



Winners of the 2007 ACI-NA Excellence in Marketing & Communications Contest

Peggy G. Hereford Award Winner
Seattle-Tacoma International Airport

SEA also placed in the following categories:

- 1st Place:** Newsletters—Internal
- 2nd Place:** Special Events
- 2nd Place:** Partnering with Carriers
- 2nd Place:** Marketing Campaigns

1. Annual Reports

- 1st Place:** San Diego County Regional Airport Authority
- 2nd Place:** Portland International Airport
- 3rd Place (tie):** Metropolitan Washington Airports Authority
- 3rd Place (tie):** Halifax International Airport Authority

2. Brochures

- 1st Place:** Nashville International Airport
- 2nd Place:** Phoenix Sky Harbor International Airport
- 3rd Place:** McCarran International Airport

3. Newsletters – Internal or Email

- 1st Place (tie):** Seattle-Tacoma International Airport
- 1st Place (tie):** Pittsburgh International Airport
- 2nd Place:** Baltimore/Washington International Thurgood Marshall Airport
- 3rd Place:** Reno-Tahoe International Airport

4. Newsletters – External

- 1st Place:** Portland International Airport
- 2nd Place:** Denver International Airport
- 3rd Place:** Ottawa International Airport Authority

5. Press Kits

- 1st Place:** El Paso International Airport
- 2nd Place (tie):** Metropolitan Washington Airports Authority
- 2nd Place (tie):** Sacramento County Airport System
- 3rd Place:** General Mitchell International Airport

6. Flight Guides

1st Place: Baltimore/Washington International Thurgood Marshall Airport

2nd Place : Brownsville South Padre Island International Airport

3rd Place: Metropolitan Washington Airports Authority

7. Special Events

1st Place: Southwest Florida International Airport

2nd Place: Seattle-Tacoma International Airport

3rd Place: Phoenix Sky Harbor International Airport

8. Aviation Education & Tour Programs

1st Place: Reno-Tahoe International Airport

2nd Place: Van Nuys Airport

3rd Place: San Diego County Regional Airport Authority

9. Partnering with Carriers

1st Place: Edmonton Airports

2nd Place: Seattle-Tacoma International Airport

3rd Place: Blue Grass Airport

10. Marketing Campaigns

1st Place (tie): Minneapolis St. Paul International Airport

1st Place (tie): Oakland International Airport

2nd Place: Seattle-Tacoma International Airport

3rd Place: Boston Logan International Airport

11. Public Relations Campaigns

1st Place: McCarran International Airport

2nd Place (tie): Edmonton Airports

2nd Place (tie): Miami International Airport

3rd Place: John C. Munro Hamilton International Airport

12. Corporate Branding Campaigns

1st Place: Vancouver International Airport

2nd Place: Yeager Airport

3rd Place: Mineta San Jose International Airport

13. Customer Service Initiatives

1st Place: San Diego International Airport

2nd Place (tie): Winnipeg International Airport

2nd Place (tie): Mineta San Jose International Airport

3rd Place: Columbus Regional Airport Authority

14a. Print Advertising – Black & White

1st Place: LA/Ontario International Airport

2nd Place: Mineta San Jose International Airport

3rd Place: Fort Wayne-Allen County Airport Authority

14 b. Print Advertising – Color

1st Place: LA/Ontario International Airport

2nd Place: LA/Palmdale Regional Airport

3rd Place: Reno-Tahoe International Airport

15. Radio Advertising

1st Place: Minneapolis St. Paul International Airport

2nd Place: Hartsfield-Jackson Atlanta International Airport

3rd Place: Bradley International Airport

16. TV Advertising

1st Place: McGhee Tyson Airport

2nd Place: LA/Ontario International Airport

3rd Place: Bradley International Airport

17. Video & Film Production

1st Place: Baltimore/Washington International Thurgood Marshall Airport

2nd Place (tie): Brownsville South Padre Island International Airport

2nd Place (tie): Denver International Airport

3rd Place: LA/Palmdale Regional Airport

18a. Creative Innovations – Promotional Items

1st Place: McCarran International Airport

2nd Place: Huntsville International Airport

3rd Place: Detroit Metropolitan Airport/Wayne County Airport Authority

18b. Creative Innovations – Technology

1st Place: Minneapolis St. Paul International Airport

2nd Place: Metropolitan Washington Airports Authority

3rd Place: Chicago Airport System

19. Web Sites

1st Place: Portland International Airport (www.portofportland.com)

2nd Place (tie): Tulsa International Airport (<http://www.tulsaairports.com>)

2nd Place (tie): Baton Rouge Metropolitan Airport (<http://www.flybtr.com>)

3rd Place: McGhee Tyson Airport (<http://www.tys.org>)