

2010 HSMIA Gold Adrian Award Winners

Advertising Division

Client: Audubon Nature Institute
Agency: Peter A. Mayer Advertising
Entry Title: Audubon Nature Institute

Client: Barbados Tourism Authority
Agency: MMG Worldwide
Entry Title: Barbados "Long Live Life" Campaign

Client: Best Western International
Agency: Gotham Inc.
Entry Title: Best Western Seeing Double Summer 2010 Promotion Campaign

Client: Best Western International
Agency: Best Western International
Entry Title: Best Western Status Match ... No Catch

Client: The National WWII Museum
Agency: Peter A. Mayer Advertising
Entry Title: The National WWII Museum- Complete Campaign

Client: Colorado Tourism Office
Agency: MMG Worldwide
Entry Title: In A Land Called Colorado Advertising Campaign

Client: Crystal Cruises
Agency: M&C Saatchi
Entry Title: Crystal Cruises 20th Anniversary

Client: Curacao Tourism Board
Agency: M&C Saatchi
Entry Title: Curacao, The Hidden Treasure of the Caribbean

Client: Newfoundland and Labrador Tourism
Agency: Target
Entry Title: Find Yourself

Client: Newfoundland and Labrador Tourism
Agency: Target
Entry Title: Find Yourself Campaign

Client: Fairmont Bermuda
Agency: Anson-Stoner
Entry Title: Fairmont Bermuda "Tea & Cakes" DM Piece

Client: Florida Repertory Theatre
Agency: NOISE Inc.
Entry Title: High Flying 12th Season - Florida Repertory Theatre

Client: Four Seasons Hotel Beirut
Agency: ISM
Entry Title: Four Seasons Hotel Beirut

Client: Hampton Hotels
Agency: Draftfcb-Chicago
Entry Title: An Easier Way to Score

Client: Hampton Hotels
Agency: Draftfcb-Chicago
Entry Title: Consumer, Group Sales or Travel Trade

Client: Hawaii Visitors & Convention Bureau
Agency: MVNP
Entry Title: Perfect Moments in the Islands of Hawaii

Client: Hotels.com
Agency: Y&R Chicago
Entry Title: Hotels.com WelcomeRewards

Client: Hotels.com
Agency: Y&R Chicago
Entry Title: Hotels.com Welcomerewards

Client: Hurtigruten ASA
Agency: LOS & CO
Entry Title: Winter Campaign - Series

Client: Hurtigruten ASA
Agency: LOS & CO
Entry Title: Do not postpone your dream - campaign consumer

Client: InterContinental Hotels Group
Agency: Digitas
Entry Title: Priority Club Rewards - Our BIGGEST Free Nights Offer

Client: InterContinental Hotels Group
Agency: Digitas, McCann, Ogilvy
Entry Title: Hit It Big

Client: Irving Texas CVB
Agency: Maloney Strategic Communications
Entry Title: Irving TX Group Sales Direct Mail Series

Client: Lindblad Expeditions
Agency: Lindblad Expeditions
Entry Title: Antarctica Guide

Client: Missouri Division of Tourism
Agency: Hoffman|Lewis
Entry Title: Less Vacation Complete Campaign

Client: Missouri Division of Tourism
Agency: Hoffman|Lewis
Entry Title: Fishing

Client: Missouri Division of Tourism
Agency: Hoffman|Lewis
Entry Title: Skiing TV

Client: Montana Office of Tourism
Agency: MercuryCSC
Entry Title: Montana: There's Nothing Here

Client: Naples, Marco Island, Everglades CVB
Agency: Paradise
Entry Title: Honeymoon/Romantic Getaway Promotion

Client: Naples, Marco Island, Everglades CVB
Agency: Paradise
Entry Title: Summer Fun Guide

Client: Norwegian Cruise Line
Agency: GSD&M Idea City
Entry Title: Epic Chapter Reveals

Client: Norwegian Cruise Line
Agency: GSD&M Idea City
Entry Title: Epic Mini Brochures

Client: Palomar Philadelphia, a Kimpton Hotel
Agency: Vis-a-vis Creative Concepts
Entry Title: Palomar Philadelphia Bookmarks

Client: Peter Island Resort & Spa
Agency: Anson-Stoner
Entry Title: Peter Island Resort & Spa's "Aroma Therapy" Promotion

