
Public Relations Campaign - Park City Chamber, Beverly Hills Reception
Social Media - Ski Utah
Specialty Item - St. George Area Convention and Visitors Bureau, Luggage Tags
Radio - Utah’s Hogle Zoo
TV - Utah’s Hogle Zoo
Trade Show - Salt Lake Convention and Visitors Bureau
Visitors Guide - Moab Area Travel Council
Website - www.redrockgolftrail.com, St. George Area Convention and Visitors Bureau, Oculus Media