

IABC GOLD QUILL AWARDS 2015 WINNERS

IABC INTERNATIONAL ASSOCIATION
OF BUSINESS COMMUNICATORS



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DIVISION 1: COMMUNICATION RESEARCH MANAGEMENT

Categories 1 through 6

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.

Excellence Awards

Category	Program	Winner	Company	Country
External Communication Research	Communication Lab: Bringing up science communicators in Russia	Ilya Kurmyshev, Sergey Geylo, Sergey Kolesnikov, Olga Belokoneva, Andrey Barannikov, Leonid Kolodkin, Anna Pyrkova, Elena Brandt, Elena Orlova, Nikolay Fidanyan, Alena Gupaisova, Ivan Cheremisin	SPN Communications	Russia
Research Innovation	Savings Nudge Initiative	Rob Basso	Vanguard	USA
Research Innovation	The eBay intervention – a new way of measuring the personality of the business	Ben Matthews	eBay	United Kingdom

Merit Awards

Category	Program	Winner	Company	Country
Research Innovation	Leaders' Guide to Unlocking Cross-Cultural Communication in All-Hands Meetings	Angela Sinickas, ABC	Sinickas Communications, Inc.	USA
Communication Research Management, Student Entry	Annual Fund Audience Overview	Ruslan Bergenov, Cynthia Strawson	University of Alberta	Canada

DIVISION 2: COMMUNICATION MANAGEMENT

This division focuses on strategic communication planning and implementation of internal, external and integrated programs.

Category 7: Internal Communication

Excellence Awards

Program	Winner	Company	Country
Tech.talk Communications	Susan Straub	Alliance Data	USA
BP eXcellence	Jordan Temple	BP	USA
"Ser Peñolero Es..." Ethics Campaign	Gabriela Mitri	Industrias Peñoles	Mexico
We're On A Mission	Organizational Communications Team	Raytheon IDS	USA
RBC Insurance Strategy Education Multi-media Campaign	Cheryl Fletcher, Catherine Bishop, Lin Grosse, Melinda Henderson, Lyse Gionet	RBC Insurance	Canada
Who Are You Protecting - Flu Shot Campaign	Sabrina Divell, Lauren Pelley, Greg Majster and Cheryl Crouch	St Joseph's Health Centre	Canada
One AFM Game Plan: Preparing the church for strategic measurement	Chantalle Schutte	The Apostolic Faith Mission of South Africa	South Africa
UPS Peak Season 2014	UPS Employee Communications Peak Team	UPS	USA
It's your move! The Rogers Communications Wealth Accumulation Plans transition	Sharon Bray and Jason Traetto	Sun Life Financial and Rogers	Canada
Lights, Camera, Engagement!	Tiffany Akins & Gavin Wilson	Vancouver Coastal Health	Canada
Engaging RR Donnelley's Workforce in Medical Benefit Decisions	Gabrielle Loring	ROC Group	USA

Merit Awards

Program	Winner	Company	Country
Show Lion Pride	Mark Kretschmar	Lion Precision	USA
Get a Grip on Safety: Enterprise-wide injury reduction campaign	Megan Gauley & Frankie Fuchs	Suncor Energy	Canada
Innovative Communications in Support of the Innovation Games	Olivia Lyle & Communications Team	Coastal Community Credit Union	Canada
Internal communication campaign "Secret Angels" for the launch of Vipnet's corporate volunteering program	Dubravka Jusic	Vipnet	Croatia
RTI Brand Ambassador Campaign	Public Relations and Corporate Communications	RTI International	USA



Program	Winner	Company	Country
Living our Guiding Principles	Anne Cunningham, Kathy Ward, Betty Lagogianes	CPP Investment Board	Canada
"Who Are You Working For?"	Global Public Affairs Team	Bristol-Myers Squibb	USA
2014 Roadmap to Success Communication Strategy	Comcast Spotlight, Central Division	Comcast Spotlight	USA
Know it to own it: Equifax 2014 Internal Communication Campaign with Total Rewards Microsite	Keisha Olinger - Crystal Oldham - Emily Dydo	Towers Watson	USA
I AMbassador Program	Katie Woodruff and Cindy Studt	Amway	USA
eBay – nudging colleagues to ‘be the customer’	Ben Matthews	eBay	United Kingdom
Allstate Cybersecurity Campaign	Jennifer Bean	Allstate Insurance Company	USA
Six Weeks of Service Festival	Laura O'Donnell, Carl Soady and Paulette Smit	Suncorp Life	Australia
THINK CSS	N Van Dusen • S May L Kugler • K Huckabone	NikComm • intrinsic design Catholic Social Services	Canada
Launching our new corporate strategy to NRMA Group employees	Communications team	National Roads & Motorists' Association	Australia

Category 8: Employee Engagement

Excellence Awards

Program	Winner	Company	Country
ETF 20th Anniversary - Learn More	European Training Foundation	European Training Foundation	Italy
The Power to Capitalize	Natalie Evertson	S&P Capital IQ/ S&P Dow Jones Indices	USA
UPS Peak Season 2014	UPS Employee Communications Peak Team	UPS	USA
Lights, Camera, Engagement!	Tiffany Akins & Gavin Wilson	Vancouver Coastal Health	Canada
"Who Are You Working For?"	Global Public Affairs Team	Bristol-Myers Squibb	USA
Engaging employees to re-energize a service philosophy through a “Customer at the Heart’ employee engagement campaign	RBB Communication, RBB Chief of Staff, Sales & Service, Mann Made Media	Barclays Africa Group Limited	South Africa
Explore Your Options: 2015 Annual Enrollment	Shima Kelly	UPS	USA



