

# IABC Gold Quill Awards 2017 Winners



**INSPIRE**

## DIVISION 1: COMMUNICATION MANAGEMENT

The Communication Management division covers project, programs and campaigns that are guided by a communication strategy.

### Category 1: Internal Communication

#### Excellence Awards

Program	Winner	Company	Country
IT Security Awareness Program	Marni Evans	Agrium	Canada
Going social at ANZ with MaxConnect	Internal Digital Communications	ANZ	Australia
Africa Technology Back on Track	Sophia Dower	Barclays Africa	South Africa
a-FUSION – humanising a massive IT change	Megan Caulfield (Ogilvy Impact) and Kylie Church (Canon)	Canon Australia	Australia
Tomorrow's Workplace	Christina Mattern, Nathalie Tacail, Sandra Wong	City of Calgary, Facility Management	Canada
Your Voice Matters	Creative Services	Ingram Barge Company	USA
JTI HQ relocation: together under one roof	JTI Internal Communications Team	JTI	Switzerland
TUHF Internal brand refresh	Terri Brown	The Logical Truth	South Africa

#### Merit Awards

Program	Winner	Company	Country
NextGen Communications for Credit Services Transformation	Carmen Lamar, Therese Beale, Preeti Khattri, Arun Kumar Thapliyal, Katarzyna Pettka, Anil C. Pandey, Pranay D. Gupta	Accenture LLP	India
Measuring Staff and Volunteer Engagement at the American Cancer Society	Rachel Whelan and Renee Kelley	American Cancer Society	USA
Anglo American Employee Indebtedness Programme	Ann Farndell, Rochelle de Paiva, Mpumi Sithole, Mooketsi Mocumi, Gert Schoeman, Tintswalo Khosa-Gieseke, Carolyn Lewis (Summit), Leigh Nooy (Summit), Olwen Auret (Russell & Associates)	Anglo American	South Africa
ATB Financial Online Shopping	Calvin Seaman	ATB Financial	Canada
Diveristy and Inclusion Postcard Stories	Rachel Wade, Lilian Lam, Jennifer Kohle, Colin Stutsman	ATB Financial	Canada
Re:Define - Launching the new business strategy for Canadian P&C	Canadian P&C Communications Team	BMO	Canada
Service360 Transformation Program	Kimberly Garbarino, Sarah Hilli, Danielle Kimmel, Preeti Khattri, Anil Pandey, Rahul Choudhury	DellEMC and Accenture LLP	India

Program	Winner	Company	Country
<b>“Live Brighter” Bringing our brand to life</b>	Nicolette Kyte, H. Dean, A. Hargrave, R. Stockment	Direct Energy	USA
<b>DuPont’s Journey to Three: Driving Performance Through Ambiguity with Employee Communications</b>	DuPont, Gagen MacDonald and Think Marketing	DuPont, Gagen MacDonald & Thinking Marketing	USA
<b>Guardian on the Go - Transitioning to a New Way of Working</b>	Franziska Weber	Gagen MacDonald & Guardian Life Insurance	USA
<b>Building Trust in Leadership</b>	Kim Clark & Leslie Phillips	GoDaddy	USA
<b>“Launch of the Grupo Insud Internal Blog”</b>	Gustavo Ripoll, Gabriela Del Ristoro, Lorena Sueiro, Florencia Leskovar, María Catalina Gottfried	Grupo Insud	Argentina
<b>Carl Compliance Comes to Intact</b>	Michael Kerr, Daisy Yu, Jesse Travis, Maryann Besharat, Pascal Dessureault, John Juba, Qumers Wejdan, Dominique Beaulieu	Intact Financial Corporation	Canada
<b>Creating Meaningful Change: Communicating throughout an integration</b>	Monika Paquette, Lori Ann Campbell, Melicent Lavers-Sailly	Medtronic Canada	Canada
<b>Making Business Personal</b>	Raytheon Integrated Defense Systems	Raytheon	USA
<b>We value all differences</b>	Fernanda Ribeiro Costa	Vale	Brazil
<b>Flu Fighters to the rescue!</b>	Tiffany Akins	Vancouver Coastal Health	Canada
<b>IBM’s moonshot—making healthcare engagement happen for employees</b>	The moonshot team at IBM & Willis Towers Watson	Willis Towers Watson	USA

## Category 2: Employee Engagement

### Excellence Awards

Program	Winner	Company	Country
<b>LundBox: Focusing on our Culture</b>	Lundbeck and Gagen MacDonald	Lundbeck & Gagen MacDonald	USA
<b>“Pro-Vision Dream Team: 18+. Можно все”</b>	Vladimir Vinogradov	Pro-Vision Communications	Russia

