

NEWS / Monterey County Film Commission

FOR IMMEDIATE RELEASE / June 7, 2011

831-646-0910 info@filmmonterey.org

www.FilmMonterey.org

MONTEREY COUNTY FILM COMMISSION WINS AWARD IN INTERNATIONAL MARKETING COMPETITION

(Burbank, Calif. – June 3, 2011) – The Association of Film Commissioners International announced that the Monterey County Film Commission won a second place award in the AFCI's 2011 Marketing Awards competition in the specialty item category.

The AFCI Marketing Awards, a global competition encouraging film commissions to put forth winning components of their marketing and advertising campaigns, were presented during the annual AFCI general assembly meeting during the Locations 2011 tradeshow held in Burbank, Calif.

Entries were in 11 categories from ads and digital video to websites, with a judging panel of professional marketers and entertainment industry experts assessing each entry according to criteria.

Monterey County Film Commission's award-winning item was a tradeshow brochure handout designed as a "Reel Assets Portfolio," with the theme of "We can show you the money...but we'd rather show you our priceless locations." A genuine one dollar bill is inserted and extends out of the brochure's edge.

"My challenge was to catch the eye of location professionals and producers at trade shows looking to save money on their productions," said Karen Nordstrand, the film commission's director of marketing and film production, who developed the piece and did the copywriting and most of the photography. "In an increasingly competitive environment at tradeshow—and with very little to spend on giveaway items due to budget cuts—this turned out to be extremely effective at stopping and engaging show visitors who could well bring a film production to Monterey County."

Locations within Monterey County were spotlighted with photos and captions on a money theme. "Get big shots for small change" adjoins a dramatic photo of Bixby Bridge; "Locations that look like a million bucks" accents a Salinas Valley broccoli field; and "Get your money shots here" is on a stylized shot of rowboats in Monterey Bay.

"For 15 years, the AFCI Marketing Awards have recognized the creativity of our members," said Martin Cuff, interim 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."

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(Full list of winning entries below)

The AFCI 2011 Marketing Awards were awarded to the following film commissions:

Print Advertising – Single Ad

1st Place: Film Victoria
2nd Place: San Francisco Film Commission
3rd Place: Utah Film Commission

Print Advertising - Series

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

Digital Media

1st Place: Location Flanders
2nd Place: Ontario Media Development Corporation
3rd Place: North Carolina Film Office

Production Guide

1st Place: Location Flanders
2nd Place: The Royal Film Commission-Jordan
3rd Place: City of Santa Clarita

Direct Marketing Piece

1st Place: Ontario Media Development Corporation
2nd Place: West Virginia Film Office
3rd Place: City of Toronto Film, Television, and Digital Media

Apparel

1st Place: Busan Film Commission
2nd Place: Vienna Film Commission
3rd Place: Utah Film Commission

Specialty Item

1st Place: Montana Film Office
2nd Place: Monterey County Film Commission
3rd Place: Utah Film Commission

Logo

1st Place: Wilmington Regional Film Commission
2nd Place: Virginia Film Office
3rd Place: Serbia Film Commission

Website

1st Place: Film Victoria
2nd Place: Memphis and Shelby County Film and Television Commission
3rd Place: Serbia Film Commission

Digital Video

1st Place: Utah Film Commission
2nd Place: Ontario Media Development Corporation
3rd Place: Montana Film Office

Digital Advertising

1st Place: Virginia Film Office