Merit Awards

Program	Winner	Company	Country
Increasing engagement and building our culture – our journey	Shona Brown	Department of Internal Affairs	New Zealand
MyBenefits Luau	Susan Rockliffe, Lauren Lau, Nicki Russell	Westpac New Zealand	New Zealand
The Power to Perform ... Simpler. Smarter. Faster.	Gia L. Oei & Kristin Harnedy	GE Industrial Solutions	USA
Associate Survey Campaign	PartnerComm, Inc. Alliance Data	PartnerComm, Inc.	USA
Engaging Employees in Company Strategy	Enterprise Communication Team	CSAA Insurance Group, a AAA Insurer	USA
Comcast-NBCUniversal Healthy Week	Comcast NBCUniversal and Buck Consultants Team	Buck Consultants	USA
Interactive Tool Increases Employee Awareness and Participation in Health and Wellness at TIAA-CREF	Maria D'Eletto and Lori McDonough	TIAA-CREF	USA

Category 10: Safety Communication

Excellence Awards

Program	Winner	Company	Country
SaskPower's 2014 Safety Summit	Janelle Cannon	SaskPower	Canada

Merit Awards

Program	Winner	Company	Country
Get a Grip on Safety: Enterprise-wide injury reduction campaign	Megan Gauley & Frankie Fuchs	Suncor Energy	Canada
SIM-licity Infomercials	WSA Safety Communications	Walt Disney Parks and Resorts	USA

Category 11: Human Resources and Benefits Communication

Excellence Awards

Program	Winner	Company	Country
Police Superannuation Scheme 2014 Annual Report	Michael Metzger	Metzger Communications Limited	New Zealand
Open Enrollment Communication Campaign	PartnerComm, Inc. U.S. Roche	PartnerComm, Inc.	USA
Get Your Shop On	Cheryl Weber and Nora Fitzgerald	Aon and Walgreen Co.	USA
"Take a Closer Look" Transocean's HSA Promotion Campaign	Jamie Colvin, Natalie Questell, Nathaniel Peneguy, Hayden Burns,	SimplyConnect Consulting, LLC	USA



Program	Winner	Company	Country
	Jackie Powell, Jennifer Lester, Michelle Maloney		
Best In Market Annual Enrollment Campaign	Mary Ann Jack; Erik Smith	Hyatt Hotels Corporation; Aon Hewitt	USA
AECOM Wellness Campaign	AECOM and Blue Communications	AECOM and Blue Communications	USA
Know it to own it: Equifax 2014 Benefits Enrollment Communication Campaign with Total Rewards Microsite	Keisha Olinger - Crystal Oldham - Emily Dydo	Towers Watson	USA
It's your move! The Rogers Communications wealth accumulation plans transition	Sharon Bray and Jason Traetto	Sun Life Financial and Rogers	Canada
Explore Your Options: 2015 Annual Enrollment	Shima Kelly	UPS	USA
Engaging RR Donnelley's Workforce in Medical Benefit Decisions	Gabrielle Loring	ROC Group	USA
Nestlé Annual Enrollment Campaign	Mary Endress and Loretta Ivany	Towers Watson	USA
University of Missouri Annual Enrollment Campaign	Kelli Holland, Tracey Westfield, Jennifer Schuster, Katherine Anttila, Nick Triantafyllos	University of Missouri System	USA
BMC Software's "MythSmashers" Campaign	Jamie Colvin, Natasha Taylor, Irma Soza, Lynn Moffett, Annie Dieu, Jennifer Lester, Michelle Maloney	SimplyConnect Consulting, LLC	USA
Newell Rubbermaid's "Go to the Doctor" Campaign	Jamie Colvin, Patti Taylor, Marian Chase, Heather Dunn, Celerie White, Jennifer Lester, Amy Tellor, Michelle Maloney	SimplyConnect Consulting, LLC	USA
The Preferred Partnership Introduction	The Boeing HR Communications team	The Boeing Company	USA
Police Superannuation Scheme 2014 Annual Report	Michael Metzger	Metzger Communications Limited	New Zealand

Merit Awards

Program	Winner	Company	Country
Love the company you keep: A Communications Campaign	Deloitte Marketplace Services and Talent Teams	Deloitte	Canada
Your Health, Your Way	Lori Kadin-Benson	Denver Public Schools	USA
2015 Benefits Enrollment Communication	Tracy Kofski, Jeanne Denz, Angela Mahoney, Brianna Manderscheid, Lisa Peterson, Lori Schweyen, Aon Hewitt	General Mills, Inc.	USA



Program	Winner	Company	Country
Learn, Plan, Maximize: 2014 Human Resources and Benefits Communication	Carolyn Nelson, Kimberly Martinez, Melissa Walton, Angela Beatty, Kate Keeseey	Lockheed Martin Corporation	USA
Destination Enrollment: Passport to Your Benefits	PartnerComm, Inc. American Airlines	PartnerComm, Inc.	USA
Navy Federal Credit Union 2014 Wellness Centers Launch Campaign	Employee Communications Team	Navy Federal Credit Union	USA
Comcast-NBCUniversal Healthy Week	Comcast-NBCUniversal and Buck Consultants Team	Buck Consultants	USA
MDLIVE Campaign	PartnerComm, Inc. Alliance Data	Alliance Data	USA
2015 Ingram Industries Open Enrollment Campaign	Buck Consultants	Buck Consultants	USA
Air Liquide 2015 Open Enrollment Campaign	Air Liquide and Towers Watson	Towers Watson	USA
401(k) Targeted Mailers	PartnerComm, Inc. Southern Wine & Spirits	Southern Wine & Spirits	USA

Category 12: Change Communication

Excellence Awards

Program	Winner	Company	Country
Moving Forward Together: The Project Fusion Story	Hilary Sinclair & Corinne Impey	SilverBirch Hotels & Resorts	Canada
One Toyota Initiative Launch	Toyota Motor North America, ROI Communication and North Star Communications	ROI Communication	USA
Know Your Numbers	Gold Quill Award	Safeway, Inc.	USA
Merger Communications Excellence	Communications Team	Connect First Credit Union	Canada
Enable Midstream's "On The Road" Initiative	Jamie Colvin, Lisa Allison, Amy Teller, Eileen Bouthillet, Missy Bradshaw, Jamie Colvin, Michelle Maloney	SimplyConnect Consulting, LLC	USA

