



2014 IABC/Toronto OVATION Award Winners

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COMMUNITY RELATIONS

Communication Management-**Community Relations**

Award of Excellence

RecycleYourElectronics.ca Ethnic (Community) Outreach

RecycleYourElectronics.ca / Ontario Electronic Stewardship / Caneast Communications

Mandy Siu (Caneast lead), Corban Hu (Caneast), Jennifer Hu (Caneast event coordinator), Sandra Pakosh (OES client lead), Ian Macdonald (OES event coordinator), Leslie Walsh (Fleishman Hillard spokesperson training), Chris Tait (Resonator promotion event logistics and activations)

MEDIA RELATIONS with budget up to \$50K

Communication Management-**Media Relations with budget up to \$50K**

Award of Excellence

Sex in a canoe? Absolutely, we're Canadian: the launch of Fresh+Sexy by Playtex

Paradigm Public Relations

Paradigm Public Relations, Energizer Personal Care

Communication Management-**Media Relations with budget up to \$50K**

Award of Excellence

Green & Black's Organic Premium Chocolate News Campaign

Strategic Objectives

Judy Lewis, Strategic Objectives Jordanna Shtal, Strategic Objectives

Communication Management-**Media Relations with budget up to \$50K**

Award of Excellence

Randstad Canada: Women Shaping Business 2013 Media Relations Campaign

MSLGROUP

Spiro Papanicolaou, Marie-Noelle Morency, James Rubec - Randstad Canada

Matt Roth, Patricia Archambault, Katie Noble - MSLGROUP

Communication Management-**Media Relations with budget up to \$50K**

Award of Excellence

A Taste of Peanut Country

Argyle Communications

Daniel Tisch APR, FCPRS, Alison George, Kyla Best, Heidi Kim, Mackenzie Keller, Samar Abdourahman

Communication Management-**Media Relations with budget up to \$50K**

Award of Excellence

5.2 Billion Reasons to Announce Rogers's Landmark NHL Deal

Rogers Communications

Terrie Tweddle, Andrea Goldstein, Jennifer Neziol, Rogers Corporate Communications Team

Communication Management-**Media Relations with budget up to \$50K**

Award of Excellence

Nestlé Scary bars

APEX Public Relations

Sarah Spence; Hilary Carter; Aahona Banerjee; Selena Fiacco; Laura Power: Nestlé Canada.

Stephanie Engel, ABC; Hilary Lawton; Susie Nick: APEX Public Relations Inc.

Communication Management- **Media Relations with budget up to \$50K**

Award of Excellence

Pitching the promise of future discoveries at SickKids

The Hospital for Sick Children (SickKids) and SickKids Foundation

Matet Nebres, Sandra Chiovitti, Jeff Mainland, David Estok, Nolan Reeds, Caitlin McNamee-Lamb

Communication Management- **Media Relations with budget up to \$50K**

Award of Excellence

Oxford Properties– A Special Visit with Santa

Environics Communications

Lyn Whitham; Claire McIntyre; Krista Moroz; Yuri Park; Natasha Boeck

Communication Management- **Media Relations with budget up to \$50K**

Award of Excellence

Discover. The Shopping Channel's (TSC) Brand Evolution Campaign.

The Shopping Channel, Rogers Communications

Andrea Goldstein, Suneel Khanna, Shannon Hall

Communication Management- **Media Relations with budget up to \$50K**

Award of Merit

You're not in Kansas Anymore: Renova adds a splash of colour to the Canadian household paper market

Felicity [Inspiring Communications]

Amy Laski, Livy Jacobs, Jamie MacLean, Lawrence Cummer, Danielle Perelman, Hailey Eisen

Communication Management-**Media Relations with budget up to \$50K**

Award of Merit

Walmart Canada's first-ever Frugal Heroes Challenge

APEX Public Relations/Walmart Canada

Stephanie Engel, ABC, Lauren Baswick, Kylee Berencsi: APEX Public Relations Inc.,

Caroline Couillard: Morin Relations Publiques, Susan Schutta: Walmart Canada Corp.

