

2017 IABC/TORONTO
**OVATION
AWARDS**

WINNERS

Award of Excellence Award Winner

Strategic Objectives

The 2016 White Cashmere Collection Editorial

Photography

Audio/Visual

Award of Merit Award Winner

Tarion Warranty Corporation

"I Am Tarion" Campaign

Audio/Visual

Award of Excellence Award Winner

The Regional Municipality of York

Buildings That Build People Up - York Region's

Belinda's Place and Youth Hub

Audio/Visual

Award of Excellence Award Winner

Strategic Objectives

The Brand Reinvention of Sears Canada

Brand Communication

Award of Excellence Award Winner

Toronto Hydro

Just add water - Toronto Hydro takes energy storage to a new frontier with the world's first underwater compressed air energy storage system

Audio/Visual

Award of Excellence Award Winner

Tenzing Communications

Branding Bruce

Brand Communication

Award of Merit Award Winner

Advantis Communications

Promotional videos help launch software platform

Audio/Visual

Award of Excellence Award Winner

Veritas Communications

Bring Back the Bees

Brand Communication

2017 IABC TORONTO
**OVATION
AWARDS**

WINNERS

Award of Merit Award Winner

Toronto Transit Commission

TTC Brand Revitalization

Brand Communication

Award of Excellence Award Winner

City of Oshawa

Connect Oshawa - Let's Shape Oshawa Together

Digital Content

Award of Excellence Award Winner

High Road

Little Leaguers send a Big Message

Community Relations

Award of Excellence Award Winner

Scotiabank

Scotiabank Jam

Digital Content

Award of Excellence Award Winner

York Region

Transportation Master Plan

Community Relations

Award of Excellence Award Winner

Thornley Fallis Communications

*Metrolinx: Integrating digital into community
consultation*

Digital Content

Award of Merit Award Winner

The Colony Project

MATCH- How many laws did you break today?

Community Relations

Award of Merit Award Winner

Cohn & Wolfe

Sunbeam Canada Throwback Thursday #TBT

Digital Content

2017 IABC/TORONTO
**OVATION
AWARDS**

WINNERS

Award of Merit Award Winner

Ontario Teachers' Pension Plan

Inflation 2017

Digital Content

Award of Excellence Award Winner

CAAT Pension Plan

*Earning member consent for a merger of two
pension plans*

Employee, Member or Human Resources/Benefits
Communication

Award of Merit Award Winner

**University of Toronto, Faculty of Applied
Science & Engineering, Engineering
Strategic Communications**

Welcome to Skule Microsite

Digital Content

Award of Excellence Award Winner

Livewire Communications

*BMO Next: Inspire engagement, confidence, and
understanding*

Employee, Member or Human Resources/Benefits
Communication

Award of Merit Award Winner

Weber Shandwick Canada

McCormick Canada — Quebec Campaign

Digital Content

Award of Excellence Award Winner

PepsiCo Foods Canada

*Cultivating A Culture of Transformation &
Transparency at PepsiCo Foods Canada*

Employee, Member or Human Resources/Benefits
Communication

Award of Excellence Award Winner

**Weber Shandwick Canada + McDonald's
Restaurants Canada**

ourlounge: McDonald's Canada Launch

Electronic, Digital and Interactive Communications

Award of Excellence Award Winner

Scotiabank

Scotiabank Jam

Employee, Member or Human Resources/Benefits
Communication

2017 IABC TORONTO
**OVATION
AWARDS**

WINNERS

Award of Excellence Award Winner

The Regional Municipality of York

*Future Directions Transformation: Business
Operations and Quality Assurance to Integrated
Business Services*

Employee, Member or Human Resources/Benefits
Communication

Award of Excellence Award Winner

Argyle Public Relationships

*Ontario Sixties Scoop Class Action: Honourable
Words Require Honourable Actions*