Merit Awards

Program	Winner	Company	Country
Learn, Plan, Maximize: 2014 Change Communication Campaign	Carolyn Nelson, Kimberly Martinez, Melissa Watson, Angela Beatty, Kate Keeseey	Lockheed Martin Corporation	USA
Pfizer Canada Business Unit Review, Renewal and Re-Engagement	Christina Antoniou, Vincent Lamoureux, Rhonda O'Gallagher,	Pfizer Canada	Canada



Program	Winner	Company	Country
	Lorraine David, Marie-Claude Gauthier		
Delivering on the Brand Promise - A Focus on the Patient	Biren Valodia	Mediclinic Southern Africa	South Africa
AECOM Wellness Campaign	AECOM and Blue Communications	AECOM	USA
Get Ready to Unify	Lisa McNally	CSG International	Australia

Category 13: Government Relations

Excellence Awards

Program	Winner	Company	Country
2015-16 Levy Consultation Campaign	Gemma Bevan and Laura Barlow	ACC	New Zealand

Merit Awards

Program	Winner	Company	Country
Belonging vs. Bullying	National Communications Team	Boys and Girls Clubs of Canada	Canada

Category 14: Community Relations

Excellence Awards

Program	Winner	Company	Country
How to tell millions of people that trains aren't running	Regional Rail Link Authority and its project teams	Regional Rail Link Authority	Australia
Action Entrepreneurship 2014	Rachel Shuttleworth and AE 2014 Committee	Futurpreneur Canada	Canada
Ag More Than Ever	The Ag More Than Ever team	Farm Credit Canada	Canada
Shell Road Safety for Children: Shaping the youth as safety advocates	Ronaldo Jabal	Shell companies in the Philippines	Philippines
Power to Grow Public Outreach Tour	SaskPower Communications Team	SaskPower	Canada
2014 Transit Route Changes	Alysha Hille, Roslyn Kozak & Derek Leverington	Saskatoon Transit & MPATH Engagement	Canada
Communication Lab: Bringing up science communicators in Russia	Ilya Kurmyshev, Sergey Geylo, Sergey Kolesnikov, Olga Belokoneva, Andrey Barannikov, Leonid Kolodkin, Anna Pyrkova, Elena Brandt, Elena Orlova, Nikolay Fidanyan, Alena Gupaisova, Ivan Cheremisin	SPN Communications	Russia
Monterey Peninsula Community Relations Program	California American Water	BNA Communications	USA

Merit Awards

Program	Winner	Company	Country
PCCP Engagement - Meeting Citizens Where They Are	U.S. Army Corps (MVN) Outreach Process Partners	Outreach Process Partners, LLC	USA

Category 15: Media Relations

Excellence Awards

Program	Winner	Company	Country
Communication support for the Sochi 2014 All-Russian Olympic Torch Relay	Vladimir Pletyukhin, Natalia Kirilinskaya, Irina Shelukhina, Svetlana Zarubina, Evgeniya Savina	CROS	Russia
The Vision Council - DigitEYEzed Report	Sharon Reis, Tamara Moore, Kate Enos, Stephanie Wight	GYMR, LLC	USA
Beware of Surveillance by Design	IPC Communications Team	Information and Privacy Commissioner of Ontario	Canada
The Symantec Canada Honey Stick Project	Candi Jeronimo	Edelman	Canada
ER: Life + Death at VGH	Sarah Burgess, Lisa Carver, Julia Wilkinson, Hilary Strath	Edelman	Canada
Beaches International Jazz Festival: 26th Annual Jazz Festival	Martine Levy	Beaches International Jazz Festival	Canada
NTU in the News	Vivien Chiong	Nanyang Technological University, Singapore	Singapore

Merit Awards

Program	Winner	Company	Country
SaskPower Rate Increase	Heather Johnson & SaskPower Communications	SaskPower	Canada
“UNITING VOLUNTEERS’ HEARTS” PROGRAM Communication support program for Sochi 2014 volunteer team	Vladimir Pletyukhin, Natalia Kirilinskaya, Irina Shelukhina, Evgeniya Savina	CROS	Russia
ING DIRECT ATM Fee Campaign	David Breen	ING DIRECT Australia	Australia
Intelligence Unlocked Campaign	Krystal Temple, Josh Lefkowitz, Lindsey Pappas, Sarah Kane, Connie Zheng, Jennifer Neuner, Danielle Cecchini	Intel Corporation	USA



Program	Winner	Company	Country
Kraft Hockeyville 2014	Brian Rosevear, Melissa Prince, Adam Weitner, Jill de Larzac, Ryley Murray, Amanda Lazarovitz, Alison Palmieri	Edelman Canada	Canada
Werklund School of Education Naming Event	Sarah McGinnis	University of Calgary	Canada
The AMD #2betterthan1 Campaign	Candi Jeronimo	Edelman	Canada
EpiPen® Canada Summer of TAG 2014	Manon Genin and Simon Carson (Pfizer Canada Inc.) Jane Lee Cheung, Janie Mercky, and Heather Sheen, Désirée Larocque (Porter Novelli Canada) Laurie Harada and Beatrice Povolo (Anaphylaxis Canada)	Porter Novelli Canada, Pfizer Canada Inc. and Anaphylaxis Canada	Canada
Second Cup Coffee Co. – Caf? of the Future	Judy Lewis	Strategic Objectives	Canada
Changing How Albertans See Eye Care	Keri Lee	Edelman	Canada
The Revolution Continues: Un-carrier 8.0	Corporate Communications	T-Mobile USA	USA

Category 16: Customer Relations

Excellence Awards

Program	Winner	Company	Country
We like to do good deeds	Katja Kek, Andreja Zadnik Andolj?ek	Mercator, d.d.	Slovenia
Connect 2017: Launching the new business strategy for Canadian P&C	Canadian P&C Communications Team	BMO Financial Group	Canada

Merit Awards

Program	Winner	Company	Country
2014 National Cybersecurity Awareness Month	Lockheed Martin	Information Systems & Global Solutions	USA
CIL Decor Experts on the Road	Martine Levy, Keka DasGupta	DDB Public Relations	Canada