Communication Management-**Media Relations with budget up to \$50K**

Award of Merit

Ontario SPCA Inaugural National Cupcake Day

Strategic Objectives

Judy Lewis, Strategic Objectives, Adriana Lurz, Strategic Objectives, Ive Balins, Strategic Objectives

MEDIA RELATIONS with budget of greater than \$50K up to 100K

Communication Management-**Media Relations with budget greater than \$50K up to \$100K**

Award of Excellence

Breaking a Billion: Indigo Books & Music Holiday 2013 Program

MSLGROUP

Janet Eger, Alex Thomson, Josh Zeliger, Indigo Books & Music Inc; Nadia Beale, Carolyn Greathead, France-Michele Thomas, MSLGROUP

Communication Management-**Media Relations with budget greater than \$50K up to \$100K**

Award of Excellence

LOFT Love Your Pants

Edelman Public Relations

Sarah Brandon, Melissa Legaspi, Alicia Storey, Sarah Marinelli and Kayla Kaminski

Communication Management-**Media Relations with budget greater than \$50K up to \$100K**

Award of Excellence

Staples – Canada's Back-to-School Experts

Staples Canada

Corporate Communications Canada: Alessandra Sacca, Valerie Outmezguine, Alina Chernin, Madalina Secareanu and Adam Rodricks, Torchia Communications

Communication Management- **Media Relations with budget greater than \$50K up to \$100K**

Award of Excellence

National Hiring Day 2013

McDonald's Restaurants of Canada Ltd.

Jeanette Jones, Gema Rayo, Stephanie Sorensen, John Gibson, McDonald's Canada; Karen Krugel, Jennifer Wasley, Jessica Greasley, Julie Owen, Laura Patton, Jackie Elliott, Yolonda Abrahams, Alicia Olive, GolinHarris

Communication Management-**Media Relations with budget greater than \$50K up to \$100K**

Award of Merit

Netflix House of Cards Launch Media Relations

Environics Communications Inc.

Vanessa Cohen, Kiel Hume, Amy Dickson, Amanda Fearon, Sabena Singh, Kyla Kryski

Communication Management- **Media Relations with budget greater than \$50K up to \$100K**

Award of Merit

Red Bull Flugtag

Edelman Public Relations

Melissa Legaspi, Rosie Shipton, Emily Palley-Samson and Kayla Kaminski

Communication Management-**Media Relations with budget greater than \$50K up to \$100K**

Award of Merit

eBay Holiday 2013 Program

Edelman Public Relations

Melissa Graham, Melissa Legaspi, Rosie Shipton, Andree Gage

Communication Management-**Media Relations with budget greater than \$50K up to \$100K**

Award of Merit

Bayer Animal Health Educates Consumers on Tick Prevention for Pets

Citizen Relations and Bayer HealthCare

Amanda Shuchat, Lauren Bondar, Sybil Eastman, Stephanie Nadalin

Communication Management-**Media Relations with budget greater than \$50K up to \$100K**

Award of Merit

Who Will Rise? Who Will Crumble? Tim Hortons Guests Crown Winner of First Duelling Donuts Contest

Paradigm Public Relations

Paradigm Public Relations and Tim Hortons

Communication Management-**Media Relations with budget greater than \$50K up to \$100K**

Award of Merit

Nestle Skinny Cow Chocolate Launch: Get The Skinny

APEX Public Relations

Selena Fiacco; Sarah Sauder: Nestlé Canada.

Stephanie Engel, ABC; Hilary Lawton: APEX Public Relations Inc.

**Communication Management-Media Relations with budget greater than \$50K up to \$100K
Award of Merit**

L'Oreal Paris "Le WOW" Product Launches

Cowan & Company

Hugo Thibault, L'Oréal Paris – Strategic direction, overall project management; Caroline Duguay, L'Oréal Paris – Project management and coordination, media relations; Eddie Malter, L'Oréal Paris – Spokesperson; Eric Del Monaco, L'Oréal Paris – Spokesperson; Cathy Cowan, Cowan & Company – Strategic planning and project management; Margaret Batuszkin, Cowan & Company – Strategic planning and media relations; Suzanne Rappaport-Cho, Cowan & Company – Event and logistics coordination; Julie LeBlanc, Cowan & Company/Girafe – Montreal Event and logistics coordination, media relations; Ariane Tremblay, Cowan & Company/Girafe – Montreal Event and logistics coordination, media relations

MEDIA RELATIONS with budget greater than 100K

Communication Management-Media Relations with budget greater than \$100K

Award of Excellence

Diane Keaton & L'Oreal Paris: Age Perfect

Cowan & Company

Hugo Thibault, L'Oréal Paris – Strategic direction, overall project management; Caroline Duguay, L'Oréal Paris – Project management and coordination, media relations; Daani Sarma, L'Oréal Paris – Social media program and activation development; Cathy Cowan, Cowan & Company – Strategic planning and project management; Margaret Batuszkin, Cowan & Company – Strategic planning and media relations; Suzanne Rappaport-Cho, Cowan & Company – Event and logistics coordination; Stephanie Heaton, Diane Keaton's Assistant – Event, photo and logistics coordination

