

# Division 1: Communication Management

## Category 1: INTERNAL COMMUNICATION

### Award of Excellence

Title	Winner	Company	Country	Entrant's Chapter
#ninety-nine	Terri Naude	Logical Truth	South Africa	Non-member
Action for Integrity	Vale Internal Communication Team ; Joana Arruti	Vale	Brazil	Non-member
Choose Well Hub Implementation & Launch Campaign	Becky Atkeison, Jennifer McCarthy, Lizzy Haymond	FedEx Services	USA	US Southern
Enabling Large-Scale Transformation Through Internal Communications	Transformation Communications Team	Bristol-Myers Squibb and Gagen MacDonald	USA	Non-member
Flexibility Works	Internal Communications Team	Transport for NSW	Australia	NSW (Australia)
Improved Contractor Communication to Strengthen Current Working Relationships	Janine Botes and Cindy Ramnarayan	Anglo American Kumba Iron Ore	South Africa	Tshwane
InstoConnected: One team, One Global Conversation	ANZ Institutional Communications Team	ANZ	Australia	Victoria (Australia)
International Women's Day 2017	Joe Waterman, Stephanie Gibson, Bethany Fracassi	KPMG International	Canada	Toronto
RBC ONE Leadership Forum	Marianne Gobeil	Leading Communicators Inc.	Canada	Toronto
Retail Mobile 3.0	Nekolina Lau	ATB Financial	Canada	Calgary
SecuritySense 2016	Becky Carver, Jason Ashley Wright and Information Security	ONEOK	USA	Tulsa
Tax Canada Bot-a-thon	Maliha Aqeel	EY	Canada	Toronto
Telstra Kids: Building Digital Futures	Anna Erbrederis, Cathryn McArthur, Jackie Coates and Kelly Rafferty	Telstra	Australia	Victoria (Australia)
The CUBE: Myers and Stauffer Launches its First Intranet	Dana Naughton, Shyla Wright, Amy Schuman	Myers and Stauffer	USA	Kansas City

## Award of Merit

Title	Winner	Company	Country	Entrant's Chapter
"From Si.mobil to A1 Slovenija" – Internal Communication Support to Company's Rebranding	ROK ZAGRUŠEVCEM (Head of Corporate Communications) & BLAŽ FERENC (Senior Corporate Communication Expert)	A1 SLOVENIJA, d. d.	Slovenia	Non-member
AV Mental Health and Wellbeing Strategy	Mairi Barton, Rebecca Hodges, Anita Savic, Mick Cameron	Ambulance Victoria	Australia	Victoria (Australia)
Building a Culture of Service - Calgary Fire Department	Gordon Laird	The City of Calgary	Canada	Calgary
Celebrating 225 Years of Financial Service Excellence	State Street's Internal Communications Team	State Street Corporation	USA	Boston
Connecting strategy through conversation	BHP & Ogilvy Impact	BHP	Australia	NSW (Australia)
Countdown to Day One: Creating DowDuPont	DuPont, Gagen MacDonald and Think Marketing	DuPont, Gagen MacDonald and Think Marketing	USA	Chicago
Customer FIRST	Asia Division Customer FIRST Project Team	Manulife Financial Asia	Hong Kong	Hong Kong
Discover Ascendon	Lisa McNally, Karen Eckmann, Rachel Patterson	CSG	Australia	Queensland
Enbridge All Company Engagement Workshops	Enbridge Results Delivery Office	Enbridge Inc.	Canada	Member-At-Large
Health Research Awareness Campaign: Lend a hand, participate in research	Vivian Sum, Stephania Manusha, Dr. Robert McMaster, Meaghan Hume	Vancouver Coastal Health Research Institute	Canada	BC (Canada)
How to tell a 100-year story	Pranill Ramchander, Priya Maharaj, Siphokazi Phillip	Anglo American South Africa	South Africa	Tshwane
Juniper Networks	Grace An, Jessica Liu Brookshire, Kevin Crossman, Pradeep Dasarathan, Sarah Frederick, Wesley Walsh	Internal Communications, Juniper Networks	USA	Non-member
Living our Guiding Principles	Kathy Ward	CPP Investment Board	Canada	Non-member
Lockheed Martin Destination Wellbeing	Lockheed Martin and Conduent	Conduent	USA	Member-At-Large

Reimagining What's Possible at Ortho	Reimagining What's Possible at Ortho	Ortho Clinical Diagnostics	USA	Non-member
Total Transformation of Internal Communications to Support Major Business Growth	Internal Communications	PSP Investments	Canada	Montreal
Tu Mai Aotearoa - We're for New Zealand	Transpower New Zealand	Transpower New Zealand	New Zealand	Wellington (New Zealand)
We Do the Right Thing – U.S. Bank's New Code of Ethics and Certification Campaign	Dan Brady, Kathy McHugh, Jon Ackman, Lindsay Miller	U.S. Bancorp	USA	Minnesota
Women in Leadership	Internal Communications Team	Transport for NSW	Australia	NSW (Australia)

## Category 2: EMPLOYEE ENGAGEMENT

### Award of Excellence

Title	Winner	Company	Country	Entrant's Chapter
Tax Canada Bot-a-thon	Maliha Aqeel	EY	Canada	Toronto
An Epic Challenge: Engaging Physicians for Organizational Success	Houston Methodist Epic Communications, Change Management and Training Team	Houston Methodist	USA	Houston
Engaging Leaders and Employees Around a Company Transformation	Transformation Communications Team	Bristol-Myers Squibb and Gagen MacDonald	USA	Non-member
EY Connect Day 2017	Chor Lam	EY	Canada	Non-member
Invest in People: York Region's 22nd Annual United Way Campaign	The Regional Municipality of York, York Regional Police and the United Way Steering Committee	The Regional Municipality of York and York Regional Police	Canada	Member-At-Large
Making Recognition a Natural Part of Every Day at General Motors	Sharon Morton, Joan Bakarich, Sandra Garcia, Peter Komlosan, Yara Rashad, Ashleigh Stopp	General Motors	USA	Non-member
More to our Core Employee Video Contest	Russell Evans	Foresters Financial	Canada	Toronto
Sabrina Divell	Amber Daugherty and Sabrina Divell	St. Joseph's Health Centre Toronto	Canada	Toronto
#ProVisionGreen creative teambuilding: let the birds stay home	Vladimir Vinogradov	Pro-Vision Communications	Russian Federation	Russia