Category 17: Advertising Campaigns

Excellence Awards

Program	Winner	Company	Country
Suncor: Go ahead. Expect more!	Kathryn Ward, Stephanie Ryan	KW Communications	Canada
CIL Decor Experts on the Road	Martine Levy, Keka DasGupta	DDB Public Relations	Canada



Merit Awards

Program	Winner	Company	Country
The World's Most Complicated Machine	Dave Bourne	Baycrest Health Sciences	Canada
Resistance Bootcamp – SAFE Youth Campaign	Correy Myco	ChangeMakers	Canada
Heads up?! – Winnipeg Regional Health Authority (WRHA) Sexually Transmitted Infection (STI) Prevention Campaign	Correy Myco	ChangeMakers	Canada
Pedestrian Safety Campaign	Tracy Bains	ICBC	Canada

Category 18: Marketing Communications

Excellence Awards

Program	Winner	Company	Country
Commercial Lines & Specialty Solutions Sales Campaign	Andrew Boyd & Karin Basaraba, ABC	Intact Insurance	Canada
Beyond the Pie – New Marketing Approach for the Georgia Pecan Commission	ST!R Marketing / Object 9	ST!R Marketing / Object 9	USA
CIL Decor Experts on the Road	Martine Levy, Keka DasGupta	DDB Public Relations	Canada

Merit Awards

Program	Winner	Company	Country
Windforge Kickstarter Campaign: Saving a Game Developer's Dream Against All Odds	Chris Orris & Debra Bethard-Caplick	Quicksilver Edge Strategic Communications	USA
Startup Ready	Michael Thomson	Edelman Canada	Canada
Sun Postpaid "Evolver" Campaign	Sun Postpaid "Evolver" Campaign	Smart Communications, Inc.	Philippines
Explore Edmonton	Edmonton Tourism	DDB Canada	Canada
Stay Connected...It Matters for Your Patients	Strategic Provider Communications	CareFirst BlueCross BlueShield	USA
Communicating Real Estate Protection: RECO Helps!	Argyle Communications and RECO	Argyle Communications and the Real Estate Council of Ontario (RECO)	Canada

Category 19: Corporate Social Responsibility

Excellence Awards

Program	Winner	Company	Country
The "Pinoy Bayanihan" Project	Chairman and CEO Cristino L. Naguiat, Jr. and Assistant VP Maricar Bautista	Philippine Amusement and Gaming Corporation	Philippines
Chemgeneration project	Nina Tomažin	Propiar d.o.o.	Slovenia



Program	Winner	Company	Country
Global Hunger Relief Campaign	Cisco Employee Communications	Cisco Systems	USA

Merit Awards

Program	Winner	Company	Country
Humana Raises the Stakes for Corporate Philanthropy Program to Improve Community Health	Linda Bernstein Jasper	Humana and Coyne Public Relations	USA
"I Help My City" Festival	Vladimir Pletyukhin, Olga Popova-Kachelkina, Irina Shelukhina	CROS	Russia
Introducing ATO's Indigenous Australian small business online videos: Real stories to inspire future generations	Cerise Paul-Igai	ATO	Australia
All for Good Website	PartnerComm, Inc. Alliance Data	PartnerComm, Inc.	USA
"Be Suite" - Manitoba Liquor & Lotteries	Correy Myco	ChangeMakers	Canada
Connecting Mothers Around The World – Me to We Mother's Day Campaign	Argyle Communications and DHL Express Canada	Argyle Communications and DHL Express Canada	Canada

Category 20: Advocacy Communication

Excellence Awards

Program	Winner	Company	Country
Communication Lab: Bringing up science communicators in Russia	Ilya Kurmyshev, Sergey Geylo, Sergey Kolesnikov, Olga Belokoneva, Andrey Barannikov, Leonid Kolodkin, Anna Pyrkova, Elena Brandt, Elena Orlova, Nikolay Fidanyan, Alena Gupaisova, Ivan Cheremisin	SPN Communications	Russia

Merit Awards

Program	Winner	Company	Country
Growing Futures	Communications and Design & Photography Teams	Plant & Food Research	New Zealand
Safe Steps	Pru Life UK	Pru Life UK	Philippines
Responsible Energy through Shell Eco-marathon Asia	Ronaldo Jabal	Shell companies in the Philippines	Philippines
Tulong Na, Tabang Na, Tayo Na	Ma. Rosario Bartolome	ABS-CBN Corporation	Philippines
Defined Benefit Pension Evolution Thought Leadership Program	Communications Department	Ontario Teachers' Pension Plan	Canada



Program	Winner	Company	Country
Achieving Thought Leader Status for Medtronic	Melicent L-S, Pam W., Monika P., Neil F.	Medtronic Canada	Canada
Ontario Natural Gas Alliance 2014 Advocacy Campaign	Martine Levy	DDB Public Relations	Canada
Thanks a Million - Telstra	Sarah Lloyd	Telstra	Australia

Category 21: International Communication

Excellence Awards

Program	Winner	Company	Country
HSBC NOW - Our Stories	Pierre Goad, Jenny Varley, Samantha Feeney, Marcus Dubois, Dee Gosney, Charlie Marks, Lucie McInerney, Cecilia Tornaghi, Louise Sinnerton	HSBC	United Kingdom

Merit Awards

Program	Winner	Company	Country
Shaping the Future of Integrated Kidney Care at the American Nephrology Association Kidney Week	Team Mercury	DaVita HealthCare Partners	USA

Category 22: Issues and Crisis Management Communication

Merit Awards

Program	Winner	Company	Country
2014 Calgary Tree Disaster Clean Up	Heather Hastie, Blair Riddle	The City of Calgary Parks	Canada
B Safe Take Action Campaign	Leonie Bolleurs and Stefan Lotter	University of the Free State	South Africa
Crisis in Concrete - Wanapum Dam Spillway Response	Suzanne Hartman ABC, APR and Tom Stredwick	Chelan Public Utility	USA

Category 23: Government Communication Programs

Excellence Awards

Program	Winner	Company	Country
Richmond's Green Cart Program	Therese Mickelson, ABC	Mickelson Consulting Inc.	Canada
Curbside Organics Recycling: Come roll with us	Jill Iverson	City of Airdrie	Canada
My Guelph, My Vote: 2014 Guelph Municipal Election	Alison Thompson	City of Guelph	Canada