Communication Management-Media Relations with budget greater than \$100K

Award of Excellence

Breathe Right® Nasal Strips Sleep Pod Hotel Media Tour

Argyle Communications

Daniel Tisch APR, FCPRS, Rob McEwan, Kerry Collings, Nick Williams

Communication Management-Media Relations with budget greater than \$100K

Award of Excellence

Pringles Ultimate Summer Party

Strategic Objectives

Judy Lewis, Strategic Objectives: Jordanna Shtal, Strategic Objectives: Adam Sanders, Strategic Objectives

Communication Management-Media Relations with budget greater than \$100K

Award of Excellence

Knorr Helps Moms Answer "What's for Dinner?"

Edelman Public Relations

Tricia Soltys, Rob Manne, Melissa Legaspi, Lynn Bessoudo, Alexandra Green, Andrew Stewart, Christine Lu, Andree Gage, Kayla Kaminski

Communication Management-Media Relations with budget greater than \$100K

Award of Excellence

Teachers' Launch into the Asia-Pacific Region

Ontario Teachers' Pension Plan

Deborah Allan, Andrew Kondraski

Communication Management-Media Relations with budget greater than \$100K

Award of Excellence

Samsung Canada's GALAXY Note 3 and GALAXY Gear Launch - #TakeNote

North Strategic

Samsung Canada, North Strategic, Cheil Mosaic

Communication Management-**Media Relations with budget greater than \$100K**

Award of Merit

Kraft Hockey Goes On

Edelman Canada and Kraft Canada

Robyn Adelson, Amanda Lazarovitz, Amy Gillespie, Ryley Murray, Melissa Prince. Craig Ritchie, Zak Usher, Adam Weitner, Sandra D'Ambrosio, Alana Lipton, Sherri-Lyn Brown, Jeff Lang-Weir, Catherine Pouliot, Kate Kernahan

Communication Management-**Media Relations with budget greater than \$100K**

Award of Merit

Walmart Canada Mom of the Year Award

APEX PR

Jennifer Stein; Daina Astwood-George; Hilary Lawton; Stephanie Engel, ABC; Linda Andross, ABC: APEX Public Relations Inc. Caroline Couillard: Morin Relations Publiques Susan Schutta; Rosalyn Carneiro; Sandra Sanderson; April Vitale: Walmart Canada Corp.

MULTI-AUDIENCE COMMUNICATIONS (STAKEHOLDER)

Communication Management-**Multi-Audience Communications (stakeholder)**

Award of Excellence

An Olympic Medal Performance to Launch Breakfast Television on City Montreal

Rogers Communications

Charmaine Khan, Luiza Staniec, Michelle Lomack, and Andrea Goldstein

Communication Management-**Multi-Audience Communications (stakeholder)**

Award of Excellence

re-new the promise

St. Joseph's Healthcare Hamilton with Tenzing Communications

Tony Pepper, Gary Lintern, Michelle Clement Homonylo, Christine Wong, Victoria Raab, Teresa Mostert

Communication Management-**Multi-Audience Communications (stakeholder)**

Award of Excellence

Physiotherapy Transition

Toronto Central Community Care Access Centre

Ania Basiukiewicz

Communication Management-**Multi-Audience Communications (stakeholder)**

Award of Excellence

Going Beyond: Engaging staff and the public in the future of local health care

William Osler Health System

Susan deRyk, VP, Public Affairs and Corporate Strategy; Gia D'Sousa, Director, Corporate Strategy Development; Rishika Thakur, Director, Strategic Clinical Initiatives; Pooja Bhatia, Corporate Strategy Consultant; Rose Crowther, Director, Marketing and Communications; Cara Francis, Manager, Public Relations and Digital Communications

Communication Management-**Multi-Audience Communications (stakeholder)**

Award of Merit

Ontario Graphite Ltd.: Creating Partners and Advocates in the Community

Edelman Public Relations

Sarah McEvoy, Melissa Zanette, Jeff Lang-Weir

MARKETING COMMUNICATIONS with budget up to \$50K

Communication Management-**Marketing Communications with budget up to \$50K**

Award of Excellence

It's no joke: The Pizzaburger launch

High Road

Perry Schwartz, Drew Campbell, Lauren Grant, Kristy Pryma, Michelle Ewart, Joseph Cariati, Alexandra Peco, Kate Weersink