Government Relations

Award of Merit Award Winner

RBC Insurance

*RBC Insurance - Connecting Employees to Vision and
Values through Contests*

Employee, Member or Human Resources/Benefits
Communication

Award of Merit Award Winner

The Regional Municipality of York

Diversity and Inclusion in York Region

Government Relations

Award of Merit Award Winner

The Regional Municipality of York

*Where's Sparky? – The Tale of a Dog and Social
Services*

Employee, Member or Human Resources/Benefits
Communication

Award of Excellence Award Winner

Scotiabank

Scotiabank Jam

International Communications

Award of Merit Award Winner

**Weber Shandwick Canada + McDonald's
Restaurants Canada**

*Recipe for Success: McDonald's Canada Vision 2017
Launch*

Employee, Member or Human Resources/Benefits
Communication

Award of Excellence Award Winner

Kaiser Lachance Communications

Eastmain's Defence of a Dissident Shareholder

Issues Management and Crisis Communication

2017 IABC TORONTO
**OVATION
AWARDS**

WINNERS

Award of Merit Award Winner

APEX Public Relations

Fort McMurray Wildfire - Regional Emergency

Operations Centre Communications

Issues Management and Crisis Communication

Award of Excellence Award Winner

SickKids Foundation

SickKids VS Launch

Marketing Communications with budget > \$100K

Award of Merit Award Winner

Sheridan College

HMC Delay

Issues Management and Crisis Communication

Award of Excellence Award Winner

Strategic Objectives

The Launch of New Sears Canada

Marketing Communications with budget > \$100K

Award of Excellence Award Winner

GCI Group

Bringing Barbie® You Can Be Anything to Life

Marketing Communications with budget > \$100K

Award of Excellence Award Winner

The PR Department Inc

Maille Flavour Studio Canadian Tour 2016

Marketing Communications with budget > \$100K

Award of Excellence Award Winner

Kwittken

*The Sleeman Railside Tour: Quenching the Thirst of
an Untapped Demographic*

Marketing Communications with budget > \$100K

Award of Merit Award Winner

AIR MILES

AIR MILES DETOUR

Marketing Communications with budget > \$100K

2017 IABC TORONTO
**OVATION
AWARDS**

WINNERS

Award of Merit Award Winner

High Road

#ClarksMashup

Marketing Communications with budget > \$100K

Award of Merit Award Winner

Sheridan College

Come From Away

Marketing Communications with budget > \$50K up to \$100K

Award of Merit Award Winner

Strategic Objectives

Back to School with Sears Canada

Marketing Communications with budget > \$100K

Award of Merit Award Winner

Toronto Public Health

condomTO Wrapper Design Contest

Marketing Communications with budget > \$50K up to \$100K

Award of Excellence Award Winner

The Regional Municipality of York

York Region's Pledge to Ignore Campaign

Marketing Communications with budget > \$50K up to \$100K

Award of Merit Award Winner

City of Mississauga

2016 Ontario Summer Games

Marketing Communications with budget up to \$50K

Award of Merit Award Winner

Financeit

Financeit Acquisition of TD Bank Group's Indirect

Home Improvement Financing Portfolio

Marketing Communications with budget > \$50K up to \$100K

Award of Excellence Award Winner

CO-OP

Carisma 'Low GR' Potato Launch

Media Relations with budget > \$50K up to \$100K

2017 IABC TORONTO
**OVATION
AWARDS**

WINNERS

Award of Excellence Award Winner

Cohn & Wolfe

Kissability with Emervel Lips

Media Relations with budget > \$50K up to \$100K

Award of Excellence Award Winner

Strategic Objectives

*Debbie Travis Home Collection Launch at Sears
Canada*

Media Relations with budget > \$50K up to \$100K

Award of Excellence Award Winner

DDB Public Relations

*Ontario Natural Gas Alliance: Extending Summer
with Chef Rob Rainford*

Media Relations with budget > \$50K up to \$100K

Award of Excellence Award Winner

Strategic Objectives

*Amopé Love Your Feet. Love Yourself. with Coco
Rocha*

Media Relations with budget > \$50K up to \$100K

Award of Excellence Award Winner

Jamieson Vitamins + Cowan & Company

It Happens: Jamieson Digestive Care

Media Relations with budget > \$50K up to \$100K

Award of Merit Award Winner

Pomp & Circumstance PR

*Grey Goose Boulangerie Bleue Summer
Amplification Program*

Media Relations with budget > \$50K up to \$100K

Award of Excellence Award Winner

Strategic Objectives

*Second Cup Coffee Co. Welcome to Canada "Skating
and Hot Chocolate Party"*

Media Relations with budget > \$50K up to \$100K

Award of Merit Award Winner

Strategic Objectives

*A&W Canada Introduces French's Ketchup to its
Restaurants*

Media Relations with budget > \$50K up to \$100K

2017 IABC/TORONTO
**OVATION
AWARDS**

WINNERS

Award of Excellence Award Winner

CO-OP

*autoTRADER.ca: Anyone Can Buy and Sell Like a Pro
Campaign*

Media Relations with budget > \$100K

Award of Merit Award Winner

APEX Public Relations

Walmart Canada Discover 2.0 The Best of Fresh

Media Relations with budget > \$100K

Award of Excellence Award Winner

GCI Group

Bringing Barbie® You Can Be Anything to Life

Media Relations with budget > \$100K

Award of Merit Award Winner

Weber Shandwick Canada

Know Your Genes Initiative