Program	Winner	Company	Country
We've Got Your Back campaign	Corporate Affairs	headspace	Australia

Merit Awards

Program	Winner	Company	Country
voterlookup.ca - Have your say, log on today	Megan Ramsay	Municipal Property Assessment Corporation	Canada
U.S. Army Acquisition Corps 25th Anniversary Campaign	Nelson McCouch III	U.S. Army Acquisition Support Center	USA
Thank A Paramedic	Haydon Dewes & Kass Rafih	Alberta Health Services	Canada
Know Your Options	Kathryn Kranenburg	Alberta Health Services	Canada
Walls of Piran: Pretty as a Picture	Vita Kernel, Sasa Islamovic, Marko Jug, Leo Bizjak	Studio Kernel, d.o.o.	Slovenia
What the B*ke is Going On?	Catherine Kloczkowski	City of Edmonton	Canada
What are you doing on ice?	Communications Unit, Department of Health, Victoria	Department of Health, Victoria	Australia
One Country, One Team: Building support for Russian athletes before and during the Sochi Olympics	Alexander Zhukov, Anastasia Davydova, Oleg Roumyantsev, Andrey Barannikov, Leonid Kolodkin, Anastasia Grigorieva, Alexander Obischenko, Andrey Priyma, Victoria Evdokimova, Olga Kornilova, Eugenia Gorodnicheva, Elena Brandt, Anna Kozhushner, Ivan Kucherenko	SPN Communications	Russia

Category 24: Non-profit Campaigns

Excellence Awards

Program	Winner	Company	Country
Her Name Was Tracy and She Was Loved	Pesel & Carr	Pesel & Carr	Australia
"UNITING VOLUNTEERS' HEARTS" PROGRAM Communication support program for Sochi 2014 volunteer team	Vladimir Pletyukhin, Natalia Kirilinskaya, Irina Shelukhina, Evgeniya Savina	CROS	Russia

Merit Awards

Program	Winner	Company	Country
The Pocket Protector- National Medical Laboratory Week 2014	C. Bouwers, M.Grant, N. Langham, N. Marino, A.Rego, J. Tersigni	Canadian Society of Medical Laboratory Science	Canada



Program	Winner	Company	Country
Communication support for the Sochi 2014 All-Russian Paralympic Torch Relay	Vladimir Pletyukhin, Natalia Kirilinskaya, Irina Shelukhina, Svetlana Zarubina, Ewegeniya Savina	CROS	Russia
ArchCare: Transforming a Faith-Based Healthcare Ministry	Reputation Architects Inc.	Reputation Architects Inc.	USA

Category 25: Brand Communication

Excellence Awards

Program	Winner	Company	Country
Stantec Rebrand: Creating Communities	Vi Becker, Kim Austin, Crystal Kerr, Alison Tucker	Stantec	Canada
Even you need Donat Mg	Simona Pirih, Blaž Vuk, Simona Koren, Ranko Jelača	Pristop d.o.o., Atlantic Grupa d.d.	Slovenia

Merit Awards

Program	Winner	Company	Country
Rebranding Vitiello Communications Group	Jill Vitiello, Barbara Willis and Kristen Erickson	Vitiello Communications Group	USA
QandAMP	AMP's Brand & Marketing team	AMP Ltd	Australia
Every day we give our best	Aljoša Bagola, Ana Putrih, Matevž Šmalc, Andreja Zadnik Andoljšek	Pristop d.o.o., Mercator d.d.	Slovenia
Explore Edmonton	Edmonton Tourism	DDB Canada	Canada
EDHC's SurgeryPlus Rebranding — Reaching Members, Driving Results	Jamie Colvin, Jennifer Lester, Michelle Maloney, Amanda Bary, Joni Guerrero, Pam Berger	SimplyConnect Consulting, LLC	USA
Rebranding ICD as Canada's Director Community	Maliha Aqeel	Institute of Corporate Directors	Canada
CIL Decor Experts on the Road	Martine Levy, Keka DasGupta	DDB Public Relations	Canada

Category 26: Social Media Programs

Excellence Awards

Program	Winner	Company	Country
Pro-Vision строит будущее LEGO Russia в Instagram	Vladimir Vinogradov	Pro-Vision Communications	Russia
Globe Community: Empowering Customers for Collaborative Customer Service	Customer Experience Management Division	Globe Telecom	Philippines



Program	Winner	Company	Country
Living my life	Petra Muth Zupanc and team	Pristop d.o.o.	Slovenia
Healthy Outcomes Website	PartnerComm, Inc. United Technologies Corp.	PartnerComm, Inc.	USA
BMW i	BMW Canada	com.motion inc.	Canada
EpiPen® Canada Facebook Page	Manon Genin and Simon Carson (Pfizer Canada Inc.) Jane Lee Cheung and Heather Sheen (Porter Novelli Canada)	Porter Novelli	Canada

Merit Awards

Program	Winner	Company	Country
City Bird: Tweeting to Drive Citizen Engagement and Delight	Jhenifer Pabillano	City of Vancouver	Canada
'Are you that someone?' - preventing sexual violence	Janice Rodenburg and Hanna Kilpin, Ideas Shop	Ideas Shop	New Zealand
Alberta Cancer Foundation's Social Media Programs	Ashton Paulitsch	Alberta Cancer Foundation	Canada
The Brain Exhibition – Concussions and Sport Injuries Facebook Chat	Anna Relyea•Jefferson Darrell•Andrea Mus•Roanne Argyle•Ashley O'Connor •Dave Passmore•Erin Cochrane•Mary Zajac	Argyle Communications and Ontario Science Centre	Canada
Goodyear Engages Ice Cube on Social Media to Make it a 'Good Day'	Kyle Ragonese	The Goodyear Tire & Rubber Company	USA
BMW Powering Performance	BMW Canada	com.motion inc.	Canada
The Great #PringlesDIPbate	Judy Lewis	Strategic Objectives	Canada
PortTV	Port Metro Vancouver and Edelman	Port Metro Vancouver	Canada
Click, Like, Share: NTU on Social Media	Vivien Chiong	Nanyang Technological University, Singapore	Singapore