### Merit Awards

Program	Winner	Company	Country
<b>Give respect. Get respect—workplace culture reform</b>	Mardi Stewart	Australian Crime Commission	Australia
<b>DuPont’s Journey to Three: Driving Performance Through Ambiguity with Employee Communications</b>	DuPont, Gagen MacDonald and Think Marketing	DuPont, Gagen MacDonald & Thinking Marketing	USA
<b>Above &amp; Beyond Awards</b>	Fraser Health Communications & Public Affairs Team	Fraser Health	Canada
<b>Scotiabank Jam</b>	Scotiabank Public, Corporate and Government Affairs	Scotiabank PCGA	Canada

Program	Winner	Company	Country
<b>Celebrating 15 Years of Care in Pictures &amp; Words</b>	Laurie Dawkins, ABC & Maile Conwi, MA	Vancouver Coastal Health	Canada
<b>Welcome Home</b>	Jade Pearce, Teresa North, Lucy Beresford, Rebecca Cameron, Stephanie Stone	Water Cooler Talk Ltd and REA Group	United Kingdom

## Category 3: Human Resources and Benefits Communication

### Excellence Awards

Program	Winner	Company	Country
<b>Earning member consent for a merger of two pension plans</b>	ROM Merger Team	CAAT Pension Plan	Canada
<b>Lucky Brand Open Enrollment Communications</b>	Sarah Beth Bricel, Valli Thornton	Mercer	USA
<b>Kimberly-Clark 2016 Road Trip to Your Future Campaign</b>	Jamie Colvin, Katrina Wilgus, Alisa Hunt, Hannah Turnage, Courtney Harlow, Jackie Powell, Amy Tellor	SimplyConnect Consulting, LLC	USA
<b>Be in the Know</b>	The Total Rewards Team and PRM	WestRock	USA
<b>"Your Money. Your Choice." Campaign</b>	George Weston Ltd. / Willis Towers Watson	Willis Towers Watson	Canada
<b>Capturing hearts and minds—and inspiring a healthcare movement</b>	The moonshot team at IBM & Willis Towers Watson	Willis Towers Watson	USA

### Merit Awards

Program	Winner	Company	Country
<b>Introducing the ATB Flexible Pension Plan</b>	Brenda Hanchar, Edrea Cox, Rehann Onyschuk, Sharon Vanderwerff, Sherry Fitzpatrick, Debra Douglass	ATB Financial	Canada
<b>Memorial Sloan Kettering Cancer Center Open Enrollment Communication Campaign</b>	PartnerComm, Inc.	PartnerComm, Inc.	USA
<b>Helping Littelfuse Associates Make Informed Medical Benefit Decisions</b>	Gabrielle Loring	ROC Group	USA
<b>Ensuring Stakeholder Confidence in a Fluid Environment</b>	SABC Pension Fund	SABC Pension Fund	South Africa
<b>BMC Software's 2016 Step It Up Corporate Challenge</b>	Jamie Colvin, Natasha Taylor, Irma Soza, Lynn Moffett, Michelle Maloney, Wanda Dunn	SimplyConnect Consulting, LLC	USA
<b>Dr Pepper Snapple Group's Wellness Rewards Campaign</b>	Jamie Colvin, Jill Masters, Lynn Bargmann, April Rodriguez, Dave Olsen, Jenni Hancock, Michelle Maloney	SimplyConnect Consulting, LLC	USA
<b>Sysco's Total Rewards Café Campaign</b>	Jamie Colvin, Erin Packwood, Sebastian Skalany, Amy Tellor, Eileen Bouthillet, Michelle Maloney, Jackie Powell	SimplyConnect Consulting, LLC	USA

Program	Winner	Company	Country
<b>PepsiCo my Healthy Money: Creating Financially Savvy Families</b>	The Healthy Money team at PepsiCo & Willis Towers Watson	Willis Towers Watson and PepsiCo	USA

## Category 4: Change Communication

### Excellence Awards

Program	Winner	Company	Country
<b>One.CBA change communications</b>	CBA Employee Engagement team	Commonwealth Bank	Australia
<b>Teo and Omnitel joining forces</b>	Corporate Affairs Team	Telia Lietuva	Lithuania

