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AFCI Marketing & Booth Awards recognize best-in-show marketing, advertising campaigns around the globe

SANTA MONICA, Calif., April 17, 2010—The AFCI Marketing & Booth Awards, a global competition encouraging film commissions to put forth winning components of their marketing and advertising campaigns, were presented at the AFCI General Assembly Meeting on April 17 during Locations Trade Show in Santa Monica.

Entries were judged within the categories: Campaigns/Print/Logo, Specialty Items/Other/Apparel, and Digital Video/Website. An independent judging panel of professional marketers and entertainment industry experts assessed each entry according to the criteria and selected finalists. The AFCI Marketing & Booth Awards were awarded to the following film commissions:

Print Advertising – Single Ad

1st Place: Screen New South Wales
2nd Place: Oklahoma Film & Music Office
3rd Place: Ausfilm

Print Advertising - Series

1st Place: Film New Zealand
2nd Place: Montana Film Office
3rd Place: Virginia Film Office

Digital Advertising

1st Place: Ausfilm
2nd Place: West Virginia Film Office
3rd Place: Virginia Film Office

Digital Media

1st Place: Virginia Film Office
2nd Place: Montana Film Office
3rd Place: Western Norway Film Commission

Production Guide

1st Place: Film New Zealand
2nd Place: Location Flanders
3rd Place: Virginia Film Office

Direct Marketing Piece

1st Place: North Carolina Film Office
2nd Place: Ausfilm
3rd Place: Film Victoria

Other/Specialty Item

1st Place: Montana Film Office
2nd Place: Film Victoria
3rd Place: North Carolina Film Office

Displays/Signs

1st Place: North Carolina Film Office
2nd Place: Ausfilm
3rd Place: Tupelo Film Commission

Apparel

1st Place: Buffalo Niagara Film Commission
2nd Place: North Carolina Film Office
3rd Place: San Antonio Film Commission

Digital Video

1st Place: Tucson Film Office
2nd Place: Ausfilm
3rd Place: British Columbia Film Commission

Grand Prize

1st Place: Film Offices Of the Hawaiian Island
2nd Place: Georgia Office of Film, Video, & Music
3rd Place: California

Best Theme

1st Place: Film The West
2nd Place: Jamaica Film Commission
3rd Place: Peru Film Commission

Logo

1st Place: South Carolina Film Commission
2nd Place: Ausfilm
3rd Place: San Antonio Film Commission

Website

1st Place: Location Flanders
2nd Place: Fiji Audio Visual Commission
3rd Place: The Film Commission for Southwest Florida's Naples, Marco Islands, and the Everglades

Most Creative

1st Place: Royal Film Commission of Jordan
2nd Place: West Virginia Film Office
3rd Place: Abu Dhabi Film Commission

Most Informative

1st Place: New Mexico Film Office
2nd Place: Ausfilm
3rd Place: Yukon Film Commission

“For 15 years, the AFCI Marketing & Booth Awards have recognized the creativity of our members,” said Larry Brownell, CEO of the AFCI. “As today’s global economy presents the entertainment industry with new challenges, it has become increasingly important to develop marketing and advertising campaigns that inspire filmmakers, capture audiences and span cultural divides.”

For a quarter-century and counting, Locations Trade Show has starred as the premier gathering of location filmmakers featuring attention-grabbing exhibits and provocative discussions. Film industry professionals are invited to enjoy three days of free exposure to hundreds of film commissions showcasing the best locations, local resources, service providers, and financial incentives worldwide.

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