Communication Management-**Marketing Communications with budget up to \$50K**

Award of Excellence

Spring: brought to you by The Weather Network

High Road

Lauren Grant, Becky Brescacin, Stuart Terry, Steve Dominey, Claire Larocca, Darcy Cameron, Laetitia Lampoza, Rachel Douglas, Stacey Jarvis

Communication Management-**Marketing Communications with budget up to \$50K**

Award of Excellence

Spreading the Word about Nutiquette and Testicular Cancer

Envirionics Communications

Andrew Kinnear; David Whillans

Communication Management-**Marketing Communications with budget up to \$50K**

Award of Merit

M&M's We're Hiring

FleishmanHillard

Elsbeth Baird, Leah Richardson, Jordanna Peroff

MARKETING COMMUNICATIONS with budget of greater than \$50K up to 100K

Communication Management-**Marketing Communications with budget greater than \$50K up to \$100K**

Award of Merit

A Congestion Management Strategy: York Region's Travel Alert App

The Regional Municipality of York

Patrick Casey, Jennifer Mitchell-Emmerson, Caroline Berryman, Ken Turriff, Saffron Davis, Gregg Loane

MARKETING COMMUNICATIONS with budget greater than 100K

Communication Management-**Marketing Communications with budget greater than \$100K**

Award of Excellence

Diane Keaton & L'Oreal Paris: Age Perfect

Cowan & Company

Hugo Thibault, L'Oréal Paris – Strategic direction, overall project management; Caroline Duguay, L'Oréal Paris – Project management and coordination, media relations; Daani Sarma, L'Oréal Paris – Social media program & activation development; Cathy Cowan, Cowan & Company – Strategic planning, project management; Margaret Batuszkin, Cowan & Company – Strategic planning and media relations; Suzanne Rappaport-Cho, Cowan & Company – Event & logistics coordination; Stephanie Heaton, Diane Keaton's Assistant – Event, photo & logistics coordination; Kelly Sudsbury, Zygoht Partners – Globe and Mail event management

Communication Management- **Marketing Communications with budget greater than \$100K**

Award of Excellence

Subaru Forester Family Rally

DDB Public Relations

Martine Lévy, James Loftus, Greg Vallentin

Communication Management- **Marketing Communications with budget greater than \$100K**

Award of Excellence

CIL Paints: Colour Outside the Headlines

DDB Public Relations

Martine Lévy

Communication Management- **Marketing Communications with budget greater than \$100K**
Award of Merit

Coca-Cola Ltd. - Open Happiness Project
Environics Communications
Liz Carson, Jordana Wolch

Communication Management- **Marketing Communications with budget greater than \$100K**
Award of Merit

10th Annual White Cashmere Collection
Strategic Objectives
Deborah Weinstein, Strategic Objectives Jennifer Buchalter, Strategic Objectives Tonisha Bath, Strategic Objectives Nancy Marcus, Kruger Products Stephen Blythe, Kruger Products

SPECIAL EVENTS with budget up to \$50K

Communication Management-**Special Events with budget up to \$50K**

Award of Merit

Lumipendant Firefly: Shining the Light on Electronics Recycling at Nuit Blanche Ottawa-Gatineau

RecycleYour Electronics.ca / Ontario Electronic Stewardship
Sandra Pakosh (Ontario Electronic Stewardship (OES) client lead) Ian MacDonald (OES client events/social media manager) Laura Crochetiere (FleishmanHillard agency lead and spokesperson/OES representative)

Communication Management- **Special Events with budget up to \$50K**

Award of Merit

Twenty Years of Heroes: York Region's 20th Annual United Way staff campaign
The Regional Municipality of York

Bill Fisch, Lina Bigioni, Adelina Urbanski, Thomas Carrique, Bruce Macgregor, Karen Antonio-Hadcock, Lindsey Nigra, Sharen Benyik, Karen Richards, Patrick Casey, York Region United Way Steering Committee, Colleen Gareau, Karen Marshall

SPECIAL EVENTS with budget of greater than \$50K up to 100K

Communication Management-**Special Events with budget greater than \$50K up to \$100K**