### Merit Awards

Program	Winner	Company	Country
<b>Service360 Transformation Program</b>	Kimberly Garbarino, Sarah Hilli, Danielle Kimmel, Preeti Khattri, Anil Pandey, Rahul Choudhury	DelleMC and Accenture LLP	India
<b>DuPont's Journey to Three: Driving Performance Through Ambiguity with Employee Communications</b>	DuPont, Gagen MacDonald and Think Marketing	DuPont, Gagen MacDonald & Thinking Marketing	USA
<b>Care Coordination Program of Work</b>	Avori Cheyne	Mississauga Halton CCAC	Canada
<b>Quest Diagnostics Revenue Services Employees Journey to Optum360</b>	Darcy Dawson	Optum360	USA
<b>ROUTE 5: Sun Life Philippines' Road Map to #1</b>	Donante Aaron Peji	Sun Life of Canada (Philippines), Inc.	Philippines
<b>Vale: The Mining Challenge - PUA ABERJE University Contest</b>	Corporate Communication	Vale S.A.	Brazil
<b>ONE Sustainable Future for Webasto Roof Systems Americas - Strategic Planning Summit</b>	Andre Schoenekaes, Dr. Philipp Schramm, Gwendolyn S. Knapp	Webasto Roof Systems, Americas Region	USA

## Category 5: Safety Communication

### Excellence Awards

Program	Winner	Company	Country
<b>Safety First Zero Injuries Campaign</b>	Andrea Davies & Caroline Hughes	Parks Victoria	Australia

### Merit Awards

Program	Winner	Company	Country
<b>Safest Version of You</b>	Corporate Communications Team	Arizona Public Service (APS)	USA
<b>Emergency Exercise Communications</b>	Greater Toronto Airports Authority	Greater Toronto Airport Authority	Canada
<b>TDIndustries Safety Week 2016 Campaign</b>	Fiercely Protect the Safety of All Partners	TDIndustries	USA
<b>O-I Glass 'Journey to Zero' EHS campaign</b>	Tanya Warrington	The Launch Box	Australia

## Category 6: Leadership Communication

### Merit Awards

Program	Winner	Company	Country
<b>Church &amp; Strategic Clarity: The Rise of Communicating Leaders</b>	Chantalle Schutte	The Apostolic Faith Mission of South Africa	South Africa

## Category 7: Marketing, Advertising and Brand Communication

### Excellence Awards

Program	Winner	Company	Country
<b>The Rebranding of Radeon with the Radeon Rebellion</b>	Chris Hook	AMD	Canada
<b>Pride Tape Campaign</b>	Calder Bateman Communications	Calder Bateman Communications	Canada
<b>The digital platform Smile.Mvideo.ru</b>	CROS: Nataliya Zhivaya, Igor Boiko, Anastasia Timofeeva; M.Video: Yulia Zaripova, Tamara Afonina, Elizaveta Davydova	CROS	Russia
<b>Fortis New York Stock Exchange Listing</b>	H. Colleen Ryan	Fortis Inc.	Canada
<b>Hydro Ottawa's 2015 Go Paperless E-Billing Campaign</b>	Susan Barrett, Hydro Ottawa	Hydro Ottawa	Canada

### Merit Awards

Program	Winner	Company	Country
<b>Building a foundation for AESO reputation through digital strategy</b>	External Communications Team	Alberta Electric System Operator	Canada
<b>Just Imagine Blog</b>	D Bond J McGuire J Boshoff D Bowyer N Butten	Aurecon	Australia
<b>Smarter Investor Campaign</b>	Brenda Lea Brown	British Columbia Securities Commission	Canada

Program	Winner	Company	Country
<b>C&amp;W Services Stories: Corporate Storytelling to Build a New Brand</b>	Allana Helland, Anna Kancs, Brittany Trevick, Catherine Langell, Christine Wickes, and Katherine Vizzone	C&W Services	USA
<b>2016 CA Drought Campaign</b>	Paul Rappa	California American Water with BNA Communications	USA
<b>Doritos Ketchup Roses</b>	Alyssa Katzikowski	Citizen Relations	Canada
<b>SmartStart - putting the customer at the centre of integrated services</b>	SmartStart communications team	Department of Internal Affairs	New Zealand
<b>A View From Above: Leveraging the Rooftopping Phenomenon to Launch the LG G4 into Canada</b>	Alissa Liotti	LG-One Canada, a WPP LG dedicated entity represented by GCI Canada; LG Electronics Canada	Canada
<b>Peanut Vendor's Social Almanac Launch Campaign for Maryknoll School's Mx Scholar Program for STEM &amp; Aerospace</b>	Lauren Highfill Williams, Ryan Lepicier, Golin Alan Tang	National Peanut Board Olomana Loomis ISC	USA USA
<b>To sing from the same hymn book: Creating a new voice for Caroline Chisholm Catholic College</b>	Barbara Pesel	Pesel & Carr	Australia
<b>It's My Airport Marketing Campaign</b>	Deborah Wilson, Jen Brailsford, Louise Brook, Sarah Sutton	PortsToronto	Canada
<b>Dream Big With Little Aggies</b>	Dunae Crenwelge and Case Rhome	Texas A&M Foundation	USA
<b>Mosaic Moments</b>	Marnel Jones	The Mosaic Company	Canada
<b>TTC Brand Revitalization</b>	Customer Communications	Toronto Transit Commission	Canada
<b>We Move You</b>	Customer Communications	Toronto Transit Commission/National Ballet of Canada	Canada
<b>Capital Thinking. Globally Minded.</b>	Victoria University of Wellington and Unlimited Ltd.	Victoria University of Wellington	New Zealand