## Award of Merit

Title	Winner	Company	Country	Entrant's Chapter
AMP and Workplace: Make it Your Place	Mitch Neems	AMP	Australia	Non-member
Continuous Improvement program inspires employees to Get Involved, Have a Say and Make a Difference!	The Regional Municipality of York	The Regional Municipality of York	Canada	Toronto
Countdown to Day One: Creating DowDuPont	DuPont, Gagen MacDonald and Think Marketing	DuPont, Gagen MacDonald and Think Marketing	USA	Chicago
Engagement Through Strategic Planning	Christine Gillies with Heather Young, Rachel Bennett, and Megan Cindric	Mitacs	Canada	BC (Canada)
PULSE Meeting Experience	Brian Koenig	UnitedHealthcare	USA	Minnesota
The Vietnam War	Tony Cogavin, Jillian Sullivan, Dean DeMarais	Bank of America	USA	Charlotte

## Category 3: HUMAN RESOURCES AND BENEFITS COMMUNICATION

### Award of Excellence

Title	Winner	Company	Country	Entrant's Chapter
Coca-Cola Refreshments Canada Retirement Readiness Program	Martha Callum, Nadine Lavoie, Jeff Pekar, Andy Walker	Coca-Cola Refreshments Canada and Willis Towers Watson	Canada	Toronto
Building Plan Champions	The Building Plan Champions Team	CAAT Pension Plan	Canada	Member-At-Large
Choose Well Hub Implementation & Launch Campaign	Becky Atkeison, Jennifer McCarthy, Lizzy Haymond	FedEx Services	USA	US Southern
Dr Pepper Snapple Group - Wellness Rewards Campaign	Jamie Colvin, Jill Masters, Lynn Bergmann, April Rodriguez, Dave Olsen, Jenni Hancock, Michelle Maloney	SimplyConnect Consulting, LLC	USA	Dallas
Lockheed Martin Destination Wellbeing	Lockheed Martin and Conduent	Conduent	USA	Member-At-Large

Sysco's Warehouse Incentive Pay Education Initiative	Jamie Colvin, Erin Packwood, Dragos Sburlea, Sean McCausland, Lauren Fulmer, Amy Tellor, Joy Cochran, Michelle Maloney	SimplyConnect Consulting, LLC	USA	Dallas
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A Fine Blend Campaign	Cheryl Frost, Michelle Toney, Margaret Walker, Debbie Litwak, Grace Correa-Perez, Nicole Boyd, Julie Bentz, Julie Cannaday, Marissa Simpson	Milliman and Southern Glazer's Wine and Spirits	USA	Dallas
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## Award of Merit

Title	Winner	Company	Country	Entrant's Chapter
ADT 2018 Annual Enrollment Campaign	ADT-Conduent Team	Conduent	USA	Non-member
Benefits for a Better You	Tracy Racavich and Hope Glossip of Coty, Inc., Melissa Burke and Kara Amore of Ricky3Sticks	Coty, Inc.	USA	Non-member
Harley-Davidson Total Rewards: Helping Employees Fulfill their Dreams of Personal Freedom	Jill Havelly and Team Willis Towers Watson, Amy Ostop and Team Harley-Davidson	Willis Towers Watson	USA	Member-At-Large
Memorial Sloan Kettering Cancer Center Open Enrollment Communication Campaign	PartnerComm, Inc. and Memorial Sloan Kettering Cancer Center	PartnerComm, Inc.	USA	Dallas

Sysco's Identity Theft Protection Campaign	Jamie Colvin, Erin Packwood, Elizabeth Valentine, Jenni Hancock, Missy Bradshaw, Michelle Malone	SimplyConnect Consulting, LLC	USA	Dallas
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## Category 4: CHANGE COMMUNICATION

### Award of Excellence

Title	Winner	Company	Country	Entrant's Chapter
League of Champions	James McKenzie, Ashleigh Keevy	Barloworld Transport (Pty) Ltd	South Africa	Johannesburg
Countdown to Day One: Creating DowDuPont	DuPont, Gagen MacDonald and Think Marketing	DuPont, Gagen MacDonald and Think Marketing	USA	Chicago
Coca-Cola Refreshments Canada Retirement Readiness Program Change Management Strategy	Martha Callum, Nadine Lavoie, Jeff Pekar, Andy Walker	Coca-Cola Refreshments Canada and Willis Towers Watson	Canada	Toronto
Flexibility Works	Internal Communications Team	Transport for NSW	Australia	NSW (Australia)
On The Move	Tanya Brees	NRMA Motoring & Services	Australia	NSW (Australia)
Equipping an Organization for Successful Large-Scale Transformation	Transformation Communications Team	Bristol-Myers Squibb and Gagen MacDonald	USA	Non-member

### Award of Merit

Title	Winner	Company	Country	Entrant's Chapter
Aurecon - Health & Safety - Because People Depend On You	Aurecon Marketing & Communications and Health & Safety teams	Aurecon	Australia	Member-At-Large
Customer Consent Program: Conquering the Divisional Divide through Change Management Communications	National Sales Operations Communications Team	Comcast Cable Corporation	USA	Non-member
Shifting Gears: Transforming from Tactical Order-takers to Strategic Thought Partners	Anne-Marie Bruzga-Luchak and Jason Yule	CREB® (Calgary Real Estate Board)	Canada	Calgary
Staying The Course – Navigating Leadership Change through Communication	Shruthi Bopaiah	Infosys Limited	India	India
Website Re-launch Awareness Campaign	Lelanie de Wet	University of the Free State	South Africa	Tshwane

