



Winners of the 2008 ACI-NA Excellence in Marketing & Communications Contest

Peggy G. Hereford Award Winner **Edmonton International Airport**

Edmonton placed in the following categories:

1. 1st Place: Annual Reports
2. 3rd Place: Press Kits- General press kit
3. 1st Place: Marketing Campaigns- *YEG, YES*
4. 1st Place: Print Advertising- Color - *YEG, YES*
5. 1st Place: Websites <http://www.flyeia.com/>

1. Annual Reports

- 1st Place:** Edmonton International Airport
2nd Place: Port Authority of New York and New Jersey
3rd Place (tie): Reno-Tahoe International Airport
3rd Place (tie): Saskatoon John G. Diefenbaker International Airport

2. Brochures

- 1st Place:** Calgary International Airport- *Reflections Brochure*
2nd Place: San Antonio International Airport- *Q and A, FAQ*
3rd Place: Denver International Airport- *Navigate Brochure for Passengers*

3. Newsletters – Internal or Email

- 1st Place:** Metropolitan Washington Airports Authority- *On Good Authority*
2nd Place: Vancouver International Airport-- *Connections*
3rd Place: San Diego County Regional Airport— *e-JetStreams*

4. Newsletters – External

- 1st Place:** Denver International Airport- *Fly Denver*
2nd Place: Los Angeles International Airport- *LAXpectations*
3rd Place: Salt Lake City International- *Elevations*

5. Press Kits

- 1st Place:** Metropolitan Washington Airports Authority- *Dulles Media Day*
2nd Place: Houston Airport System- general
3rd Place: Edmonton International Airport- general

6. Special Events

1st Place: Southwest Florida International Airport- *Aviation Day 2007*

2nd Place(tie): Kansas City International Airport- *KCI Cruise Night*

2nd Place(tie): (Milwaukee) General Mitchell International Airport- *Have a Ball With MKE Media Event*

3rd Place: Metropolitan Washington Airport Authority- *Dulles Plane Pull*

7. Aviation Education & Tour Programs

1st Place: (Las Vegas) McCarran International Airport- *60th Anniversary*

2nd Place: San Diego County Regional Airport- *Tarmac Tours*

3rd Place: Southwest Florida International Airport- *History of Air Transportation of Lee County*

8. Partnering with Carriers

1st Place: Metropolitan Washington Airports Authority- *Honor Flight WW II Vets*

2nd Place: Seattle-Tacoma International Airport- *Hainan Airlines Launch*

3rd Place: Oakland International Airport- *Oakland International Airport- Oakland Goes Hawaiian*

9. Marketing Campaigns

1st Place : Edmonton International Airport- *YEG, YES campaign*

2nd Place: Aéroports de Montréal – *Recycling*

3rd Place: Los Angeles International Airport- *Fly Away Bus Service*

10. Public Relations Campaigns

1st Place: O'Hare and Midway International Airport- *Celebrate Chicago Music*

2nd Place : Port Authority of New York and New Jersey- *Teterboro Airport Industry Working Group*

3rd Place: Reno-Tahoe International Airport- *Airport Baggage Check-in(ABC)*

11. Corporate Branding Campaigns

1st Place: Boston Logan International Airport- *Logan Safe*

2nd Place: Miami International Airport- *MIA's Wings Wearable Art*

3rd Place: Toronto Pearson International Airport- *Fire Emergency Training*

12. Customer Service Initiatives

1st Place: Miami International Airport- *Concierge*

2nd Place: Southwest Florida International Airport- *Going Somewhere*

3rd Place: Phoenix Sky Harbor International Airport- *Friendly Campaign*

13a. Print Advertising – Black & White

1st Place: Los Angeles International Airport – *Fly Away Bus Service*

2nd Place: Mineta San Jose International Airport- *Non-Stop Hot Spots*

3rd Place: Boston Logan International Airport- *Logan Express*

13 b. Print Advertising – Color

1st Place: Edmonton International Airport- *YEG YES*

2nd Place: Houston Airport System- *Grow*

3rd Place: Salt Lake City International- *Memories Will Take Flight*

14. Radio Advertising

1st Place: Norfolk International Airport- *Purple Grackle and Goose*

2nd Place: Port Authority of New York and New Jersey- *LaGuardia—Holiday Ad*

3rd Place: (Knoxville) McGhee Tyson Airport- *Fly South for the Winter*

15. TV Advertising

1st Place: Kansas City International Airport- *Chimp Ad*

2nd Place: Norfolk International Airport- *Love Birds*

3rd Place (tie): (Knoxville) McGhee Tyson Airport- *Now Boarding*

3rd Place (tie): Houston Airport System- *Fly to Houston*

16. Video & Film Production

1st Place: Boston Logan International Airport- *Operation Ready 2007 Training*

2nd Place: Las Vegas McCarran International Airport- *Flight Path*

3rd Place: Huntsville International Airport- *Your Window to World for 40 Years*

17a. Creative Innovations – Promotional Items

1st Place: Dallas/Fort Worth International Airport- *Live Well Guide*

2nd Place: San Diego County Regional Airport- *Activity Book*

3rd Place: Phoenix Sky Harbor International Airport- *Playing Cards*

17b. Creative Innovations – Technology

1st Place: Aéroports de Montréal- *Self- Service Check-in*

2nd Place: San Diego County Regional Airport- *Goodwill Ambassablog*

3rd Place: Miami International Airport- *Miami Today*

18. Web Sites

1st Place: [Edmonton International Airport](#)

2nd Place: [Port Authority of New York and New Jersey – LaGuardia](#)

3rd Place: [Minneapolis-St Paul International Airport](#)