Client: Peter Island Resort & Spa
Agency: Anson-Stoner
Entry Title: Peter Island Resort & Spa "Hammock" DM Piece

Client: Red Lion Hotels
Agency: Red Lion Hotels
Entry Title: FREEdom of Summer

Client: San Diego Convention & Visitors Bureau
Agency: MeringCarson
Entry Title: Happy Happens Spring 2009 Brand Launch Campaign

Client: Sandals Resorts
Agency: Hunter-Hamersmith Advertising
Entry Title: The Sandals Difference Print & Web Campaign

Client: Sandals Resorts
Agency: Hunter-Hamersmith Advertising
Entry Title: Sandals Emerald Bay Launch Campaign

Client: South Carolina Dept. of Parks, Recreation & Tourism
Agency: the bounce agency
Entry Title: South Carolina Made for Vacation

Client: St Louis Convention & Visitors Association
Agency: Hoffman-Lewis Advertising
Entry Title: Kidnapped Chicagoan - Contest

Client: St Louis Convention & Visitors Association
Agency: St Louis Convention & Visitors Association
Entry Title: ASAE/BABW - Tradeshow Marketing

Client: STA Travel
Agency: STA Travel
Entry Title: STA Travel World Traveler Internship

Client: The Beaches of Fort Myers & Sanibel
Agency: BVK
Entry Title: Florida's Unspoiled Island Sanctuary

Client: The Broadmoor
Agency: Vladimir Jones
Entry Title: Forever

Client: The New York Helmsley Hotel
Agency: Agency212, LLC
Entry Title: The Most New York Address in New York

Client: Travel Tripper
Agency: Suburb Studio
Entry Title: Travel Tripper HITEC 2010 Campaign

Client: Tucker's Point Hotel & Spa
Agency: Boyd Tamney Cross Marketing, Inc.
Entry Title: Tucker's Point Collateral Suite

Client: Virginia Beach Convention & Visitors Bureau
Agency: BCF
Entry Title: Virginia Beach Live the Life Adventures Campaign

Client: VISIT FLORIDA
Agency: DDB
Entry Title: Your FLORIDA Side

Client: Visit London
Agency: Visit London
Entry Title: Only In London

Client: Visit St. Pete/Clearwater
Agency: BVK
Entry Title: Heroes Meetings Campaign

Client: Visit St. Pete/Clearwater
Agency: BVK
Entry Title: Wide Open Complete Oil Recovery Campaign

Client: Wyndham Hotels and Resorts
Agency: Wyse Advertising
Entry Title: We Know You

Client: Yosemite/Mariposa County Tourism Bureau
Agency: ASTONE
Entry Title: Yosemite/Mariposa County Destination Vacation Planner

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Digital Marketing Division

Client: AMResorts
Agency: AMResorts
Entry Title: Dreams Riviera Cancun Resort & Spa Ultimate Beach Party Promotion

Client: Aramark Parks and Destinations
Agency: RTP Interactive
Entry Title: Aramark Parks & Destinations

Client: Banff Lake Louise Tourism
Agency: Dragon Trail
Entry Title: Banff Lake Louise Tourism China Online Marketing Program

Client: Best Western International
Agency: Ideas Collide Marketing Communications
Entry Title: Best Western: Facebook/Twitter Travel Trivia Tuesday

Client: Best Western International
Agency: Ideas Collide Marketing Communications and Allison & Partners
Entry Title: Best Western: Choose the Next App iPhone Application Contest/Sweepstakes

Client: Charlestowne Hotels
Agency: VIZERGY
Entry Title: Restoration on King

Client: Eldorado Hotel Casino & Silver Legacy Resort Casino
Agency: Hospitality eBusiness Strategies
Entry Title: Club Eldorado 60 Day Free Room and Show Giveaway

Client: Fairmont Hotels & Resorts
Agency: Lucidia Ltd.
Entry Title: EveryonesAnOriginal.com Online Community website

Client: Four Seasons Hotels and Resorts
Agency: Acronym Media
Entry Title: Here Comes the Bride: Finding the Right Audience for Four Seasons Weddings

Client: Interval International
Agency: Interval International-Creative Services
Entry Title: Finders Keepers