## Category 5: SAFETY COMMUNICATION

### Award of Excellence

Title	Winner	Company	Country	Entrant's Chapter
Stop and Think Before you Act	Elsabe Coetzee and Caren Venter	Sappi Southern Africa Limited	South Africa	Africa
Be a Good Wingman	Team SGI and Team Phoenix Group	Saskatchewan Government Insurance	Canada	Non-member
Online Safety Reporting	Cora Storvold	The City of Calgary	Canada	Non-member

### Award of Merit

Title	Winner	Company	Country	Entrant's Chapter
Aurecon - Because People Depend On You	Aurecon Marketing & Communications and Health & Safety teams	Aurecon	Australia	Member-At-Large
Build Your Online Self-Defence: Cybersecurity Awareness Month Campaign	Laurie Stewart, Emily MacIntosh, Daniella Erwood, Hannah Allen, Jessica Gallagher	Ryerson University	Canada	Toronto
ESA 2017 Powerline Safety Program	Electrical Safety Authority & Environics Communications	Electrical Safety Authority / Environics Communications	Canada	Member-At-Large
SaskPower Public Safety Campaign	Janelle Cannon	SaskPower	Canada	Regina

## Category 6: LEADERSHIP COMMUNICATION

### Award of Excellence

Title	Winner	Company	Country	Entrant's Chapter
Many Views, One Voice of a Global Leadership Conference	Pieter Myburgh, Laura Dunne, Liz Douglas	Anglo American	United Kingdom	Member-At-Large

## Award of Merit

Title	Winner	Company	Country	Entrant's Chapter
Energizing Engineering Leadership	Schulich School of Engineering Marketing and Communications Team	University of Calgary's Schulich School of Engineering	Canada	Calgary
Transforming Communication to Inspire Confidence in a Time of Change	Christina Lim, Dana Maxwell, Sarah Thailing, Victoria Bell, Cassandra Gamboa	Illumina	USA	Non-member

## Category 7: MARKETING, ADVERTISING AND BRAND COMMUNICATION

### Award of Excellence

Title	Winner	Company	Country	Entrant's Chapter
He Tohu Exhibition Launch	He Tohu Exhibition - Department of Internal Affairs	Department of Internal Affairs	New Zealand	Member-At-Large
KCP&L EV Adoption Campaign, #L8R GAS	Jeffrey Beeson	KCP&L	USA	Non-member
Know Your Mind	Madeleine Setchell, Director, Communications, Marketing and Engagement	Victoria of University Wellington	New Zealand	Wellington (New Zealand)
Remember Them at The Rooms	Dean Brinton	The Rooms Corporation of Newfoundland and Labrador	Canada	Newfoundland and Labrador
Sell Halifax Boston Campaign	Krista Juurlink and Michelle Crosby	Halifax Partnership	Canada	Non-member
Sparrow	Laura Konsorada, Claire Watson, MC, ABC, Chris Izquierdo, Adrian Cropley OAM, ABC FRSA	DevFacto Technologies, Cropley Communication	Australia	Regina
Take a Look at Fees campaign	Take a Look at Fees   BC Securities Commission	British Columbia Securities Commission	Canada	BC (Canada)
Tap Your Potential	Karen McCarthy	Fortis Inc.	Canada	Newfoundland and Labrador

## Award of Merit

Title	Winner	Company	Country	Entrant's Chapter
2016 Financial Literacy Month Campaign	Jo Langham, Jenna LeBlanc, Greg DeClara, Jeff Coles, Melinda Reyes, Judy Kirby	Financial Services Commission of Ontario	Canada	Toronto
A Taste of Spain: Promoting Spanish Persimon Fruit in Canada	Daniel Tisch APR, FCPRS, Alison George, Heidi Kim, Gazalle Ardekani, Hayley Lang, Raquel Farrington	Argyle Public Relationships	Canada	Member-At-Large
Alcon Canada Lose Your Readers Campaign	Jennifer Obeid Melissa Lee	Cohn & Wolfe Canada	Canada	Non-member
DEVENEY. A New Kind of Engagement Agency.	DEVENEY	DEVENEY	USA	Member-At-Large
Direct Energy's Hot Under the Blue Collar Campaign	The Company and Direct Energy	The Company	USA	Non-member
GES Brand Refresh	GES Corporate Communications & Branding Team	GES	USA	Dallas
Grace the 8-year old Future Engineer	Troy Hunter, Juliette Kringas	University of Melbourne	Australia	Victoria (Australia)
Just Better Care Possible Awards	Rhod Ellis-Jones, Janine Yeates, David Constantine	Ellis Jones	Australia	Member-At-Large
Lead by Example Advertising Campaign	Case Rhome, Diana Tomlin, Landon Harrell, Karen Hofmeister, Laura Floersch, Chris Speier, Kristin Marcum, Lynn Schlemeyer, Bailey Payne, Leighton Jack, Lynn Harris, Mark Geer	Texas A&M Foundation	USA	Brazos Valley
Lend a Hand, Participate in Research	Vivian Sum, Stephania Manusha	Vancouver Coastal Health Research Institute	Canada	BC (Canada)
Microsoft Surface Studio Gets Creative	Veritas/Microsoft Canada	Veritas Communicaitons	Canada	Non-member
My Debt Rescue Marketing Campaign	ChangeMakers	LCTaylor	Canada	Manitoba
Pledge to Ignore	The Regional Municipality of York	The Regional Municipality of York	Canada	Member-At-Large
The Launch of Nintendo Switch in Canada	Lisa Pasquin and Julie Pieterse	Craft Public Relations	Canada	Non-member