Category 27: Multi-audience Communication

Excellence Awards

Program	Winner	Company	Country
ANZ BlueNotes	Paul Edwards, Andrew Cornell, Amanda Gome, Jennifer Farmer, Sarah Anderson, Shane White, Stephen Ries, Nicole Franklin, Francesca Rizzo	ANZ Banking Group Ltd	Australia

Merit Awards

Program	Winner	Company	Country
Painting life back into a mature sponsorship: the ANZ Daffodil Day Art Auction	Jessamy Malcolm Cowper & Sonia Ball	ANZ Bank New Zealand	New Zealand
Going Beyond – Engaging staff and the public in the future of local health care	Susan deRyk, Rose Crowther, Cara Francis, Gia D'Souza, Pooja Bhatia, Rishika Thakur	William Osler Health System	Canada
Painting life back into a mature sponsorship - the ANZ Daffodil Day Art Auction	Jessamy Malcolm Cowper & Sonia Ball	ANZ Bank New Zealand	New Zealand
CPA Update	Online Communications Team	CPA Australia	Australia
HEY! It's NTU	Dr Vivien Chiong	Nanyang Technological University	Singapore

Category 28: Financial Communication

Merit Awards

Program	Winner	Company	Country
The Heart of the Matter	Cardiovascular Systems, Inc. with PadillaCRT	PadillaCRT	USA

Category 29: Communication Management, Student Entry

Merit Awards

Program	Winner	Company	Country
120 Diner Digital Content Strategy	Monica Batac, Ian Ray Barcarse, Corinne Graham, Taylor Maclean, Danielle Taylor	Ryerson University	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 30: Internal Communication Training

Excellence Awards

Program	Winner	Company	Country
HSBC Media Relations Workshop	HSBC Communications: Felicia Shiu, Jo Alexander, Grace Wong, Linh Luu, Imelda Wong, Gareth Hewett, Fiona Gibb, HarknessKennett: Jane Mitchell	HSBC	Hong Kong

Category 31: External Communication Training

Merit Awards

Program	Winner	Company	Country
Communication Lab: Bringing up science communicators in Russia	Ilya Kurmyshev, Sergey Geylo, Sergey Kolesnikov, Olga Belokoneva, Andrey Barannikov, Leonid Kolodkin, Anna Pyrkova, Elena Brandt, Elena Orlova, Nikolay Fidanyan, Alena Gupaisova, Ivan Cheremisin	SPN Communications	Russia

Category 33: Communication Education Tools

Merit Awards

Program	Winner	Company	Country
Leaders' Guide to Unlocking Cross-Cultural Communication in All-Hands Meetings	Angela Sinickas, ABC	Sinickas Communications, Inc.	USA

DIVISION 4: COMMUNICATION SKILLS

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

Category 35: Digital Communication Vehicles

Excellence Awards

Program	Winner	Company	Country
Airman magazine	Airman magazine Staff	Defense Media Activity	USA
eGuide to a WaterSmart Lifestyle	Kelly Mooney	San Diego County Water Authority	USA
Cisco Medical Plan Selection Tool	PartnerComm, Inc. Cisco Systems, Inc.	PartnerComm, Inc.	USA
Sochi Microsite	CTC Corporate Affairs Team	Canadian Tire Corporation	Canada

Merit Awards

Program	Winner	Company	Country
Investing in You Benefits Communications	Buck Consultants	Buck Consultants	USA
Alberta Cancer Foundation's Quarterly Progress Reports	Carmelle Boston, Phoebe Dey, John Fernhout, Christa-Lee Sowerby	Alberta Cancer Foundation	Canada
Best Use of Digital Communication Vehicles	Stories of the DaVita Village	DaVita	USA
2013 Report to the Community: We're Greatest Together	Sky England	Calgary Stampede and Critical Mass	Canada
Face Forward: President's Report 2013	Division of Marketing and Communications	Memorial University of Newfoundland	Canada
Research Report 2013: Into the Deep	Office of the Vice-President (Research) and Division of Marketing and Communications	Memorial University of Newfoundland	Canada
"VIIRS View" Spinning Marble App	John Barksdale, Richard Reed, Niraj Shah, Jessica Bruckman, Liz Spies, Frances Vandal	Raytheon	USA
Petrol Ambassador	Urška Ojsteršek, Aleksander Salkič and Danijel Vuk	Petrol d.d., Ljubljana	Slovenia
We Stay on Track	Vita Kernel, Tjasa Kolenc, Tomaz Zust, Luka Pusnik	Studio Kernel, Zavarovalnica Triglav	Slovenia
KitchenAid Hybrid Email Campaign	Marketing Associates	Marketing Associates	USA
The four B's of eBay	Sara Luker	eBay	United Kingdom

Program	Winner	Company	Country
ANU Reporter magazine tablet app	Strategic Communications and Public Affairs	The Australian National University	Australia

Category 36: Digital Communication Channels

Excellence Awards

Program	Winner	Company	Country
Creative channel LEGO Russia	Vladimir Vinogradov	Pro-Vision Communications	Russia
The Fatalities of 63 & 881	Coalition for a Safer 63 & 881	DDB Canada	Canada
Live Video Streaming of the 2014 Graduation Ceremonies	Lovemore Nalube, Derek Stocken & Marick Hornsveld	Cape Peninsula University of Technology	South Africa
I heard it on the grapevine: launching the new Brown Brothers Intranet	Kate Raulings & Andrew Ross	Evolve Information Services	Australia
University of the Free State #FaceOfFacebook Student Engagement Campaign	Lelanie de Wet	University of the Free State	South Africa
Hush Puppies Facebook Fall Fashion Quiz	Marketing Associates	Marketing Associates	USA
HEY! It's NTU	Dr Vivien Chiong	Nanyang Technological University	Singapore

