

great minds
think **bold**
Winners

IA
BC Toronto | 75 Years
2018 OVATION Awards



great minds
think **connected**

IA
BC Toronto | 75 Years
2018 OVATION Awards



Award of Excellence Award Winner

Weber Shandwick Canada

Canadian Tire: The World's PREMIER Paint Experience
Advertising and Brand Communication

Award of Excellence Award Winner

Retired Teachers of Ontario

*Open enrolment window for the retired education
community*
Digital Communication

Award of Excellence Award Winner

Manulife Financial

2017 Solutions Videos
Audio/Visual

Award of Excellence Award Winner

Weber Shandwick Canada

McDonald's Canada Summer Drink Days
Digital Communication

Award of Excellence Award Winner

APEX Public Relations

*RSA Gets Personal: Building loyalty among a millennial
audience*
Customer Relations

Award of Excellence Award Winner

Royal Bank of Canada

RBC Vision & Values Jam
Employee Engagement

Award of Excellence Award Winner

Argyle Public Relationships

*Ontario Veterinary Medical Association: A Social Media
Evolution*
Digital Communication

Award of Excellence Award Winner

The Regional Municipality of York

*Public Health Public Awareness Campaign Feedback
Solicitation*
Government Communication Programs

Award of Excellence Award Winner

FleishmanHillard HighRoad

Ontario's Solution 2030 Challenge
Digital Communication

Award of Excellence Award Winner

CAAT Pension Plan

Communicating Pension Value
Human Resources and Benefits Communication

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Award of Excellence Award Winner

City of Mississauga

*Hickory Drive Explosion - City Emergency
Communications*

Issues Management and Crisis Communication

Award of Excellence Award Winner
**Huntsville Hospital Foundation with Tenzing
Communications**

Major Giving: A Focus on Seasonal Property Owners
Marketing Communication

Award of Excellence Award Winner

Weber Shandwick Canada

McDonald's Canada: Careers Website Cyber Attack
Issues Management and Crisis Communication

Award of Excellence Award Winner
**Walmart Canada / Traffik / APEX Public
Relations / ruckus Digital / MediaNet / Google /
Antelope**

Walmart Canada Toy Academy
Marketing Communication

Award of Excellence Award Winner

Argyle Public Relationships

*A taste of Spain: Promoting Spanish persiMon fruit in
Canada*
Marketing Communication

Award of Excellence Award Winner
Strategic Objectives and Kruger Products

2017 White Cashmere Collection
Media Relations with budget > \$100K

Award of Excellence Award Winner

Craft Public Relations

The Launch of Nintendo Switch in Canada
Marketing Communication

Award of Excellence Award Winner
Strategic Objectives and Team Pringles

Pringles Ketchup Chip Launch
Media Relations with budget > \$100K

Award of Excellence Award Winner

Edgewell Personal Care, Paradigm, Wavemaker

Quattro YOU "Story Of Your Year" Campaign
Marketing Communication

Award of Excellence Award Winner

Weber Shandwick Canada

Air Canada Loyalty Announcement
Media Relations with budget > \$100K

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Weber Shandwick Canada

Canadian Tire: The World's PREMIER Paint Experience

Media Relations with budget > \$100K

Award of Excellence Award Winner

Craft Public Relations

The Launch of Mad Radish

Media Relations with budget up to \$50K

Award of Excellence Award Winner

Craft Public Relations

The Launch of GE WiFi Connect

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

Award of Excellence Award Winner

Kaiser Lachance Communications and Royal

LePage

The Royal LePage Peak Millennial Survey

Media Relations with budget up to \$50K

Award of Excellence Award Winner

Pomp & Circumstance PR Corp.

CANVAS by Canadian Tire

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

Award of Excellence Award Winner

Grassriots

Cystic Fibrosis Canada: 31 Reasons to Give

Nonprofit Campaigns

Award of Excellence Award Winner

The PR Department

Maille TV-Media Tour & Supporting Media Relations 2017

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

Award of Excellence Award Winner

University of Toronto, Faculty of Arts & Science

The Artsci Effect: Your Philanthropy in Action 16/17

Publications

Award of Excellence Award Winner

Argyle Public Relationships

Ontario Science Centre Thought Leadership: Science

Literacy Week 2017

Media Relations with budget up to \$50K

Award of Excellence Award Winner

ruckus Digital

*Walmart Canada Dinnder – Matching fresh produce with
our AAA meat*

Social Media Programs

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Award of Excellence Award Winner

Engineering Strategic Communications

#EveryDropMatters CNE Activation

Special Events

Award of Merit Award Winner

Ryerson University

Brand Refresh: Where Mind & Action Intersect

Advertising and Brand Communication

Award of Excellence Award Winner

Strategic Objectives and Team Pringles

Pringles Ketchup Slippery Slide Event

Special Events

Award of Merit Award Winner

**Walmart Canada / Traffik / APEX Public
Relations / ruckus Digital / MediaNet / Google /
Antelope**

Walmart Canada Toy Academy

Advertising and Brand Communication

Award of Excellence Award Winner

Weber Shandwick Canada

Canadian Tire: The World's PREMIER Paint Experience

Special Events

Award of Merit Award Winner

Weber Shandwick Canada

Air Canada Loyalty Announcement

Advertising and Brand Communication

Award of Excellence Award Winner

Weber Shandwick Canada

McDonald's: Happy Meal Book or Toy Launch

Special Events

Award of Merit Award Winner

The Regional Municipality of York

*But I Have Another Job - York Region employees who are
also dads*

Audio/Visual

Award of Merit Award Winner

Argyle Public Relationships

Pilot Launch: MD Financial Suite

Advertising and Brand Communication

Award of Merit Award Winner

University of Toronto, Faculty of Arts & Science

*Faculty of Arts & Science, University of Toronto: My
Favourite Places Video Series*

