

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

Category 2: Employee Engagement

Excellence Awards

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

Merit Awards

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

Program	Winner	Company	Country
Celebrating 15 Years of Care in Pictures & Words	Laurie Dawkins, ABC & Maile Conwi, MA	Vancouver Coastal Health	Canada
Welcome Home	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
Earning member consent for a merger of two pension plans	ROM Merger Team	CAAT Pension Plan	Canada
Lucky Brand Open Enrollment Communications	Sarah Beth Bricel, Valli Thornton	Mercer	USA
Kimberly-Clark 2016 Road Trip to Your Future Campaign	Jamie Colvin, Katrina Wilgus, Alisa Hunt, Hannah Turnage, Courtney Harlow, Jackie Powell, Amy Tellor	SimplyConnect Consulting, LLC	USA
Be in the Know	The Total Rewards Team and PRM	WestRock	USA
"Your Money. Your Choice." Campaign	George Weston Ltd. / Willis Towers Watson	Willis Towers Watson	Canada
Capturing hearts and minds—and inspiring a healthcare movement	The moonshot team at IBM & Willis Towers Watson	Willis Towers Watson	USA

Merit Awards

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

Program	Winner	Company	Country
PepsiCo my Healthy Money: Creating Financially Savvy Families	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
One.CBA change communications	CBA Employee Engagement team	Commonwealth Bank	Australia
Teo and Omnitel joining forces	Corporate Affairs Team	Telia Lietuva	Lithuania

Merit Awards

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

Category 5: Safety Communication

Excellence Awards

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

Merit Awards

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

Category 6: Leadership Communication

Merit Awards

Program	Winner	Company	Country
Church & Strategic Clarity: The Rise of Communicating Leaders	Chantalle Schutte	The Apostolic Faith Mission of South Africa	South Africa

Category 7: Marketing, Advertising and Brand Communication

Excellence Awards

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

Merit Awards

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

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

Category 8: Customer Relations

Excellence Awards

Program	Winner	Company	Country
20th Anniversary Customer Engagement Campaign	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
Makarapa City – Anglo American created community radio drama	Mooketsi Mocumi, Ann Fardell, Rochelle de Paiva, Pranill Ramchander, Sibusiso Tshabalala	Anglo American	South Africa
Engaging communities to plan the Western Distributor project	Anita Orr	Anita Orr - Transurban	Australia
Introducing the Library of the Future	Regina Public Library Marketing & Communications	Regina Public Library	Canada

Merit Awards

Program	Winner	Company	Country
The Abashintshi Social Mobilisation Project	Sappi Communications and DevCom Teams	Development Communication Solutions	South Africa
Safety and Emergency Response Information Days -- Demonstrating TransCanada's Commitment to Safety	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
Sound[W]right: UFS student tone and voice project	Leonie Bolleurs	University of the Free State	South Africa

Category 11: Government Relations

Excellence Awards

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

Merit Awards

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

Category 18: Communication Management, Student Entry

Merit Awards

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

Merit Awards



Program	Winner	Company	Country
Belief Based Behaviour: Metastatic Breast Cancer	Pfizer Canada and NATIONAL Public Relations	Pfizer Canada	Canada
Report Card	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
Risk and Crisis Communication Training for Caribbean Health Communicators	Theomary Karamanis, Ph.D.	Cornell University	USA
Leadership Communication: Meaningful Conversations	Shauna Lowry, ABC, Andrea Hall, Chris Dancocks, Theresa O'Halloran & Jenn Pitaoulis	Suncor Energy	Canada

Merit Awards

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

Category 25: Audio/Visual

Excellence Awards

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

Merit Awards

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

Category 26: Publications

Excellence Awards



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

Merit Awards

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

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

Category 27: Writing

Excellence Awards

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

Merit Awards

Program	Winner	Company	Country
Design A Life You Love Newsletter	Aon and Kohl's	Aon Hewitt	USA
PlayStation 2016 Benefit Magazine	Rosemary Hardin	Conduent	USA
Trades Today Magazine	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
TGT Briefly	Target Communications	Target Communications	USA
Transpower Annual Review	Rebecca Wilson	Transpower New Zealand	New Zealand