Award of Excellence

L'Oreal Paris "Le WOW" Product Launch Events

Cowan & Company

Hugo Thibault, L'Oréal Paris – Strategic direction, overall project management; Caroline Duguay, L'Oréal Paris – Project management and coordination, media relations; Eddie Malter, L'Oréal Paris – Spokesperson; Eric Del Monaco, L'Oréal Paris – Spokesperson; Cathy Cowan, Cowan & Company – Strategic planning and project management; Margaret Batuszkin, Cowan & Company – Strategic planning and media relations; Suzanne Rappaport-Cho, Cowan & Company – Event and logistics coordination; Julie LeBlanc, Cowan & Company/Girafe – Montreal Event and logistics coordination, media relations; Ariane Tremblay, Cowan & Company/Girafe – Montreal Event and logistics coordination, media relations; Bruce Parlette, Tantara Multimedia – Video production; Illya Noble, Graphic Design

Communication Management- **Special Events with budget greater than \$50K up to \$100K**

Award of Merit

Randstad Award 2013: Celebrating Canada's Best Employer Brands

MSLGROUP

Randstad Canada - Spiro Papanicalaou, Marie-Noelle Morency, Mark Klein MSLGROUP in Canada - Matt Roth, Patricia Archambault, Sacha Vaz

SPECIAL EVENTS with budget greater than 100K

Communication Management-**Special Events with budget greater than \$100K**

Award of Excellence

Celebrating Canada's Pet Heroes at the 45th Anniversary of the Purina Animal Hall of Fame
Environics Communications

Frances Manlucu

Communication Management-**Special Events with budget greater than \$100K**

Award of Merit

Sport Chek/Quiksilver Partnership: Tony Hawk Tour

FGL Sports (Sport Chek) and North Strategic Inc.

Frederick Lecoq, VP of Marketing and E-Commerce, FGL Sports Brendon Arnold, Communications Manager, FGL Sports, Justin Creally, Co-Founder, North Strategic, Brenna Eller, Account Director, North Strategic, Martha Heeney, Account Executive, North Strategic

ISSUES MANAGEMENT AND CRISIS COMMUNICATION

Communication Management-**Issues Management and Crisis Communication**

Award of Excellence

Communicating Public Electrical Safety: 2013 Ice Storm

Argyle Communications

Daniel Tisch APR, FCPRS, Roanne Argyle, Misty Meeks, Louis Payette, Irene Poon, Taryn Wismer, Sarbjit Kaur, Samar Abdourahman

Communication Management- **Issues Management and Crisis Communication**

Award of Excellence

Ice Storm 2013: Dark T.O.

Toronto Hydro-Electric System Limited (Toronto Hydro)

Karen Evans, Andrea Corkum, Thelma Hatzis, Christina Basil, Jennifer Link, Tanya Bruckmueller, Blair Peberdy, Mallory Cunnington, Abby Bogart, Gord Baird, Joyce McLean, Hasdeep Bhatia, Florence Gabriel, Sarah Hung, Vanessa Nero

EMPLOYEE, MEMBER OR HUMAN RESOURCES/BENEFITS COMMUNICATION

Communication Management-**Employee, Member or HR Communication**

Award of Excellence

Implementing My Pension NewsLink - a new email subscription service for members

CAAT Pension Plan

Diane Smith, Linda Wooding, Jordan Simard, Brittney Ashley, Derek Dobson, Carlene Quildon

Communication Management- **Employee, Member or HR Communication**

Award of Excellence

Our Story Rollout

Meridian Credit Union

Jennifer Rowe, Scott Windsor, Andra Chinapen, Robyn Breslow, Elissa Smitten

Communication Management- **Employee, Member or HR Communication**

Award of Merit

The way we work: bringing Workplace 2.0 to MPAC

Municipal Property Assessment Corporation (MPAC)

Susan King, Elizabeth McMullen, Laurette Sharpe, Arif Ratans

BRAND COMMUNICATION

Communication Management-**Brand Communication**

Award of Excellence

The SkinFix Diaper Rash Paste Launch

Strategic Objectives

Judy Lewis, Strategic Objectives Natalie Berardi, Strategic Objectives

Communication Management- **Brand Communication**

Award of Excellence

The Commonwell Mutual Insurance Group

The Commonwell Mutual Insurance Group with Tenzing Communications

Gary Lintern, Olivia Lintern, jc molina, Michelle Clement Homonylo, Dan Rempel, Insu Mun, Marty Penner, Steve Priebe, Tim Shauf, Jack Taylor, Brian Fisher

Communication Management- **Brand Communication**

Award of Excellence

Hudson's Bay Celebrates Modern New Logo

Strategic Objectives

Deborah Weinstein

Communication Management- **Brand Communication**

Award of Excellence

CIL Paints: Colour Outside the Headlines

DDB Public Relations

Martine Lévy

SOCIAL RESPONSIBILITY INCLUDING ECONOMIC, SOCIETAL AND ENVIRONMENTAL DEVELOPMENT

Communication Management-**Social Responsibility including Economic, Societal and Environmental Development**