Merit Awards

Program	Winner	Company	Country
Blue - The NRMA Group Intranet	Carly Wilson	The National Roads & Motorists' Association	Australia
Transforming Digital Communications at PAREXEL	Erik Kopp	PAREXEL International	USA
Shoreline: Create.Communicate.Collaborate.	Communications and Public Affairs	Ontario Shores Centre for Mental Health Sciences	Canada
Learn, Plan, Maximize: 2014 Retirement Change Microsite	Carolyn Nelson, Kimberly Martinez, Melissa Watson, Angela Beatty, Kate Keesey	Lockheed Martin Corporation	USA
Marsh & McLennan Colleague Connect Enterprise Portal	Laurie Ledford (MMC); Ken Kuhl (LDS)	Logical Design Solutions (agency)	USA
Mothership's Got Talent Submission Website	PartnerComm, Inc.	PartnerComm, Inc.	USA
Curiosities.sheridancollege.ca	Alliance Data Christine Szustaczek, Susan Atkinson, Keiko Kataoka	Sheridan College	Canada
The Open Science: Connecting Russian Scientists to the media	Ilya Kurmyshev, Sergey Geylo, Sergey Kolesnikov, Olga Belokoneva, Andrey	SPN Communications	Russia

Program	Winner	Company	Country
	Barannikov, Leonid Kolodkin, Anna Pyrkova, Elena Brandt, Elena Orlova, Nikolay Fidanyan, Alena Gupaisova, Ivan Cheremisin		

Category 37: Audio/Visual

Excellence Awards

Program	Winner	Company	Country
A Series of Not-so Scientific Experiments Web Video Series	C. Bouwers, M. Grant, B. Hallett, N. Langham, N. Marino, J. Tersigni	Canadian Society of Medical Laboratory Science & Frog Feet Productions	Canada
Alberta Cancer Foundation Video: Doug's Story	Phoebe Dey, Christa-Lee Sowerby, Carmelle Boston	Alberta Cancer Foundation	Canada
Employee Stock Grant	T-Mobile HR Communication Solutions Team	T-Mobile	USA
DIRECTV 14: Leading the Way to 4K	Joseph A Szopa	DIRECTV	USA
FrontlineTV	NCO Communications Team	Comcast	USA

Merit Awards

Program	Winner	Company	Country
Around the Globe: AT&T employee newscast	AT&T Around the Globe Team	AT&T	USA
BMC Software's Step It Up Challenge Videos	Jamie Colvin, Natasha Taylor, Irma Soza, Lynn Moffett, Michelle Maloney, Jennifer Lester	SimplyConnect Consulting, LLC	USA
Powerful People - Turbine Repairs at Rocky Reach Dam	Christy Shearer and Charles Atkinson	Chelan County Public Utility	USA
Seeing is Believing	Carmen Palamarchuk	PCL Construction Management Inc	Canada
Road Show Video	PartnerComm, Inc. Alliance Data	PartnerComm, Inc.	USA
Local Skills Matter: Videos from the ETF Entrepreneurial Learning Project	European Training Foundation	European Training Foundation	Italy
Warrior Games 2014	Defense Media Activity	Defense Media Activity	USA
Copeland Station - How to build an "invisible" transformer station	Christina Basil, Andrea Corkum, Jennifer Link, MatrixPost	Toronto Hydro	Canada
ArchCare 2014 Gala Fundraiser Video	Reputation Architects Inc.	Reputation Architects Inc.	USA

Program	Winner	Company	Country
Be Enlightened: Why Electricity Rates are Rising	Christina Basil, Andrea Corkum, Amanda Klein, Blair Peberdy, Darryl Seal, Matrix Post	Toronto Hydro	Canada
A Proud District	Ellen Siegel, Kevin Riehman, Vicki Black	Federal Reserve Bank of San Francisco	USA

Category 38: Publications

Excellence Awards

Program	Winner	Company	Country
Focus Magazine	Melissa Carlaw	OVMA	Canada
TELUS 2013 Annual Report	Patrick Barron and Dianne Trach, ABC	TELUS Corporation	Canada
Join the Integrity League Product Brochure	Francesca Marraro, Brad Cope, Linda Simone, Erin Jones, and Adrian Garza	HMS	USA
MALACAÑAN PALACE (The Official Illustrated History)	Studio 5 Designs, Inc.	Studio 5 Designs, Inc.	Philippines

Merit Awards

Program	Winner	Company	Country
DImentions	Marketing & Communications	Digital Insurance	USA
DURHAM TOURISM 2014 DISCOVERY GUIDE	Corporate Communications Office	The Reg. Municipality of Durham	Canada
Inaugral Annual Report	Office of Public Affairs	Alberta Energy Regulator	Canada
Alberta Cancer Foundation's Annual Report	Carmelle Boston, Phoebe Dey, John Fernhout, Christa-Lee Sowerby	Alberta Cancer Foundation	Canada
Charlotte Russe - Benefit Magazine	Elizabeth Williams	Buck Consultants	USA
Alberta Prion Research Institute 2013-14 Annual Report	Cindy Lieu	Alberta Prion Research Institute	Canada
Context: Energy Examined	Brenda Jones, Andrew Mah and Jeff Gaulin	Canadian Association of Petroleum Producers	Canada
Get Your Shop On	Tricia Trainor and Cheryl Weber	Aon and Walgreen Co.	USA
Tata Review – Special issue on Chairman Ratan N Tata	Christabelle Noronha	Tata Sons	India
Hands in Healthcare	Cecilia Bloxom and the CPSI Communications Team	Canadian Patient Safety Institute	Canada
CWT	Woodruff Sweitzer	AMVAC	USA
ANU Reporter magazine	Strategic Communications and Public Affairs	The Australian National University	Australia

Category 39: Publication Design

Excellence Awards

Program	Winner	Company	Country
The Big Look Book: Alliance Data Associate Annual Report	PartnerComm, Inc. Alliance Data	PartnerComm, Inc.	USA
Airman magazine	Airman magazine Staff	Defense Media Activity	USA
2015 Ingram Industries Open Enrollment Campaign	Buck Consultants	Buck Consultants	USA
Charlotte Russe	Elizabeth Williams	Buck Consultants	USA
Alaska Railroad Corporation - My Benefits Journal	Kayla Yang	Buck Consultants	USA