## Category 8: Customer Relations

### Excellence Awards

Program	Winner	Company	Country
<b>20th Anniversary Customer Engagement Campaign</b>	Pru Life UK	PRU LIFE UK	Philippines

### Merit Awards





Program	Winner	Company	Country
Meralco Advisory: Building the Customer Relationship Through Trust and Relevance	Marketing Communications and Public Information Office	Meralco	Philippines

## Category 9: Media Relations

### Excellence Awards

Program	Winner	Company	Country
Reframing Canada's climate policy discussion	Daniel Tisch, Roanne Argyle, Brendan Agnew-Iler, Marc Budgell, Mary Zajac, Shirven Rezvany	Argyle Public Relationships	Canada
Sixties Scoop Media Relations Strategy	Daniel Tisch, Roanne Argyle, Brendan Agnew-Iler, Jessie Sitnick, Ashley O'Connor, Marc Budgell	Argyle Public Relationships	Canada
Rethink Success: the earned media campaign to support NAB's brand repositioning	NAB Corporate Communications	NAB	Australia

### Merit Awards

Program	Winner	Company	Country
Discover Another Side of Walmart Canada	APEX Public Relations Inc., Morin Relations Publiques, Walmart Canada	APEX Public Relations	Canada
Get Ready for Back-to-School with Walmart Canada	APEX Public Relations, Morin Relations Publiques, Walmart Canada	APEX Public Relations	Canada
BECU Spokane Launch	Tracey Fitzgerald	BECU	USA
The Kijiji Second-Hand Economy Index	Silvie Letendre	Capital-Image/Envrionics	Canada
A Year of Culture, a World of Change	Aarhus 2017 Team	European Capital of Culture Aarhus 2017	Denmark
Billy Bishop Toronto City Airport Pedestrian Tunnel Media Campaign	Deborah Wilson, Erin Mikaluk, Jen Brailsford, Sarah Sutton, Louise Brooks	PortsToronto	Canada
UPS Delivers the First National Medical Drone Delivery Network	UPS, MSLGROUP and ETA	UPS	USA

## Category 10: Community Relations

### Excellence Awards

Program	Winner	Company	Country
ION Community Relations Keeps Construction On Track	Avril Fiskien, Lauren McGirr, Melissa Ricci, & John Holst	AECOM	Canada



Program	Winner	Company	Country
<b>Makarapa City – Anglo American created community radio drama</b>	Mooketsi Mocumi, Ann Fardell, Rochelle de Paiva, Pranill Ramchander, Sibusiso Tshabalala	Anglo American	South Africa
<b>Engaging communities to plan the Western Distributor project</b>	Anita Orr	Anita Orr - Transurban	Australia
<b>Introducing the Library of the Future</b>	Regina Public Library Marketing & Communications	Regina Public Library	Canada

### Merit Awards

Program	Winner	Company	Country
<b>The Abashintshi Social Mobilisation Project</b>	Sappi Communications and DevCom Teams	Development Communication Solutions	South Africa
<b>Safety and Emergency Response Information Days -- Demonstrating TransCanada's Commitment to Safety</b>	TransCanada Community Relations / Emergency Management Team - Energy East. Team members: BJ Arnold, Todd Lang, Jon Pitcher, Caroline Beaudry, Patrick Lacroix, Kirsty Spence, Kent Bromley, Courtney Stauff, Krystal Hebert, John Van der Put, Craig Olsen	TransCanada PipeLines Limited	Canada
<b>Sound[W]right: UFS student tone and voice project</b>	Leonie Bolleurs	University of the Free State	South Africa

## Category 11: Government Relations

### Excellence Awards

Program	Winner	Company	Country
<b>Getting organised for better qualifications: Helping policy makers implement complex changes</b>	Joanna Anstey	European Training Foundation	Italy
<b>Building trust with a new government</b>	H. Young, C. Dibble, A. Madden & C. Gillies	Mitacs	Canada

### Merit Awards

Program	Winner	Company	Country
<b>Welcome</b>	V. Kernel, S. Islamovic, J. Oslaj, B. Ulcej, V. Bizjak-K.	Studio Kernel, d.o.o.	Slovenia

## Category 13: Issues Management and Crisis Communication

### Excellence Awards

Program	Winner	Company	Country
<b>Good Spirited</b>	Jessica Merz	Bacardi Limited	USA