Client: Irving Texas CVB
Agency: Maloney Strategic Communications
Entry Title: Irving TX Cowboys Contest Campaign

Client: Joie de Vivre Hotels
Agency: Joie de Vivre Hotels
Entry Title: Road Trippin' California

Client: Kansas City Convention & Visitors Association
Agency: BarkleyREI
Entry Title: VisitKC - Change Your Perspective

Client: Kerzner International Resorts, Inc.
Agency: Rokkan
Entry Title: Atlantis.com Redesign

Client: Millennium Hotels and Resorts
Agency: Dana Communications
Entry Title: Muriel Makeover Campaign

Client: Monterey County Convention and Visitors Bureau
Agency: One to One Interactive
Entry Title: SeeMonterey.com

Client: Mountain Vista Getaways
Agency: VIZERGY
Entry Title: Mountain Vista Getaways

Client: Naples, Marco Island, Everglades CVB
Agency: Paradise
Entry Title: Paradise Coast e-scapes

Client: New Hampshire Division of Travel & Tourism Development
Agency: Rumbletree
Entry Title: NH Dream Vacation Scavenger Hunt Promotion

Client: New Mexico Tourism Dept.
Agency: M&C Saatchi
Entry Title: New Mexico Tourism Day of Enchantment

Client: Orlando/Orange County Convention & Visitors Bureau Inc.
Agency: Orlando/Orange County Convention & Visitors Bureau Inc.
Entry Title: 67 Days of Smiles

Client: Oxford Hotel Bend
Agency: VIZERGY
Entry Title: Oxford Hotel Bend

Client: Pocono Mountains Visitors Bureau
Agency: MMG Worldwide
Entry Title: PMVB Summer Coop

Client: Princess Cruises
Agency: Ignited
Entry Title: Escape Completely Moments

Client: Rocky Gap Lodge and Golf Resort
Agency: Milestone Internet Marketing, Inc.
Entry Title: Rocky Gap Lodge and Golf Resort Website

Client: San Antonio Convention & Visitors Bureau
Agency: Miles Media
Entry Title: San Antonio Leisure e-newsletter

Client: St Louis Convention & Visitors Association
Agency: Hoffman-Lewis Advertising
Entry Title: Kidnapped Chicagoan - website

Client: St Louis Convention & Visitors Association
Agency: Hoffman-Lewis Advertsing
Entry Title: Kidnapped Chicagoan - Social Media Campaign

Client: St. Augustine, Ponte Vedra & The Beaches Visitors & Convention Bureau
Agency: Ypartnership
Entry Title: Our History is Not the Same Old Story

Client: Thai Airways USA
Agency: Saeshe
Entry Title: Senses

Client: The Beaches of Fort Myers & Sanibel
Agency: BVK
Entry Title: Rich Media Campaign

Client: The Miramar Group
Agency: Isobar Hong Kong
Entry Title: The Mira Hotel

Client: The Napa Valley Destination Council
Agency: Ypartnership
Entry Title: VisitMobile Napa Valley

Client: The Reefs Hotel & Club
Agency: Madigan Pratt & Associates
Entry Title: The Reefs Show Your Love Contest

Client: Tucker's Point Hotel & Spa
Agency: Boyd Tamney Cross Marketing, Inc.
Entry Title: Tucker's Point Web Site

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Public Relations Division

Client: Abercrombie & Kent
Agency: Laura Davidson Public Relations
Entry Title: Taking It To Extremes with Abercrombie & Kent

Client: Air France
Agency: Ruder Finn, Inc.
Entry Title: Air France A380 Launch

Client: American Hotel & Lodging Association
Agency: American Hotel & Lodging Association
Entry Title: The Joe McInerney Challenge

Client: Best Western International
Agency: Allison & Partners
Entry Title: Best Western/Michael Waltrip Racing Fan Swap

Client: Canadian Tourism Commission
Agency: Weber Shandwick
Entry Title: Matt Lauer

Client: Cape May County Department of Tourism
Agency: Cape May County Department of Tourism
Entry Title: Celebrating 40 years of Canadian Loyalty

Client: Charleston Grill at The Charleston Place
Agency: The Brandman Agency
Entry Title: Charleston Place Hotel

Client: Colorado Tourism Office
Agency: MMG Mardiks
Entry Title: Colorado Snow at First Sight