## Unconventional Graduate Recruitment

Campaign	Aurecon Marketing & Communications	Aurecon	Australia	Member-At-Large
UPS 2016 SEMA Show	Realm	Realm	USA	Atlanta

## Category 8: CUSTOMER RELATIONS

### Award of Excellence

Title	Winner	Company	Country	Entrant's Chapter
ABS-CBN's "Wow At Saya" ("Wow and Fun") – Audience Experience	Kane Errol Choa	ABS-CBN Corporation	Philippines	Philippines
Steers Respek	Steers Respek	DNA Brand Architects	South Africa	Non-member

### Award of Merit

Title	Winner	Company	Country	Entrant's Chapter
Carbon Monoxide (CO) Awareness Campaign	Danielle Brown, Rick Bruce, Tara McLaughlin, Jennifer Sheehan, Tony Rino & Jenny Le	ATCO	Canada	Edmonton

## Category 9: MEDIA RELATIONS

### Award of Excellence

Title	Winner	Company	Country	Entrant's Chapter
2017 White Cashmere Collection	Strategic Objectives and Kruger Products	Strategic Objectives	Canada	Toronto
Inspire the Next, Remote Mentoring Campaign	Margo McNeill, Sophie Harley, Laura Lombardi, James Hawley, Steve Carey	Telstra	Australia	Victoria (Australia)
Pipeline Performance in Alberta	Kim Blanchette, Monica Hermary, Jennifer Wagner, Kaylen Gray-Wesley, Ken Bonnett, Aaron Dalton, Sarah Hamza Steven Stalany, David Helmer, Jill Hume	Alberta Energy Regulator	Canada	Calgary
Proactive PR Approach to Hurricane Season at Fresenius Medical Care North America	Becky Sail and Kate Dobbs	Fresenius Medical Care North America	USA	Member-At-Large

### Award of Merit

Title	Winner	Company	Country	Entrant's Chapter
Cadillac Fairview Reveals innovative Pedestrian Bridge at CF Toronto Eaton Centre	Janine Ramparas - Cadillac Fairview, Anna Ng - Cadillac Fairview, Jessica Savage - North Strategic, Michele Enhaynes - North Strategic, Dalia Kimmel - North Strategic, Vanessa Jenkins - North Strategic	Cadillac Fairview	Canada	Toronto
Casey House Break Bread Smash Stigma	Narrative	Casey House	Canada	Member-At-Large
He Tohu Exhibition	He Tohu Exhibition - Department of Internal Affairs	Department of Internal Affairs	New Zealand	Member-At-Large
New Orleans CVB Media Relations	DEVENEY	DEVENEY	USA	New Orleans
Oleo Sponge: A Revolution In Oil Spill Cleanup	Argonne National Laboratory	Argonne National Laboratory	USA	Chicago

Ontario Science Centre Thought Leadership: Science Literacy Week 2017	Daniel Tisch APR, FCPRS, Roanne Argyle, Brendan Agnew-Iler, Ashley O'Connor, Shirven Rezvany	Argyle Public Relationships	Canada	Member-At-Large
Simple and Bold: The communication strategy to support simpler contracts for NAB's small and medium sized customers	Nina Bosco, Amy West, Mark Alexander, Laura Cochrane	National Australia Bank (NAB)	Australia	Victoria (Australia)
Sodexo Indigenous Business Campaign	Katherine Power, Jane Wilcox, ABC	Sodexo & Xposure PR	Canada	Golden Horseshoe
Westpac NZ - Women In Leadership	Will Hine	Westpac New Zealand	New Zealand	Non-member

## Category 10: COMMUNITY RELATIONS

### Award of Excellence

Title	Winner	Company	Country	Entrant's Chapter
Rebuilding Trust: Crowchild Trail Study	Peggy Chan, Andrea Sichewski, ISL Engineering, Russell PR	The City of Calgary	Canada	Calgary
Your Community. Your Say: York Region Transportation Master Plan	The Regional Municipality of York	The Regional Municipality of York	Canada	Member-At-Large

### Award of Merit

Title	Winner	Company	Country	Entrant's Chapter
Envisioning our Sustainable Future	Ashleigh Erwin	Simon Fraser University Sustainability Office	Canada	BC (Canada)
Procter & Gamble (P&G) Philippines Linis Lusog: Cleaner Hands, Healthier Communities	Leah Caringal, Andrea Ignacio, Estar Suma-oy, Macky del Rosario, Dana Ting	Green Bulb Public Relations Inc.	Philippines	Member-At-Large

## Category 11: GOVERNMENT RELATIONS

### Award of Merit

Title	Winner	Company	Country	Entrant's Chapter
Diversity and Inclusion in York Region	Diversity and Inclusion in York Region	The Regional Municipality of York	Canada	Toronto

## Category 13: ISSUES MANAGEMENT AND CRISIS COMMUNICATION

### Award of Excellence

Title	Winner	Company	Country	Entrant's Chapter
Lottery System 30-hour Shutdown	Carla Bourque	Atlantic Lottery Corporation	Canada	Maritime Canada

### Award of Merit

Title	Winner	Company	Country	Entrant's Chapter
Driving Employee Engagement and Commitment During an Acquisition	Betsy Eastham	Cardinal Health	USA	Columbus
Hurricane Harvey Office Transition	Crisis Communication	McDermott	USA	Member-At-Large
Metrolinx Response to Fatalities & Suicides	Metrolinx Communications and Public Affairs	Metrolinx	Canada	Non-member
Rebuilding Trust: Crowchild Trail Study	Peggy Chan, Andrea Sichewski, ISL Engineering, Russell PR	The City of Calgary	Canada	Calgary
Stop Stigma. Save Lives.	Northern Health Anti-Stigma Opioid Response Team	Northern Health	Canada	Vancouver
The balance between disclosing risk and causing panic	PHSA Communications Team	Provincial Health Services Authority	Canada	BC (Canada)
USAA Catastrophe Communication Plan	Lindsey Ruiz, Rebekah Nelson, Richard Johnson, Katherine Kyne, Jason Shropshire, Elise Hull	USAA	USA	Non-member
When Disaster Struck, the HP Way Showed us the Way	HP Employee Experience team	HP	USA	Portland