Program	Winner	Company	Country
Blue Cross Blue Shield of Arizona Healthcare Organization Negotiation	Public Relations Team	Blue Cross Blue Shield of Arizona	USA
IBC's Response to Canada's Costliest Disaster – the Fort McMurray wildfire	Insurance Bureau of Canada	Insurance Bureau of Canada	Canada

### Merit Awards

Program	Winner	Company	Country
H2S flaring in southern Saskatchewan	Rob Gray and Nancy H. Arab	NATIONAL Public Relations	Canada
Fort McMurray Wildfire Response – Keeping Alberta Communities Safe Through Collaborative Crisis Communication	Community Relations Fort McMurray Wildfire Response Team	TransCanada PipeLines Limited	Canada

## Category 14: Corporate Social Responsibility

### Excellence Awards

Program	Winner	Company	Country
Ontario Pork: An Era of Change & Accountability	Daniel Tisch, Alison George, Heidi Kim, Louis Payette, Alexa Znidarec	Argyle Public Relationships	Canada
BTC Cycling Story: programme for encouraging cycling in Slovenia	Maja Oven, Milena Prša	BTC d.d. & Pristop d.o.o.	Slovenia

### Merit Awards

Program	Winner	Company	Country
"Richter's Women's Health Week"	CROS: Alexei Kalenov, Ekaterina Kotova; Gedeon Richter Russia: Anna Pokhitonova	CROS	Russia
FCC Drive Away Hunger	Farm Credit Canada	Farm Credit Canada	Canada
Football for a Better Life	Albert Almendralejo	Spears Activation and PR Co.	Philippines

## Category 15: Social Media Programs

### Excellence Awards

Program	Winner	Company	Country
EDC - Customer Advocacy Pilot Project - Social Media	Banfield/EDC	Banfield Agency	Canada
It's About mBC Time/Parlons Stade 4	Pfizer Canada and NATIONAL Public Relations	Pfizer Canada	Canada

Program	Winner	Company	Country
Ignite Social Media Program	Rebecca Sleeman	Telstra	Australia

### Merit Awards

Program	Winner	Company	Country
The Radeon Rebellion's #BetterRed Movement	Chris Hook	AMD	Canada
Canadian Patient Safety Week – Questions Save Lives Campaign	Canadian Patient Safety Institute Communications Team	Canadian Patient Safety Institute	Canada
Game Changers Social Media Campaign, #HireMeHalifax	Michelle Crosby	Halifax Partnership	Canada
Don't Overlook What's Missing: Pediatric Vaccination Reminder Campaign	Manon Genin	Pfizer Canada Inc. and NATIONAL Public Relations	Canada
Telstra Exchange 2.0	Rick Molinsky	Telstra	Australia

## Category 16: Government Communication Programs

### Excellence Awards

Program	Winner	Company	Country
Culture Talks	Cameron MacKay	Edelman Canada	Canada
The Shutdowns	Clare Sciorilli	Public Transport Authority of Western Australia	Australia
"Fire Prevention Week 2016"	Irina Mazursky, Karl Leung, Ryan Chamberlain, Greg Debicki, Carol Henke, Sandra Sweet, Donna Bertrand, Jeff Budai, Gordon Laird	The City of Calgary	Canada
Introducing Multi-Family Recycling	Thalia McRae, Kristin Benoit, Kayley Fesko	The City of Calgary	Canada

### Merit Awards

Program	Winner	Company	Country
Information campaign of the Nationwide financial education and financial literacy project	Andrey Barannikov	SPN Communications	Russia
Queen's Wharf Brisbane Public Transport Project	TransLink Communication Team	TransLink	Australia

## Category 17: Nonprofit Campaigns

## Merit Awards

Program	Winner	Company	Country
<b>Dine with Heart</b>	Sacred Heart Mission, Cropley Communication & Red Agency	Cropley Communications Pty Ltd	Australia
<b>Make Your Voice Heard: Election Awareness Campaign</b>	Developmental Disabilities Resource Centre of Calgary	DDRC Calgary	Canada
<b>Girls Belong Here</b>	Hill+Knowlton Strategies + Plan International Canada	Hill+Knowlton Strategies	Canada
<b>Promoting FRRR's Grant Programs</b>	JAW Communications	JAW Communications	Australia
<b>My Mental Illness Didn't Stop Me Campaign</b>	Communications and Public Affairs	Ontario Shores Centre for Mental Health Sciences	Canada

## Category 18: Communication Management, Student Entry

### Merit Awards

Program	Winner	Company	Country
<b>Topsy Turvy Day for State Schools' Relief</b>	Saania Habeeb	Deakin University	Australia