Client: Cruise Lines International Association
Agency: M. Silver Associates Inc.
Entry Title: CLIA Turns 35 in Travel Agent, May 10, 2010

Client: DPEC Partners
Agency: Geoffrey Weill Associates
Entry Title: Algodon Mansion - Buenos Aires

Client: Embassy Suites Hotels
Agency: Emanate
Entry Title: Building Brand Affinity Among Freshly-Minted Business Travelers

Client: Gansevoort Hotel Group
Agency: Nancy J. Friedman Public Relations
Entry Title: Posh on Park: Gansevoort Park Avenue Opens with a Bang in NYC

Client: Geoffrey Weill Associates
Agency: Geoffrey Weill Associates
Entry Title: Aqua Expeditions - National Geographic Traveler

Client: Great Wolf Resorts
Agency: Fleishman-Hillard
Entry Title: Great Wolf Resorts Honored as First National Hotel Chain to have All U.S. Properties Green Seal-Certified

Client: Greater Fort Lauderdale Convention & Visitors Bureau
Agency: M. Silver Associates Inc.
Entry Title: Sunny in the City Tour Brings Sunshine to Manhattan in the Dead of Winter

Client: Greater Philadelphia Tourism Marketing Corp.
Agency: Greater Philadelphia Tourism Marketing Corp.
Entry Title: With Love, Philadelphia XOXO®

Client: Hampton Hotels, Hilton Worldwide
Agency: Cohn & Wolfe
Entry Title: Hampton Hotels: Save-A-Landmark

Client: Hilton Garden Inn
Agency: Emanate
Entry Title: Hilton Garden Inn Big Day Brigade

Client: Hilton Hotels Brand
Entry Title: Hilton Brand Takes Off With Up In The Air Film Partnership

Client: Hong Kong Tourism Board
Agency: Spring O'Brien & Co.
Entry Title: Richard Bangs Adventures with Purpose - Hong Kong: Quest for the Dragon

Client: InterContinental Hotels Group (IHG)
Agency: Weber Shandwick
Entry Title: Holiday Inn Stacks a Full House The Holiday Inn Key Card Hotel

Client: InterContinental Hotels Group (IHG)
Agency: Weber Shandwick
Entry Title: IHG's Luckiest Loser Competition

Client: Irving Texas CVB
Agency: Tucker and Associates
Entry Title: Irving TX Online Placement - Implosion

Client: Irving Texas CVB
Agency: Tucker and Associates
Entry Title: Irving TX Feature Print - Implosion

Client: Kerzner International Resorts, Inc.
Agency: Kerzner International Resorts, Inc.
Entry Title: Atlantis, Paradise Island, Bahamas - Justin Bieber Twitter Contest

Client: Lindblad Expeditions
Agency: Lindblad Expeditions
Entry Title: Jeopardy! Explores the World with Lindblad Expeditions

Client: Ministry of Tourism, Province of Quebec
Agency: DQMPR
Entry Title: Mont Tremblant - Continental new service

Client: Moroccan National Tourist Office
Agency: Spring O'Brien & Co.
Entry Title: Morocco Makes the Majors

Client: Nicaragua Tourism Board
Agency: Murphy O'Brien Public Relations
Entry Title: Making Nicaragua a Household Word

Client: New Orleans Convention & Visitors Bureau
Agency: Weber Shandwick
Entry Title: Who Dat? It s NBC TODAY in NEW ORLEANS

Client: New York State Historical Association
Agency: Nancy J. Friedman Public Relations
Entry Title: Art s Original Ladies Man Finds a Home in Cooperstown: Fenimore Art Museum Debuts John Singer Sargent Exhibit

Client: Oceania Cruises
Agency: Lou Hammond
Entry Title: Oceania Cruses - Marina Road Show & Pre-Launch

Client: Offshore Sailing School
Agency: Redpoint Marketing PR, Inc.
Entry Title: Offshore Sailing School - New York Times

Client: Omni Hotels & Resorts
Agency: Weber Shandwick
Entry Title: Omni Hotels & Resorts Launches 72-Hour Sale

Client: Panama City Beach Convention & Visitors Bureau
Agency: Lou Hammond
Entry Title: Panama City Beach CVB - Airport Opening

