



Winners of the 2006 ACI-NA Excellence in Marketing & Communications Contest

Peggy G. Hereford Award Winner **Los Angeles International Airport**

LAX also placed in the following categories:

- 1st Place:** Aviation Education and Tour Programs
- 2nd Place:** Newsletters-Internal
- 2nd Place:** Television Advertising
- 2nd Place:** Radio Advertising
- 3rd Place:** Print Advertising – Color
- 3rd Place:** Web Sites

1. Annual Reports

- 1st Place:** San Diego County Regional Airport Authority
- 2nd Place:** Metropolitan Washington Airports Authority
- 3rd Place:** Winnipeg Airports Authority

2. Brochures

- 1st Place:** Chicago Airport System
- 2nd Place:** Charlotte/Douglas International Airport
- 3rd Place:** Winnipeg Airports Authority

3. Newsletters – Internal or Email

- 1st Place:** San Diego County Regional Airport Authority
- 2nd Place:** Los Angeles International Airport
- 3rd Place:** Aéroports de Montréal

4. Newsletters – External

- 1st Place:** Portland International Airport
- 2nd Place:** Blue Grass Airport
- 3rd Place: (tie)** Tallahassee Regional Airport
- 3rd Place: (tie)** Gerald R. Ford International Airport

5. Press Kits

- 1st Place:** Vancouver International Airport
- 2nd Place:** Lambert St. Louis International Airport
- 3rd Place:** Gerald R. Ford International Airport

6. Flight Guides

1st Place (tie): Brownsville South Padre Island International Airport

1st Place (tie): Phoenix Sky Harbor International Airport

2nd Place: Baltimore/Washington International Thurgood Marshall Airport

3rd Place: Philadelphia International Airport

7. Special Events

1st Place: Van Nuys Airport

2nd Place: Reno-Tahoe International Airport

3rd Place: Metropolitan Washington Airports Authority

8. Aviation Education & Tour Programs

1st Place: Los Angeles International Airport

2nd Place: San Diego County Regional Airport Authority

3rd Place: Phoenix Sky Harbor International Airport

9. Partnering with Carriers

1st Place: Columbus Regional Airport Authority

2nd Place: Baltimore/Washington International Thurgood Marshall Airport

3rd Place: Mineta San José International Airport

10. Marketing Campaigns

1st Place: Louisville Regional Airport

2nd Place: Louis Armstrong New Orleans International Airport

3rd Place: Baltimore/Washington International Thurgood Marshall Airport

Honorable Mention: Columbus Regional Airport Authority

11. Public Relations Campaigns

1st Place: Halifax International Airport Authority

2nd Place: Phoenix Sky Harbor International Airport

3rd Place: Vancouver International Airport

12. Corporate Branding Campaigns

1st Place: McGhee Tyson Airport

2nd Place: Sarasota Bradenton International Airport

3rd Place: Phoenix Sky Harbor International Airport

13. Customer Service Initiatives

1st Place: Phoenix Sky Harbor International Airport

2nd Place: Reno-Tahoe International Airport

3rd Place: Sarasota Bradenton International Airport

14a. Print Advertising – Black & White

1st Place: Huntsville International Airport

2nd Place: Baltimore/Washington International Thurgood Marshall Airport

3rd Place: Naples Municipal Airport

14 b. Print Advertising – Color

1st Place: Phoenix Sky Harbor International Airport

2nd Place: Yeager Airport

3rd Place: Los Angeles International Airport

15. Radio Advertising

1st Place: Dayton International Airport

2nd Place: Los Angeles International Airport

3rd Place: San Diego County Regional Airport Authority

16. TV Advertising

1st Place: Sacramento County Airport System

2nd Place: Los Angeles International Airport

3rd Place: Louisville Regional Airport Authority

17. Video & Film Production

1st Place: Van Nuys Airport

2nd Place: Southwest Florida International Airport

3rd Place: Reno-Tahoe International Airport

18a. Creative Innovations – Promotional Items

1st Place: Louisville Regional Airport Authority

2nd Place: Austin-Bergstrom International Airport

3rd Place (tie): Denver International Airport

3rd Place (tie): Ontario International Airport

18b. Creative Innovations – Technology

1st Place: Baton Rouge Metropolitan Airport

2nd Place: Cincinnati/Northern Kentucky International Airport

3rd Place: Hartsfield-Jackson Atlanta International Airport

19. Web Sites

1st Place: Blue Grass Airport

2nd Place (tie): Norfolk International Airport

2nd Place (tie): Portland International Airport

3rd Place: Los Angeles International Airport