## DIVISION 2: COMMUNICATION RESEARCH

*Entries in this division recognize the importance of research and measurement as a foundation for strategic communication work and a competency that's integral to success throughout the career of a communication professional.*

## Category 19: Communication Research

### Excellence Awards

Program	Winner	Company	Country
<b>Rethink Success: the earned media campaign to support NAB's brand repositioning</b>	NAB Corporate Communications	NAB	Australia
<b>"Pencil me In" Stakeholder Research</b>	SABC Pension Fund	SABC Pension Fund	South Africa
<b>Innovative research methods for Sappi's vast rural workforce</b>	Sappi Communications and DevCom Teams	Sappi Limited	South Africa
<b>The Ethnic Marketing Strategy</b>	Jacob George, Aisha Sinclair, Jeny Mathews-Thusoo, Julian Neumann	The City of Calgary	Canada

### Merit Awards



Program	Winner	Company	Country
<b>Belief Based Behaviour: Metastatic Breast Cancer</b>	Pfizer Canada and NATIONAL Public Relations	Pfizer Canada	Canada
<b>Report Card</b>	Tina Collins	Russell Township	Canada

## DIVISION 3: COMMUNICATION TRAINING AND EDUCATION

*This division recognizes the mentorship and education role of consultants and senior communicators in developing and delivering workshops, classes, seminars or training that educates an audience about any aspect of the communication profession. This division includes all communication disciplines and professional competencies.*

### Category 21: Communication Training and Education

#### Excellence Awards

Program	Winner	Company	Country
<b>Risk and Crisis Communication Training for Caribbean Health Communicators</b>	Theomary Karamanis, Ph.D.	Cornell University	USA
<b>Leadership Communication: Meaningful Conversations</b>	Shauna Lowry, ABC, Andrea Hall, Chris Dancocks, Theresa O'Halloran & Jenn Pitaoulis	Suncor Energy	Canada

#### Merit Awards

Program	Winner	Company	Country
<b>Social Marketing and Public Health Course</b>	University of Ontario Institute of Technology	ChangeMakers	Canada

## DIVISION 4: COMMUNICATION SKILLS

*The communication skills division includes marketing and communication elements that showcase technical skills such as editing, writing, design and multimedia production. Entries in this division are generally tactical in nature. Entrants must demonstrate strategic alignment, the creative process and measurable results.*

### Category 23: Special Events

#### Excellence Awards



Program	Winner	Company	Country
BeFraudAware - The 2 Minute Musical	Brenda Lea Brown	British Columbia Securities Commission	Canada
BDC Rebranding - Internal Launch Event	The BDC Employee Communications Team	Business Development Bank of Canada	Canada
Genentech's 40th Anniversary Celebration	Emily Anderson	Genentech	USA
Motorola #DifferentPlaysBetter	Hill+Knowlton Strategies	Hill+Knowlton Strategies	Canada
Peanut Harvest Farm Tour for Dietitians	Ryan Lepicier, Sherry Collins, Lauren Williams, Golin	National Peanut Board	USA
"Pro-Vision Dream Team: 18+. Можно все"	Vladimir Vinogradov	Pro-Vision Communications	Russia
A Day with Telia FM	Vija Valentukonyte	Telia Lietuva	Lithuania
The Maille Flavour Studio	Brigitte Foisy	The PR Department	Canada
200 Years of Moving Smart Energy Forward	BGE	Weber Shandwick	USA

### Merit Awards

Program	Winner	Company	Country
Allstate CyberCon 2016	Jennifer Bean & Barbara Immergluck	Allstate Insurance Company	USA
Nuevo Traditions – a modern interpretation of ancient philosophies, rituals and stories using new technology	Nuevo Traditions – a modern interpretation of ancient philosophies, rituals and stories using new technology	Anglo American Platinum	South Africa
BECU Closing for Good	BECU Cooperative Affairs Team	BECU	USA
Doritos Inferno #DontFearTheHeat Event	Alyssa Katzikowski	Citizen Relations	Canada
A&T Live	Jeannine Guérette	City of Edmonton	Canada
European Capital of Culture Programme Launch	Aarhus 2017 Team	European Capital of Culture Aarhus 2017	Denmark
Getting Organised for Better Qualifications: A high-level policy conference	Joanna Anstey	European Training Foundation	Italy
FCC Learning Events	Farm Credit Canada	Farm Credit Canada	Canada
Above & Beyond Awards	Fraser Health Communications & Public Affairs	Fraser Health	Canada
PortsToronto's Sail-In Cinema	Deborah Wilson, Sarah Sutton, Tyanne Kamping, Jen Brailsford, Louise Brooks	PortsToronto	Canada
Baltic Weekend	Andrey Barannikov	SPN Communications	Russia
The Ministry of Finance of the Russian Federation: Information campaign of the Nationwide financial education and financial literacy project	Andrey Barannikov	SPN Communications	Russia
Centenary Celebrations Public Trustee	Marketing and Communication Program	The Public Trustee	Australia

