



SIXTH ANNUAL UTAH TOURISM ADVERTISING AND MARKETING CONTEST 2011 WINNERS

BROCHURE

Annual Advertising Budget Under \$250,000 - Wayne County Office of Tourism

BILLBOARD

Annual Advertising Budget Under \$250,000 - Utah State Parks, Fillmore, Utah's First Capitol

PROMOTIONAL DVD

Annual Advertising Budget Under \$250,000 - Wayne County Office of Tourism

Annual Advertising Budget Over \$250,000 – Utah Valley Convention & Visitors Bureau

PUBLIC RELATIONS CAMPAIGN

Annual Advertising Budget Under \$250,000 – Brian Head Ski Resort, Brice & Associates

Annual Advertising Budget Over \$250,000 – Ski Utah, A Taste of Utah

LOGO

Annual Advertising Budget Over \$250,000 – Utah Valley Convention & Visitors Bureau

E-NEWSLETTER

Annual Advertising Budget Over \$250,000 – Utah Valley Convention & Visitors Bureau

PRINT AD

Annual Advertising Budget Over \$250,000 – Ski Utah, Ski Magazine Insert

SOCIAL MEDIA MARKETING CAMPAIGN

Annual Advertising Budget Over \$250,000 – Ski Utah, Yeti Facebook Fan Page

SPECIALTY ITEM

Annual Advertising Budget Over \$250,000 – Park City Chamber/Bureau, Bike Chain Luggage Tag

TV AD

Annual Advertising Budget Over \$250,000 – St. George Convention & Tourism Office

VISITORS GUIDE

Annual Advertising Budget Under \$250,000 – Outdoor Utah, Adventure Guide

Annual Advertising Budget Over \$250,000 – Visit Salt Lake

WEBSITE

Annual Advertising Budget Under \$250,000 – Stein Eriksen Lodge, www.steinlodge.com

Annual Advertising Budget Over \$250,000 – Ski Utah, www.skiutah.com

BEST OF SHOW

Ski Utah, Website

BEST OF MULTI-PARTNER MARKETING COLLABORATION

Park City Chamber/Bureau
2010-2011 Winter TV Campaign

Partnered with: Summit County, Salt Lake Department of Airports & Utah Office of Tourism