Audio/Visual

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Award of Merit Award Winner

VHA Home HealthCare

The Loop "Arrival" Video

Audio/Visual

Award of Merit Award Winner

SOSCIP, University of Toronto

SOSCIP 2017 Impact Report: Innovation Realized

Digital Communication

Award of Merit Award Winner

Royal LePage Real Estate Services

Royal LePage launches Smart Studio

Change Communication

Award of Merit Award Winner

EY

EY Connect Day 2017

Employee Engagement

Award of Merit Award Winner

The Regional Municipality of York

2017 Annex Communications Plan

Community Relations

Award of Merit Award Winner

The Regional Municipality of York

Invest in People: York Region's 23rd Annual United Way Campaign

Employee Engagement

Award of Merit Award Winner

**Engineering Strategic Communications &
Engineering Outreach**

She Inspires Us

Digital Communication

Award of Merit Award Winner

McDonald's Canada

Brewing Change; Internal Engagement for McCafé's first national \$1 Any Size event

Internal Communication

Award of Merit Award Winner

Paradigm

o.b. #1000tozero Campaign

Digital Communication

Award of Merit Award Winner

**RSA Corporate Communications / Fusion
Design Group / AOPG Inc.**

Road to best in class: RSA Employee Expo

Internal Communication

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Award of Merit Award Winner

Weber Shandwick Canada

*Spreading the Eggcitement – Engagement for
McDonald's Canada All Day Breakfast Internal Launch*
Internal Communication

Award of Merit Award Winner

Weber Shandwick Canada

McDonald's All-Day Breakfast Launch
Marketing Communication

Award of Merit Award Winner

Sheridan College

Responding to the Academic Strike 2017
Issues Management and Crisis Communication

Award of Merit Award Winner

Weber Shandwick Canada

Transitions Sunrisers Campaign
Marketing Communication

Award of Merit Award Winner

Citizen Relations

President's Choice #EatTogether
Marketing Communication

Award of Merit Award Winner

Citizen Relations

President's Choice #EatTogether
Media Relations with budget > \$100K

Award of Merit Award Winner

Manulife Financial

OWN IT
Marketing Communication

Award of Merit Award Winner

Walmart Canada, APEX Public Relations

Walmart Fresh 2017
Media Relations with budget > \$100K

Award of Merit Award Winner

Weber Shandwick Canada

Canadian Tire: The World's PREMIER Paint Experience
Marketing Communication

Award of Merit Award Winner

Cadillac Fairview

*Cadillac Fairview reveals innovative pedestrian bridge at
CF Toronto Eaton Centre*
Media Relations with budget up to \$50K

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Award of Merit Award Winner

**Edelman Canada and Canadian Partnership
Against Cancer**

Person-Centred Cancer Care in Canada

Media Relations with budget up to \$50K

Award of Merit Award Winner

**Royal LePage and Kaiser Lachance
Communications**

Donald Trump Drives U.S. Interest in Canadian Real Estate

Media Relations with budget up to \$50K

Award of Merit Award Winner

The Regional Municipality of York

Child Care Fee Subsidy Media Strategy

Media Relations with budget up to \$50K

Award of Merit Award Winner

CanadaHelps

GivingTuesday 2017

Nonprofit Campaigns

Award of Merit Award Winner

Cohn & Wolfe on behalf of Ezer Mizion Canada

The Famous Jerusalem Market Visits Toronto

Nonprofit Campaigns

Award of Merit Award Winner

**Hill+Knowlton Strategies and The Partnership
on behalf of Pancreatic Cancer Canada**

Foundation

*Pancreatic Cancer Canada Foundation - Assumptions
Can Be Deadly*

Award of Merit Award Winner

APEX Public Relations

Power up with RSA Pro™

Publications

Award of Merit Award Winner

Faculty of Arts & Science, University of Toronto

*Faculty of Arts & Science, University of Toronto:
Surrounded by Opportunity Viewbook*

Publications

Award of Merit Award Winner

Manulife Financial

2017 Solutions Magazine

Publications

Award of Merit Award Winner

Northumberland County

150 Stories and Images of Arrival

Publications

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BC Toronto | 75 Years
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Award of Merit Award Winner

The Regional Municipality of York

The York Region Brand Book

Publications

Award of Merit Award Winner

City of Mississauga

Brilliance Together - Canada's 150th Anniversary

Celebration

Special Events

Award of Merit Award Winner

The Regional Municipality of York

#YRMatters Digital Newsletter

Publications

Award of Merit Award Winner

CO-OP

EarthFresh: Nature's Canvas

Special Events

Award of Merit Award Winner

GCI Canada

#LGG6Fam, LG Canada's 2017 Influencer Program

Social Media Programs

Award of Merit Award Winner

McDonald's Canada

C17: McDonald's Canada 50th Anniversary Convention

Special Events

Award of Merit Award Winner

**Pfizer Canada Inc. and NATIONAL Public
Relations**

It's About mBC Time 2017

Social Media Programs

Award of Merit Award Winner

PRAXIS Public Relations

Raise The Macallan

Special Events

Award of Merit Award Winner

Walmart Canada / ruckus Digital / Ad Parlor

Walmart Canada 360 Dorm Room

Social Media Programs

Award of Merit Award Winner

Sheridan College

Tony Nominations Viewing Party

Special Events

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Award of Merit Award Winner

The PR Department

The Tabasco Big Flavour Challenge

Special Events

Award of Merit Award Winner

The Regional Municipality of York

The Gateway 2017 Conference for Internationally

Educated Professionals

Special Events

Award of Merit Award Winner

Weber Shandwick Canada

General Motors Canada: #BuickStyle

Special Events