## Category 14: CORPORATE SOCIAL RESPONSIBILITY

### Award of Excellence

Title	Winner	Company	Country	Entrant's Chapter
Let's Clean the Rivers	Nina Tomažin Bolcar, Julija Csipö, Nika Grašič	Propiar	Slovenia	Member-At-Large

### Award of Merit

Title	Winner	Company	Country	Entrant's Chapter
"Burns & Mac United" Corporate United Way Campaign	Chelsea Wilson, Alan Burchardt, Aaron Jones, Megan McDonnell, Aaron Fiddelke, Anita Pierden, Robb Barbur	Burns & McDonnell	USA	Kansas City
Billy Bishop Airport Noise Management Program	Deborah Wilson, Louise Brooks, Jen Brailsford, Sarah Sutton	PortsToronto	Canada	Non-member
Co-op Community Spaces 2017: Localizing for Effectiveness	Daniel Jungwirth, Natasha Ford, Brooke Smit, Erin Fisher, Cameron Zimmer, Marie-Louise De La Harpe, Danya Cosgrove, Alexandra Sklapsky, Dani Nichols	Federated Co-operatives Limited	Canada	Saskatoon
ONE in Responsibility	Stephanie Higgins, Becky Carver, Brittany Anicetti, Jason Wright and Erica May	ONEOK	USA	Tulsa
STOP on the Road: York Region Smoking Cessation Program	STOP on the Road: York Region Smoking Cessation Program	The Regional Municipality of York	Canada	Toronto
Tap Your Potential	Karen McCarthy	Fortis Inc.	Canada	Newfoundland and Labrador

## Category 15: SOCIAL MEDIA PROGRAMS

### Award of Merit

Title	Winner	Company	Country	Entrant's Chapter
2016 Financial Literacy Month Campaign	Jo Langham, Jenna LeBlanc, Greg DeClara, Jeff Coles, Melinda Reyes	Financial Services Commission of Ontario	Canada	Toronto
Jessica Kovar	Banfield Agency	Banfield Agency	Canada	Non-member
Manon Genin (Pfizer Canada Inc.) and Candice Bruton (NATIONAL Public Relations)	Manon Genin	Pfizer Canada and NATIONAL Public Relations	Canada	Non-member
Telstra's Local Networks Upgrade Social Media Program	Nick Chin	Telstra	Australia	Victoria (Australia)
Walmart Canada Nostalgic Holiday Workout	Walmart Canada Nostalgic Holiday Workout	ruckus digital/Walmart Canada	Canada	Toronto

## Category 16: GOVERNMENT COMMUNICATION PROGRAMS

### Award of Merit

Title	Winner	Company	Country	Entrant's Chapter
2016 Financial Literacy Month Campaign	Jo Langham, Jenna LeBlanc, Greg DeClara, Jeff Coles, Melinda Reyes, Judy Kirby	Financial Services Commission of Ontario	Canada	Toronto
Everyone Deserves a Shot!: Communicating changes to the Ontario Student Assistance Program (OSAP)	Daniel Tisch, Roanne Argyle, Brendan Agnew-Iler, Lisa Barrans, Lorne Cooperberg, Bibianna Poon, Liza Baoukian, Shealyn Thompson, Jordan Shawaga, Alyssia Ramon, Phil Maye	Argyle Public Relationships	Canada	Toronto
Pipeline Performance in Alberta	Kim Blanchette, Monica Hermary, Jennifer Wagner, Kaylen Gray-Wesley, Ken Bonnett, Aaron Dalton, Sarah Hamza Steven Stalany, David Helmer, Jill Hume	Alberta Energy Regulator	Canada	Calgary

## Category 17: NONPROFIT CAMPAIGNS

### Award of Excellence

Title	Winner	Company	Country	Entrant's Chapter
Donate Your Passenger Seat - Road To Recovery	Renee Kelley, Organizational Communications	American Cancer Society	USA	Atlanta

### Award of Merit

Title	Winner	Company	Country	Entrant's Chapter
CSMLS The Objective Lens Podcast	Cathy Bouwers, Michael Grant, Radmila Minor, Joel Tersigni	Canadian Society for Medical Laboratory Science (CSMLS)	Canada	Toronto

## Division 2: Communication Research

### Category 19: COMMUNICATION RESEARCH

#### Award of Excellence

Title	Winner	Company	Country	Entrant's Chapter
90 Day Planning - Sentiment & Metrics	Global Employee Communications	Cisco Systems	USA	Silicon Valley
2016 Financial Literacy Month Campaign	Jo Langham, Jenna LeBlanc, Greg Declara	Financial Services Commission of Ontario	Canada	Toronto
Made For This	Home	Home	United Kingdom	Non-member
Pilot Launch: MD Financial Suite	Daniel Tisch APR, FCPRS, Roanne Argyle, Jessie Sitnick, Ashley O'Connor	Argyle Public Relationships	Canada	Member-At-Large
RTO/ERO Communications Audit	Retired Teachers of Ontario/Les enseignantes et enseignants retraités de l'Ontario (RTO/ERO)	Retired Teachers of Ontario	Canada	Toronto

