



FOR IMMEDIATE RELEASE

NEWPORT BEACH & COMPANY RECEIVES NINE PRESTIGIOUS MARKETING AWARDS IN 2022

The Destination Marketing Organization is Recognized for Exceeding the Industry Norm with their Creative Marketing Campaigns

NEWPORT BEACH, CALIFORNIA (December 22, 2022) – Newport Beach & Company, the global destination marketing agency for the city of Newport Beach, today announces they are ending 2022 on a high note, having received nine awards for their marketing, communication, and creative efforts. Award accolades won include Platinum, Gold, and Silver in prestigious awards such as the Hermes Creative Awards, Telly Awards, MarCom Awards and Viddy Awards.

Newport Beach & Company promotes the city of Newport Beach, California as a premier luxury leisure and meetings destination. The organization is the architect behind the destination's storytelling, advertising, communications, social media, content, digital, creative, business intelligence and community relations. Creating campaigns quarterly, the organization has received multiple awards for their strategic work, including two standout seasonal campaigns, 'Float with Us' and 'Let's Dream by the Sea.' 'Float with Us' showcased Newport Beach's nautical heritage, boating experiences and landscape which boasts more water than land. The 'Let's Dream by the Sea' campaign invited visitors to step inside the sun-drenched city, where summer daydreams can quickly become a reality.

Both multi-faceted campaigns and other marketing activations were honored with the accolades below. 2022 Awards Include:

Three Hermes Creative Awards

1. **PLATINUM** – Visit Newport Beach Spring Campaign: 'Float with Us' - Social Media Video
2. **PLATINUM** – Visit Newport Beach Spring Campaign: 'Float with Us' - Animated Display Ads
3. **GOLD** – Visit Newport Beach Spring Campaign: 'Float with Us' - TV Commercial/Ad

Two Telly Awards

1. **SILVER** – Visit Newport Beach 94th Oscars® Commercial
2. **SILVER** – 'Stay & Play' in Newport Beach: Social Media Videos/Social Video Campaign

One MarCom Award

1. **GOLD** – Visit Newport Beach Summer Campaign: 'Let's Dream by the Sea'

Three Viddy Awards

1. **PLATINUM** – 'Stay & Play' in Newport Beach: Social Media Videos/Social Video Campaign
2. **GOLD** – Visit Newport Beach 94th Oscars®: Commercial/Broadcast
3. **GOLD** – 'Float with Us' in Newport Beach: Commercial/Broadcast

“We are absolutely thrilled and proud to be receiving these awards for the marketing and creative work that went into our campaign efforts this year,” says Gary Sherwin, President & CEO of Newport Beach & Company. “Our dynamic and innovative organization developed multiple campaigns to inspire vacation stays in Newport Beach...and we’ve done just that. We are thrilled that our team’s caliber of work is being recognized with these prestigious accolades.”

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ABOUT HERMES CREATIVE AWARDS:

The Hermes Creative Awards honors the messengers and creators of the information revolution. Armed with their imaginations and computers, Hermes winners bring their ideas to life through traditional and digital platforms. Each year, competition judges evaluate the creative industry’s best publications, branding collateral, websites, videos, and advertising, marketing, and communication programs.

ABOUT TELLY AWARDS:

The Telly Awards is the premier award honoring video and television across all screens. Established in 1979, The Telly Awards receives over 12,000 entries from all 50 states and 5 continents. Entrants are judged by The Telly Awards Judging Council—an industry body of over 200 leading experts including advertising agencies, production companies, and major television networks, reflective of the multi-screen industry The Telly Awards celebrates.

ABOUT VIDDY AWARDS:

The Viddy Awards is an international competition honoring video excellence in a digital world. Viddy traces its roots to 1994 when it was known as the Videographer Awards. Viddy Awards' categories are the products of the industry's evolving tools including long and short form videos, broadcast and non-broadcast television programs, commercials, social media videos, podcasts, remote learning, animation, and virtual and augmented reality.

ABOUT MARCOM AWARDS:

The MarCom Awards are a international creative competition which recognize outstanding achievement by marketing and communication professionals. Entries come from corporate marketing and communication departments, advertising agencies, PR firms, design shops, production companies, and freelancers. Judges are industry professionals who look for companies and individuals whose talents exceed a high standard of excellence and whose work serves as a benchmark for the industry. There were over 6,000 entries from throughout the United States, Canada, and 43 other countries in the 2022 MarCom Awards competition.

ABOUT NEWPORT BEACH & COMPANY/VISIT NEWPORT BEACH:

Founded in January 2013, Newport Beach & Company is a non-profit organization established to serve as the official marketing agency for the city of Newport Beach. The agency brings together all of the marketing entities connected to the Newport Beach brand, and is designed to oversee separate business units that include Visit Newport Beach, Celebrate Newport Beach, Enterprise Newport Beach, and Newport Beach TV. For more information, please go to [VisitNewportBeach.com](https://www.visitnewportbeach.com).

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