Program	Winner	Company	Country
2016 Transport for NSW Recognition Awards	Internal Communications Team	Transport for NSW	Australia

## Category 24: Digital Communication

### Excellence Awards

Program	Winner	Company	Country
2016 People Report	BNY Mellon	BNY Mellon	USA
Girls Preparatory School Website	Michal Howick, Amy Walters, Bilda Small, Anne Exum, and Kendra Stanton-Lee	Girls Preparatory School	USA
MSKbenefits New Hire Walking Tour	PartnerComm, Inc.	PartnerComm, Inc.	USA
Wesco's Go Digital Campaign	Jamie Colvin, Sonia Cruz, Joy Scott, Jenni Handcock, Melissa Bradshaw, Michelle Maloney	SimplyConnect Consulting, LLC	USA

### Merit Awards

Program	Winner	Company	Country
Accenture Being Greater Than Program	Katrina Klier, Senior Director, Digital Lorraine Shearing, Senior Manager, Digital	Accenture	USA
Interactive Online Quiz	Monique Poirier, Ernesta Rossi, Cyrus Mavalwala, ABC	Advantis Communications Inc.	Canada
Facilities Insights	The C&W Services Marketing Team	C&W Services	USA
Medical Laboratory Professionals Website (medlabprofessionals.ca)	Cathy Bouwers, Michael Grant, Natalie Marino, Radmila Minor, Michele Perry, Ashley Rego, Joel Tersigni	Canadian Society for Medical Laboratory Science	Canada
Community Medical Centers Benefits Microsite	Kayla Yang	Conduent	USA
Career Evaluator	Sia Papageorgiou, Cropley Communication Team	Cropley Communications Pty Ltd	Australia
Taking Austin Social	eBay Employee Communications	eBay	USA
One.CBA	CBA Employee Engagement team	Group Corporate Affairs, Commonwealth Bank	Australia
Road Muster	Greg Thom	National Broadband Network (nbn)	Australia
Earn While You Learn Website	Sherri Haigh, Tyler Charlebois, Matthew Patton, Rachel Wilmshurst, Vesna Plazacic	Ontario College of Trades	Canada
Associate Annual Report Digital Experience	PartnerComm, Inc.	PartnerComm, Inc.	USA



Program	Winner	Company	Country
<b>Not Your Mom's Social Network</b>	Adam Brayford & Denise Leech	Simon Fraser University	Canada
<b>Kimberly-Clark's 2016 Benefits Website</b>	Jamie Colvin, Katrina Wilgus, Alisa Hunt, Hannah Turnage, Courtney Harlow, Jackie Powell, Amy Tellor	SimplyConnect Consulting, LLC	USA
<b>Tata Sphere: Celebrating Tata people Thought Box</b>	Group Publications, Tata Sons	Tata Sons	India
<b>#DisplayYourPride</b>	Lisa Cook, Christie Hutchinson, Karen Sherlock, Joyce Yu	University of Alberta	Canada
<b>Vale@Informar and Vale News: strategic information on a dynamic platform</b>	Engineering Strategic Communications	University of Toronto	Canada
	Internal Communication Team	Vale	Brazil

## Category 25: Audio/Visual

### Excellence Awards

Program	Winner	Company	Country
<b>C-130J One Aircraft, Many Missions</b>	Gentry Edwards, Jeff Flamer, Ethan Stokes, Rob Seith, Stephanie Stinn	Lockheed Martin	USA
<b>Road Show Video</b>	PartnerComm, Inc.	PartnerComm, Inc.	USA
<b>Ray Dilworth: An Aggie Hero</b>	Case Rhome, Bailey Payne, Dunae Crenwelge	Texas A & M Foundation	USA
<b>Celebrating 15 Years of Care in Pictures and Words</b>	Clive Camm, APR & Rennie Brown, APR	Vancouver Coastal Health	Canada

### Merit Awards

Program	Winner	Company	Country
<b>Documentaries for the Armenian EyeCare Project</b>	Art Simon, Minas Hambarzumyan	Art Simon Productions	USA
<b>Defining RGL Forensics Through Video</b>	RGL Forensics, Penso Entertainment	RGL Forensics	USA
<b>How the New Advantage PPO + HSA Works</b>	Gabrielle Loring	ROC Group	USA
<b>Sysco's "Your Cooking Class" Benefits Learning Tools</b>	Jamie Colvin, Amy Tellor, Erin Packwood, Jenni Hancock, Elizabeth Valentine, Jerry Turner, Michelle Maloney	SimplyConnect Consulting, LLC	USA
<b>I'm an advisor</b>	Patti Annable, Michael Elgamal, Dave Noyle	Sun Life Financial	Canada
<b>Financial Abuse of Older Adults</b>	Marilyn Bright	Tamlo International Inc.	Canada