## Award of Merit

Title	Winner	Company	Country	Entrant's Chapter
Provider manuals: What Do Users Want?	Catherine Vera-Burgos, Sharon McDonnell, Elizabeth Donoghue Colvin, Kelly Guthrie, Lisa Taylor, Kristin Heitmeier, Janise Plata, Sherri Dansby	Blue Cross Blue Shield of Michigan and Blue Care Network	USA	Detroit
The Philippine Trust Index 2017	The EON Group	The EON Group	Philippines	Philippines

## Division 3: Communication Training and Education

### Category 21: COMMUNICATION TRAINING AND EDUCATION

#### Award of Merit

Title	Winner	Company	Country	Entrant's Chapter
TransUnion's Data Incident Response Training	Curt Cunningham, Tracy Judge, Sara Mee, Samantha Nierman	TransUnion	USA	Non-member

### Category 22: COMMUNICATION TRAINING AND EDUCATION, STUDENT ENTRY

#### Award of Excellence

Title	Winner	Company	Country	Entrant's Chapter
PR Teater	Erman, Zidar, Koblar, Repinc, Noterzberg, Marinček	Student section of Public Relations Society of Slovenia	Slovenia	Student Member

## Division 4: Communication Skills

### Category 23: SPECIAL EVENTS

#### Award of Excellence

Title	Winner	Company	Country	Entrant's Chapter
Blue Cross Blue Shield of Arizona, Nourishing Arizona Sugar Swap Event	Public Relations Team	Blue Cross Blue Shield of Arizona	USA	Phoenix
Innovate U	Engineering Outreach Office and Engineering Strategic Communications	University of Toronto Faculty of Applied Science & Engineering	Canada	Toronto
Qualico: Celebrating 65 Years of Building Together	Colleen Holloway	Qualico	Canada	Manitoba
TABASCO Big Flavour Challenge Tour	Debora Marques, Brigitte Foisy	The PR Department Inc.	Canada	Non-member
The 2017 Vision Critical Customer Intelligence Summit	The Vision Critical marketing team	Vision Critical	Canada	Non-member
The Gateway 2017 Conference	The Gateway 2017 Conference for Internationally Educated Professionals	The Regional Municipality of York	Canada	Toronto

#### Award of Merit

Title	Winner	Company	Country	Entrant's Chapter
Apprenticeship recognition week: Recognizing apprentices, because we should	The Industry Training Authority	Industry Training Authority	Canada	Member-At-Large
ASHP 75th Anniversary	ASHP's 75th Anniversary Committee	ASHP (American Society of Health-System Pharmacists)	USA	Non-member
Destination: Engine	Nithya Ramachandran, Hailey Carnegie, Catherine Pouliot, Chris Wannamaker, Brooklyn Lutz, Melodie Hamel-Trepanier, Jeff Lambert, Amanda Schaufele, Angelica Meigs	Edelman & Shell Canada	Canada	IABCCalgary
People Shouldn't Disappear Campaign Launch & Media Conference	SGI Communications	SGI (Saskatchewan Government Insurance)	Canada	Regina

Pixel's Escape	Brendan Lucas, Matthew Edge, Stephanie Bellasai, Damian Moratti, Nick Busietta, Stephanie Andrews, Lachlan Sleight, Tin Nguyen, Robert Dowling, Darius Kedros, Toby Ricketts	Deakin University	Australia	Non-member
Sergey Trofimenko	Julia Gritsenko and Anna Akimova	Point Passat communication group	Russian Federation	Russia
Special Edition "Society Talk" Supports Launch of the New American Cancer Society	Amy Hadsock, Greg Guthrie, Andrew Huff, Dan Hodlick	American Cancer Society	USA	Colorado
SunTrust Park Grand Opening	SunTrust Bank	SunTrust Bank	USA	Atlanta
THINC30 Summit: Transforming, Harnessing, Innovating, Navigating and Collaborating for a purpose-driven, sustainable future by 2030	Covestro LLC, Carway Communications, Inc. and Havas PR US/Pittsburgh	Covestro LLC with support from Carway Communications, Inc. and Havas PR US/Pittsburgh	USA	New York
UWPACE Cultural Evening	Mekala Wickramasinghe	The University of Winnipeg	Canada	Manitoba

## Category 24: DIGITAL COMMUNICATION

### Award of Excellence

Title	Winner	Company	Country	Entrant's Chapter
Day at a Modern Mine	Pranill Ramchander, Ann Farndell, Rochelle de Paiva	Anglo American South Africa	South Africa	Member-At-Large
2016 Financial Literacy Month - Digital Communication	Jo Langham, Jenna LeBlanc, Greg DeClara, Jeff Coles, Melinda Reyes	Financial Services Commission of Ontario	Canada	Toronto
Anadarko Petroleum Corporation: The Weekly	Anadarko Corporate Communications	Anadarko Petroleum Corporation	USA	Non-member
BC Housing: Website Redesign	Donna Freeman, Mike Klein, Alexandra Skinner, Roberta Randall	BC Housing	Canada	Non-member
Tarmac One Online	Tarmac Internal Communications Team and 44 Communications	Tarmac Group Limited	United Kingdom	Non-member
#ToughestJob2016: What does the Philippine President Do?	Stratworks, Inc. / I.D.8, Inc.	Stratworks, Inc.	Philippines	Member-At-Large
#YRMatters Digital Newsletter	Patrick Casey, Mia George and Andrea Griepsma	The Regional Municipality of York	Canada	Member-At-Large

### Award of Merit

Title	Winner	Company	Country	Entrant's Chapter
#MakeltMutual: Investing Lessons Made Fun and Engaging for Filipino Millennials	Sun Life Asset Management, Co., Inc., Sun Life Marketing Team	Sun Life Philippines	Philippines	Philippines
Better Ways to Save	Susan Gillin	Chelan County Public Utility District	USA	Non-member
Coffee with Piolo: Breaking New Grounds With A Personalized Video Campaign	Sun Life Philippines Marketing Team	Sun Life Philippines	Philippines	Philippines
CSMLS The Objective Lens Podcast	Cathy Bouwers, Michael Grant, Radmila Minor, Joel Tersigni	Canadian Society for Medical Laboratory Science (CSMLS)	Canada	Toronto
Economical Blog	Corporate Marketing, Economical Insurance	Economical Insurance	Canada	Non-member
Enable Midstream's Driving Clarity Leadership Videos	Jamie Colvin, Amy Tellor, Lisa Allison, Dee Dee Foltz	SimplyConnect Consulting, LLC	USA	Dallas