Media Relations with budget > \$100K

Award of Excellence Award Winner

Strategic Objectives

Kellogg Canada Breakfasts for Better Days 2016

Media Relations with budget > \$100K

Award of Merit Award Winner

Weber Shandwick Canada

1903 — A Harley-Davidson Café

Media Relations with budget > \$100K

Award of Excellence Award Winner

Zeno Group

The Barilla Listening Room

Media Relations with budget > \$100K

Award of Excellence Award Winner

Advantis Communications

Growing IMAGINiT's AEC & FM thought leadership at

Autodesk University

Media Relations with budget up to \$50K

2017 IABC TORONTO
**OVATION
AWARDS**

WINNERS

Award of Excellence Award Winner

Argyle Public Relationships

*Ontario Sixties Scoop Class Action Lawsuit Media
Relations*

Media Relations with budget up to \$50K

Award of Merit Award Winner

Craft Public Relations

The Launch of Pokémon Sun and Pokémon Moon

Media Relations with budget up to \$50K

Award of Excellence Award Winner

City of Mississauga

Camp Ignite 2016

Media Relations with budget up to \$50K

Award of Merit Award Winner

FleishmanHillard

*Busiest Shopping Days: Moneris Holiday Spend
Reports*

Media Relations with budget up to \$50K

Award of Excellence Award Winner

Strategic Objectives

Green & Black's Celebrates Valentine's Day

Media Relations with budget up to \$50K

Award of Merit Award Winner

Strategic Objectives

Girl Guides of Canada Launches Mighty Minds

Media Relations with budget up to \$50K

Award of Merit Award Winner

Argyle Public Relationships

*Canadian Multiple Myeloma Patient Database
Launch*

Media Relations with budget up to \$50K

Award of Merit Award Winner

Toronto Hydro

Emergency Preparedness Hacks

Media Relations with budget up to \$50K

2017 IABC TORONTO
**OVATION
AWARDS**

WINNERS

Award of Excellence Award Winner

Manulife

Manulife Cool Jobs series

Multi-audience Communications

Award of Merit Award Winner

Context Creative

Toronto Hydro's Fall Savings Guide: Colourfall T.O.

Publications

Award of Merit Award Winner

Context Creative

Toronto Hydro Trusted Energy Experts

Multi-audience Communications

Award of Merit Award Winner

Strategic Objectives

The 2016 White Cashmere Collection Invitation

Publications

Award of Excellence Award Winner

Jamieson Vitamins + Cowan & Company

It Happens: Jamieson Digestive Care Media Kit

Brochure

Publications

Award of Merit Award Winner

The Regional Municipality of York

2015 York Region Annual Community Report: From

Vision to Results

Publications

Award of Excellence Award Winner

Tenzing Communications Inc.

2016 Huntsville Hospital Foundation Annual Report:

Healthcare for life. Here.

Publications

Award of Merit Award Winner

The Regional Municipality of York

Strategic Plan Roadmaps

Publications

2017 IABC TORONTO
**OVATION
AWARDS**

WINNERS

Award of Merit Award Winner

**University of Toronto, Faculty of Applied
Science & Engineering, Engineering
Strategic Communications**

Skulematters: The Future of Health-Care

Engineering

Publications

Award of Merit Award Winner

L'Oreal Paris + Cowan & Company

L'Oreal Paris Bright Reveal Education

Social Media

Award of Merit Award Winner

**University of Toronto, Faculty of Arts &
Science**

The ArtSci Effect: Your Philanthropy in Action

2015/16

Publications

Award of Excellence Award Winner

Argyle Public Relationships

Ontario Pork: An Era of Change & Accountability

Social Responsibility includes Economic, Societal &
Environmental Development

Award of Excellence Award Winner

FleishmanHillard

ORBA #SiteUnseen

Social Media

Award of Merit Award Winner

Hill+Knowlton Strategies

Plan International Canada #GirlsBelongHere

Social Responsibility includes Economic, Societal &
Environmental Development

Award of Merit Award Winner

Edelman Canada

Team TELUS Advocacy Program

Social Media

Award of Merit Award Winner

Strategic Objectives

Girl Guides of Canada Launches Mighty Minds

Social Responsibility includes Economic, Societal &
Environmental Development

2017 IABC TORONTO
**OVATION
AWARDS**

WINNERS

Award of Merit Award Winner

The Regional Municipality of York

*STOP on the Road: York Region Smoking Cessation
Program*

Social Responsibility includes Economic, Societal &
Environmental Development

Award of Merit Award Winner

Strategic Objectives

Back to School with Sears Canada

Special events with budget > \$100K

Award of Merit Award Winner

The Regional Municipality of York

Water Is

Social Responsibility includes Economic, Societal &
Environmental Development

Award of Merit Award Winner

Weber Shandwick Canada

1903 — A Harley-Davidson Café

Special events with budget > \$100K

Award of Excellence Award Winner

Citizen Relations

PC Babylicious

Special events with budget > \$100K

Award of Merit Award Winner

Paradigm Public Relations

*Thermador Celebrates 100 Years of Culinary
Excellence*

Special events with budget > \$50K up to \$100K

Award of Merit Award Winner

DDB Public Relations

*The CIL 'Dream It Here. Do It Here.' Shipping
Container*

Special events with budget > \$100K

Award of Merit Award Winner

Manulife Financial

Solutions articles

Writing