## Category 26: Publications

### Excellence Awards



Program	Winner	Company	Country
<b>Sony Music Rock Enroll</b>	elizabeth williams	Buck Consultants	USA
<b>Your 2017 Uncharted Benefits</b>	Elizabeth Williams	Buck Consultants	USA
<b>2016 White Cashmere Collection Invitation</b>	Strategic Objectives and Kruger Products	Strategic Objectives, Inc.	Canada
<b>Spirit Magazine: Redesigned and Reimagined</b>	Dunae Crenwelge, Sondra White, Monika Blackwell	Texas A&M Foundation	USA
<b>10 Years of Innovation: Building on a Legacy</b>	MITRE Corporate Communications & Public Affairs	The MITRE Corporation	USA
<b>Australia Post Career Workbooks</b>	Christine Dvoracek, Richard Roach, Isabela Miranda	Transform	Australia

## Merit Awards

Program	Winner	Company	Country
<b>Charlotte Russe Benefit Magazine</b>	elizabeth williams	Buck Consultants	USA
<b>2015 Pipeline Industry Performance Report</b>	Alexandra Frison	Canadian Energy Pipeline Association	Canada
<b>HANDS IN HEALTHCARE MAGAZINE - Questions Save Lives</b>	Canadian Patient Safety Institute Communications Team	Canadian Patient Safety Institute	Canada
<b>Sacred Heart Mission Annual Report 2016</b>	Avantis Communication, Sacred Heart Mission, Featherston Design	Cropley Communications Pty Ltd	Australia
<b>Ten years of The DevCom Way book</b>	Mari Lee, Charmain Lines, Graham Hankin, DevCom team	Development Communication Solutions	South Africa
<b>Director Journal Revamp</b>	Maliha Aqeel, Simon Avery, Alexis Loney	Institute of Corporate Directors	Canada
<b>The Getty Magazine</b>	Kimberly Sellery	J. Paul Getty Trust	USA
<b>Preprosto</b>	Lidl Slovenija, PM	Lidl Slovenija	Slovenia
<b>Jesuits in Mindanao</b>	Ramoncito Cruz	Media Wise Communications, Inc.	Philippines
<b>Port of Montreal 2015 Annual Report</b>	Communications Team	Montreal Port Authority	Canada
<b>Electronic Arts Global Code of Conduct; The Way We Play</b>	Code of Conduct Team	NAVEX Global	USA
<b>Insight</b>	PartnerComm, Inc.	PartnerComm, Inc.	USA
<b>TELUS 2015 Annual Report</b>	Ali Wilson and Dianne Trach, ABC	TELUS Corporation	Canada
<b>Up Close and Personnel</b>	Danni Hill, PPFA; Sue Keever Watts, The Keever Group	The Keever Group	USA
<b>There is So Much Here for You- Welcome Guide</b>	Student Communications, Faculty of Arts & Science	The University of Toronto	Canada
<b>Transport Mode Magazine</b>	Internal Communications Team	Transport for NSW	Australia
<b>For such a time as this: A commemorative journey</b>	UFS Department of Communication and Brand Management	University of the Free State	South Africa

Program	Winner	Company	Country
<b>FOCUSED: Thermal Energy Corp. FY2015 Annual Report</b>	Monica L. Westerlund	Westerlund Communications, Inc.	USA

## Category 27: Writing

### Excellence Awards

Program	Winner	Company	Country
<b>Mind the Skills Gap: Helping Industrial Companies Solve a Growing Workforce Crisis</b>	Leanne Hanson	Rockwell Automation with Padilla	USA
<b>WeConnect Change Management Communication</b>	Wendy's System Communications Team	The Wendy's Company	USA

### Merit Awards

Program	Winner	Company	Country
<b>Design A Life You Love Newsletter</b>	Aon and Kohl's	Aon Hewitt	USA
<b>PlayStation 2016 Benefit Magazine</b>	Rosemary Hardin	Conduent	USA
<b>Trades Today Magazine</b>	Sherri Haigh, Tyler Charlebois, Jan O'Driscoll, Vesna Plazacic, Nancy Schlömer, Yacine Dottridge, Ann-Marie Colacino, Tracey Shepherd, Alan Joson, Rachel Wilmshurst	Ontario College of Trades	Canada
<b>TGT Briefly</b>	Target Communications	Target Communications	USA
<b>Transpower Annual Review</b>	Rebecca Wilson	Transpower New Zealand	New Zealand