Enterprise Message Center	Enterprise Message Center	State Farm	USA	Member-At-Large
Everything Will Be Alright	Everything Will Be Alright	Zavarovalnica Triglav, d.d.	Slovenia	Non-member
Frightful Facts	Mary Yanni Liebman	Fidelity Investments	USA	Non-member
IMA Financial Group LinkedIn Presence	Justin R. Jacobs	The IMA Financial Group	USA	Non-member
KCP&L Clean Charge Microsite	Jeffrey Beeson	KCP&L	USA	Non-member
Mental Health and Substance Use Web Resource	Communications & Public Affairs	Fraser Health	Canada	BC (Canada)
Mobilizing Benefits Communications at Prologis	Ryan Patschke, Pam Robinson, Meghan Morris and the Prologis Benefits team	Prologis, Willis Towers Watson and Pier 2 Marketing	USA	Non-member
SFU Innovates Website	Monica Bisal	Simon Fraser University	Canada	Vancouver
The Experience Matters: Ecolab's Parental Leave E-Magazine	Suzanne Hanson, Teresa Helm, Lea Curtes-Swenson, Tina Grant, Margeaux King, PLDG, Julie Morgan, Katy Keesey, Sarah Tonsager	Willis Towers Watson	USA	Non-member
The New RichmondHill.ca	Communication Services	Town of Richmond Hill	Canada	Toronto
Worth It Benefits: Helping Employees See the Full Picture at L'Oréal	Elisa Richmond	Willis Towers Watson	USA	Non-member
York Region Mobile Application Launch	Patrick Casey	The Regional Municipality of York	Canada	Member-At-Large
Your ACA Roadmap	Molly Tatting, Rebecca Watts, Alycen Farrell, C. Drauschke, C. Mower	Cigna's Health Care Reform Consulting and Communications Team	USA	Non-member

## Category 25: AUDIO/VISUAL Award of Excellence

Title	Winner	Company	Country	Entrant's Chapter
Alliance Data Game Changers Video	PartnerComm, Inc. and Alliance Data Systems	PartnerComm, Inc.	USA	Dallas
Alliance Data Road Show Video	PartnerComm, Inc. and Alliance Data Systems	PartnerComm, Inc.	USA	Dallas
Marie Stopes General Practitioner and Patient Engagement Strategy	Tanya Gutteridge	Marie Stopes	Australia	Victoria (Australia)
Next Generation of Leaders (tGELF)	Next Generation of Leaders (tGELF)	McDermott	USA	Member-At-Large
Sing You Home Video	Dean Brinton	The Rooms Corporation of Newfoundland and Labrador	Canada	Newfoundland and Labrador
Sysco's Warehouse Incentive Pay Education Videos	Jamie Colvin, Erin Packwood, Lauren Fulmer, Amy Tellor	SimplyConnect Consulting, LLC	USA	Dallas

## Award of Merit

Title	Winner	Company	Country	Entrant's Chapter
Buildings That Build People Up – York Region's Belinda's Place and Youth Hub	Buildings That Build People Up – York Region's Belinda's Place and Youth Hub	The Regional Municipality of York	Canada	Toronto
Client Stories	Individual Insurance and Wealth Marketing	Sun Life Financial	Canada	Waterloo
Donating is About More than Remembering – ANZ's Sponsorship of the Returned Serviceman's Association's "Poppy Day" Appeal	Donating is about more than remembering – ANZ's sponsorship of the Returned Serviceman's Association's "Poppy Day" appeal	ANZ Bank New Zealand	New Zealand	Non-member
Educating Horse Owners on Topline Health	Padilla for Cargill Animal Nutrition's Topline	Padilla	USA	Minneapolis
Made For This	Home	Home	United Kingdom	Non-member
The Experience Matters: Ecolab's Parental Leave E-Magazine	Suzanne Hanson, Teresa Helm, Lea Curtes-Swenson, Tina Grant, Margeaux King, PLDG, Julie Morgan, Katy Keesey, Sarah Tonsager	Willis Towers Watson	USA	Non-member

## Category 26: PUBLICATIONS

### Award of Excellence

Title	Winner	Company	Country	Entrant's Chapter
Charlotte Russe Benefit Magazine	Elizabeth Williams	Conduent	USA	Los Angeles
Alberta Cancer Foundation 2017 Annual Report	Phoebe Dey & Christiane Gauthier	The Alberta Cancer Foundation	Canada	Member-At-Large
American Express 2018 Calendar	PartnerComm, Inc. and American Express	PartnerComm, Inc.	USA	Dallas
Horizons Magazine Issue 3 2016	Lisa Arnold, Gillian Earle, Nicole Yeomans, Ilsa Williams, Heather Burdett, Julie Hause, Maurice Fleming	Manulife Financial	Canada	Member-At-Large
Hull Services 2017 Annual Report - Diary of an Angry Young Man	Wes Lafortune and Samantha Rogan	Hull Services	Canada	Non-member
Sacred Heart Mission Annual Report 2017	Sacred Heart Mission, Sia Papageorgiou, Luke Featherston	Cropley Communication	Australia	Victoria (Australia)
UBC Library 2016/17 Senate Report	UBC Library Communications and Marketing Team	University of British Columbia Library	Canada	BC (Canada)
U-Haul News	Scott Starkel, Jennifer Weston, Alan Weinstein, Anthony Perez, Robin Petty, Mark Duran, Kim Perina	U-Haul International, Inc.	USA	Non-member