Client: Panama City Beach Convention & Visitors Bureau
Agency: Lou Hammond
Entry Title: Panama City Beach CVB - Miami Herald Placement

Client: Park City Chamber of Commerce/Visitors Bureau
Agency: Development Counsellors International
Entry Title: Park City: Ski Country's Newest Place to Party Food & Wine

Client: Planters Inn
Agency: Lou Hammond
Entry Title: Holliday Companies - CBS Early Show "Chef on a Shoestring"

Client: Planters Inn
Agency: Lou Hammond
Entry Title: Holliday Companies - Charleston Magazine

Client: Quebec Ministry of Tourism
Agency: DQMPR
Entry Title: CBS The Early Show in Quebec City

Client: Red Roof Inns
Agency: Hill & Knowlton
Entry Title: Fox Business "Happy Hour" Spring Travel

Client: Regent Hotels & Resorts
Agency: MMG Mardiks
Entry Title: Feature Placement Print- Trade Magazine

Client: Royal Caribbean International
Agency: Weber Shandwick Worldwide
Entry Title: GMA's Biggest Getaway

Client: Royal Caribbean International
Agency: Weber Shandwick Worldwide
Entry Title: Launching Royal Caribbean International's Oasis of the Seas

Client: Singapore Airlines
Agency: Weber Shandwick
Entry Title: Does Airline Food Always Have to Suck?

Client: SouthAfrican Tourism
Agency: Portfolio Marketing Group
Entry Title: South African Tourism's Diski Dance Campaign

Client: Spiaggia
Agency: Quinn & Co.
Entry Title: Spiaggia Chef Tony Mantuano as Cheftestant on Top Chef Masters Season 2

Client: St. Vincent and the Grenadines
Agency: Spring O'Brien & Co.
Entry Title: St. Vincent and the Grenadines on Good Morning America

Client: Starwood Hotels & Resorts
Agency: Nancy J. Friedman Public Relations
Entry Title: Let Them Eat Cake: Westin's Heavenly Edible Bed

Client: The Gleneagles Hotel
Agency: Strategic Vision
Entry Title: The Gleneagles Hotel in Scotland - Cover Story in Incentive Magazine

Client: The Jamaica Tourist Board
Agency: Ruder Finn
Entry Title: Jamaica's New Tourism Spiel: Beaches and Reggae and Jews

Client: The Jane Hotel
Agency: Nancy J. Friedman Public Relations
Entry Title: Little Hotel Makes a Big Splash

Client: The Jane Hotel
Agency: Nancy J. Friedman Public Relations
Entry Title: Sleep Tight New York: Front Page News

Client: The National World War II Museum
Agency: Peter A. Mayer Advertising
Entry Title: The National World War II Museum "Experience the Victory" PR Campaign Launch Feature by AP

Client: The National World War II Museum
Agency: Peter A. Mayer Public Relations/Sandy Hillman Communications
Entry Title: The National World War II Museum "Experience the Victory" Expansion Grand Opening PR Campaign

Client: The Resort at Paws Up
Agency: Laura Davidson Public Relations
Entry Title: Building on the Trend: "Glamping" at The Resort at Paws Up

Client: The Ritz-Carlton Resorts of Naples
Agency: Laura Davidson Public Relations
Entry Title: LESSONS IN NATURE MAKE THE PERFECT FAMILY EDU-VACATION

Client: Tourism New South Wales
Agency: Lou Hammond
Entry Title: Crave Sydney US - Breakfast on the Bridge

Client: Tourism Queensland
Agency: Quinn & Co.
Entry Title: Securing a TODAY Show Placement for the Winner of Tourism Queensland's Best Job in the World Campaign

Client: Tourism Victoria
Agency: Laura Davidson Public Relations
Entry Title: Creating An Edible Icon: Making Melbourne Australia s Food and Wine Capital

Client: Travel Guard
Agency: MMG Mardiks
Entry Title: World's Unluckiest Traveler Launch

Client: Virginia Beach CVB
Agency: BCF
Entry Title: Restless Planet Opening at the Virginia Aquarium & Marine Science Center

Client: VisitScotland
Agency: Laura Davidson Public Relations
Entry Title: Tartan Day 2010: Same Tartan Day, New Spin on Scotland

Client: Zambezi Queen
Agency: Imagine Global Communications
Entry Title: Zambezi Queen