Merit Awards

Program	Winner	Company	Country
2015 Concordia Open Enrollment Campaign	Buck Consultants	Buck Consultants	USA
AECOM Cost Guide	AECOM, Blue Communications, and Mercer	Blue Communications	USA
Rock Enroll	Elizabeth Williams	Buck Consultants	USA
City of Chandler - Team Chandler	Kayla Yang	Buck Consultants	USA

Category 40: Other Graphic Design

Excellence Awards

Program	Winner	Company	Country
The Pocket Project - Custom Designed Pocket Protectors	C. Bouwers, A. Eady, M. Grant, N. Langham, N. Marino, A. Rego, J. Tersigni	Canadian Society of Medical Laboratory Science	Canada

Merit Awards

Program	Winner	Company	Country
Infographics for Improved Citizen Engagement – 2015-16 Levy Consultation Campaign	Gemma Bevan and Laura Barlow	ACC	New Zealand
Stantec Rebrand Corporate Identity: Creating Communities	Vi Becker, Kim Austin, Crystal Kerr, Alison Tucker	Stantec	Canada
Inner City Tennis "Raise the Roof - Close the Gap!"	Joanne Henry, Elin Odegaard, Betsey Garvey, Christine Tsang	Neuger Communications Group	USA
Who Are You Working For?	Global Public Affairs Team	Bristol-Myers Squibb	USA
Emergency Car Kit Graphic	Meadow Bailey and Betsy Hess	Alaska Department of Transportation and Public Facilities	USA



Category 41: Special Events - Internal

Excellence Awards

Program	Winner	Company	Country
Global Systems Support 2014 Leadership Summit	Richard Khleif, Robert Story	Oracle	USA
BMC Software's "Play for Your Future" Event	Jamie Colvin, Natasha Taylor, Annie Dieu, Irma Soza, Lynn Moffett, Michelle Maloney, Jennifer Lester	SimplyConnect Consulting, LLC	USA

Merit Awards

Program	Winner	Company	Country
NOSM Awards of Excellence	Northern Ontario School of Medicine	Northern Ontario School of Medicine	Canada
Jabil Deliver Best Practices	Communications Team	Jabil Inc.	USA
OpenText FY14 Corporate Kick-Off	Corporate Communications Team	OpenText Corporation	Canada
A Very Thrivent Christmas Carol	Communications, Creative Svcs & Media Prod	Thrivent Financial	USA
2014 Telstra Licensee & Partner Conference	Marj Lefroy, Sarah Lawry, Stephen Ronchi, Troy Hunter	Telstra	Australia

Category 42: Special Events - External

Excellence Awards

Program	Winner	Company	Country
The Big Book Award	Sergey Zverev, Oleg Solodukhin, Eena Platonova, Viktoriya Mamicheva, Sofia Vanyatkina, Elena Reshetova, Evgeniya Savina, Anastasiya Yagodina, Tatyana Solodukhina	CROS	Russia
Big Surveillance Demands Big Privacy	IPC Communications Team	Information and Privacy Commissioner of Ontario	Canada

Category 43: Photography Within a Communication Vehicle

Excellence Awards

Program	Winner	Company	Country
Airman magazine	Airman magazine Staff	Defense Media Activity	USA

Merit Awards

Program	Winner	Company	Country
Go Wild in 2014 – GM Wildlife Habitat Calendar	Sharon Morton, Rebecca Price, Susan Kelsey, Mary Alice Kurtz, Tim Brunsdn	General Motors	USA
Who Are You Working For?	Global Public Affairs Team	Bristol-Myers Squibb	USA

Category 44: Marketing, Advertising and Sales Vehicles

Excellence Awards

Program	Winner	Company	Country
Double Your Points Program	Jim Jackson	Intact Insurance	Canada

Merit Awards

Program	Winner	Company	Country
LI-COR Biosciences Trade Show Exhibit	Janet Denison	Vision Exhibits, Inc.	USA
Economical Select "Select Sweepstakes Campaign 2014"	Economical Insurance	Economical Insurance	Canada

Category 45: Public Service Announcements

Excellence Awards

Program	Winner	Company	Country
Alberta Cancer Foundation's Public Service Announcements	Carmelle Boston, Phoebe Dey, Christa-Lee Sowerby, John Fernhout	Alberta Cancer Foundation	Canada

Category 46: Writing

Excellence Awards

Program	Winner	Company	Country
2015 Concordia Open Enrollment Campaign	Buck Consultants	Buck Consultants	USA
Leading the Way, Our Code of Conduct	Big Heart Pet Brands	The Network	USA
2015 Ingram Industries Open Enrollment Campaign	Buck Consultants	Buck Consultants	USA
GoMoney 401(k) Brochure	PartnerComm, Inc. Alliance Data	PartnerComm, Inc.	USA
Strange and Unusual Tax Deductions News Release	Tanya L. Mellen	Minnesota Society of CPAs	USA

Merit Awards

Program	Winner	Company	Country
Ten tips for better writing	Michael Lenz, Mark Buchanan	Cisco Systems	USA
Impact Western: Donor Communications at Western University	Fred DeVries	Western University	Canada
Discovering Holcim Philippines: Holcim Philippines 2013 Annual Report	Corporate Communications, Holcim Philippines, Inc.	Holcim Philippines, Inc.	Philippines
The Big Look Book: Alliance Data Associate Annual Report	PartnerComm, Inc. Alliance Data	PartnerComm, Inc.	USA
Amherst H. Wilder Foundation 2014 Annual Report	Joanne Henry, Elin Odegaard, Christine Tsang	Neuger Communications Group	USA
Driving Medical Technology Innovation in Saskatchewan	Melicent Lavers-Sailly	Medtronic Canada	Canada
Cancer Research Institute of Northern Alberta Case for Support	Amie Filkow and Robert Moyles	University of Alberta	Canada
University of Idaho My Benefits 2015	Rosemary Hardin	Buck Consultants	USA