### Award of Merit

Title	Winner	Company	Country	Entrant's Chapter
#nofilter - For Your Benefit Magazine	Kaitlyn Ridings	American Express	USA	Non-member
AREVA Resources Canada - Annual Sustainability Review	Kevin Moffatt, Veronique Loewen	AREVA Resources Canada	Canada	Saskatoon
Building Everyday Smart Choices at Charter Communications: 2018 New Program Education Guide	Siobhan O'Shea and Team (WTW); Danielle Gaston and Team (Charter Communications)	Willis Towers Watson	USA	Member-At-Large

Centenary Publications with a Story to Tell	Pieter Myburgh, Kit Anderson, Jonathan Hynes	Anglo American	United Kingdom	Member-At-Large
Educating Horse Owners on Topline Health	Padilla for Cargill Animal Nutrition's Topline	Padilla	USA	Minneapolis
Faculty of Arts & Science, University of Toronto: Surrounded by Opportunity Viewbook	Melissa J Hill, Deborah Robinson, Kate Minden-Webb, Brenda Hampton	Faculty of Arts & Science, University of Toronto	Canada	Member-At-Large
From a Traditional Report to a Compelling, People-centered, Storytelling Experience	Annual Report Goes Digital	PSP Investments	Canada	Montréal
HEY! It's NTU	Dr Vivien Chiong	Nanyang Technological University, Singapore	Singapore	Singapore
IKEA Canada's Fiscal Year 2017 Annual Summary Report	IKEA Canada and Citizen Relations	Citizen Relations	Canada	Non-member
Irving Oil People Matters newsletter (December 2017)	Irving Oil	Irving Oil	Canada	Maritime Canada
Love My Hood: Kitchener's Guide to Great Neighbourhoods Publication	Love My Hood Project Team	City of Kitchener	Canada	Non-member
Making the case for fixed index annuities (FIAs)/The FIA journey	Sammons Financial Group	Sammons Financial Group (dba Midland National and North American)	USA	Non-member
Obzornik: Depression-Let's talk	Obzornik Depression. Let's talk	Zavarovalnica Triglav, d.d.	Slovenia	Non-member
Power up with RSA Pro™	Ken Evans, Rohini Mukherji, Gary Edgar, Vanessa Cuartas, Julia Carr, Merissa King and Mark Mayhew	RSA Canada	Canada	Member-At-Large
Real Estate Center Annual Report+Calendar	JP Beato III, David S. Jones ABC, Kammy Baumann	Real Estate Center at Texas A&M University	USA	Brazos Valley
Rehab Impact Report: Heroes of Rehabilitation Medicine	Laurie Wang	Faculty of Rehabilitation Medicine, University of Alberta	Canada	Non-member
Reliv International Lifestyle Magazine	Reliv International	Reliv International	USA	Non-member
Sony Interactive Entertainment Benefit Magazine	Elizabeth Williams	Conduent	US Minor Outlying I	Los Angeles
Sony Music Rock Enroll Magazine	Elizabeth Williams	Conduent	USA	Los Angeles
Tarmac – One Magazine	Tarmac Internal Communications Team and 44 Communications	Tarmac Group Limited	United Kingdom	Non-member

TELUS 2016 Annual Report	Nicola Trelford and Dianne Trach, ABC	TELUS Corporation	Canada	Non-member
The ArtSci Effect: Your Philanthropy in Action 161/7	Diana Kuprel and Jackie Shapiro	University of Toronto	Canada	Toronto
The Back of Napkin Kit and Concepts	Sammons Financial Group	Sammons Financial Group (dba North American)	USA	Non-member
The Experience Matters: Ecolab's Parental Leave E-Magazine	Suzanne Hanson, Teresa Helm, Lea Curtes-Swenson, Tina Grant, Margeaux King, PLDG, Julie Morgan, Katy Keeseey, Sarah Tonsager	Willis Towers Watson	USA	Non-member
U.S. Property Market Outlook   2017 House View	Dr. Will McIntosh, John Kirk, and Mark Fitzgerald	USAA REAL ESTATE COMPANY	USA	Non-member
Universal Music Group Open Enrollment	Elizabeth Williams	Conduent	USA	Los Angeles
University of Alberta Donor Impact Report 2017	Amie Filkow, Sheena Riener, Ryan Whitefield, Shane Riczu, Brian Anderson	University of Alberta	Canada	Non-member
Worth It Benefits: Helping Employees See the Full Picture at L'Oréal (copy)	Elisa Richmond	Willis Towers Watson	USA	Non-member

## Category 27: WRITING

### Award of Excellence

Title	Winner	Company	Country	Entrant's Chapter
Alliance Data Storybook	PartnerComm, Inc. and Alliance Data Systems	PartnerComm, Inc.	USA	Dallas
Sibo on the Move	Gautrain Management Agency	Gautrain Management Agency	South Africa	Non-member

### Award of Merit

Title	Winner	Company	Country	Entrant's Chapter
Cooper Companies Wellness Annual Report 2017	Rosemary Hardin	Conduent	USA	Non-member
Groote Eylandt	Greg Thom, nbn Employee Comms Team	National Broadband Network (nbn)	Australia	Victoria (Australia)
HEY! Tales of 2 Presidents	Dr Vivien Chiong	Nanyang Technological University, Singapore	Singapore	Member-At-Large
On the Ground in Eastern Kentucky	Michelle Park Lazette and the Multimedia & Editorial Services team	Federal Reserve Bank of Cleveland	USA	Member-At-Large
Toronto's Subways Expose Passengers to More Air Pollution than Montreal, Vancouver Systems	Engineering Strategic Communications	Faculty of Applied Science & Engineering, University of Toronto	Canada	Toronto