Award of Excellence

YRT Personal Space

Acart Communications

John Staresinic, Tom Megginson, Vernon Lai, Lynn Norris, Kerry Cavlovic, Tania Calverley, Gillian Todd-Messinger, Javier Frutos, Christian Lalonde

Communication Management- **Social Responsibility including Economic, Societal and Environmental Development**

Award of Excellence

LCBO's "Deflate the Elephant" Social Responsibility Holiday Campaign

Liquor Control Board of Ontario

Jim Fitzpatrick, Stephanie Petroff

Communication Management- **Social Responsibility including Economic, Societal and Environmental Development**

Award of Excellence

Hyundai Hockey Helpers - Year Two: Telling The Why

Citizen Relations

Amanda Shuchat, Josie Haynes, Rachael Collier, Nicole Brightling, Sybil Eastman, Stephanie Nadalin, Erin Trnkus, Rebecca Myers

Communication Management- **Social Responsibility including Economic, Societal and Environmental Development**

Award of Excellence

Age Is More

Revera Inc. and Environics Communications Inc

Alison O'Mahony; Kristen Marano; Josh Cobden; Lyn Whitham; Melissa Londono; Pira Pathmanathan; Sandra Vlaar Ingram; Jennifer Arnott; Loris Parekh; Cathy Metson; Janet Ko; Maia Doytcheva

Communication Management- **Social Responsibility including Economic, Societal and Environmental Development**

Award of Merit

Chinese community outreach: educating environmental social responsibilities

RecycleYourElectronics.ca / Ontario Electronic Stewardship / Caneast Communications

Mandy Siu (Caneast lead), Corban Hu (Caneast), Jennifer Hu (Caneast event coordinator), Sandra Pakosh (OES client lead), Ian Macdonald (OES event coordinator), Leslie Walsh (Fleishman Hillard spokesperson training), Chris Tait (Resonator promotion event logistics and activations)

ELECTRONIC, DIGITAL AND INTERACTIVE COMMUNICATIONS

Communication Management-**Electronic, Digital and Interactive Communications**

Award of Merit

Launching Signals Blog

Centre for Commercialization of Regenerative Medicine/Stem Cell Network

Stacey Johnson (CCRM), Lisa Willemse (SCN), Emily Easto (CCRM) and Peter Raaymakers (SCN)

Communication Management- **Electronic, Digital and Interactive Communications**

Award of Merit

CIL Paints: Colour Outside the Headlines

DDB Public Relations

Martine Lévy

Communication Management- **Electronic, Digital and Interactive Communications**

Award of Merit

York.ca : A user-centric approach to successful website development

The Regional Municipality of York

Patrick Casey, Ahmad Sheihk, Mark McKnight, Marc Gallant, Michelle Adlam, Jean-Francois Costa, Anabela Cordeiro, Lorraine Morgan, Gerson Santos

Communication Management- **Electronic, Digital and Interactive Communications**

Award of Merit

Rogers Zone: Renewing the Rogers Intranet

Rogers Communications Inc.

Terrie Tweddle, Keith McArthur, Chris Davies, Suneel Khanna, Suzanne Lucas, Patricia Estabrooks, Hilda Ochangco, Greg Anthony, Lesley Andrews, Dawn Gordon, David Halliwell, Carol Goodall, Marilyn Whittingham, Michael Rudder, Non Linear Creations Inc.

SOCIAL MEDIA

Communication Management-**Social Media**

Award of Excellence

Engaging Ontarians in Electrical Safety

Argyle Communications

Daniel Tisch APR, FCPRS, Roanne Argyle, Misty Meeks, Louis Payette, Irene Poon, Taryn Wismer, Erin Cochrane, Samar Abdourahman

Communication Management- **Social Media**
Award of Excellence

CIL Paints: Colour Outside the Headlines
DDB Public Relations
Martine Lévy

Communication Management- **Social Media**
Award of Merit

Schick Quattro for Women Truth or Dare
Paradigm Public Relations
Paradigm Public Relations, Energizer Personal Care

Communication Management- **Social Media**
Award of Merit

Ben's Beginners
FleishmanHillard
Elspeth Baird, Leah Richardson, Jordanna Peroff, Katherine Heydon, Lindsey Gillard

Communication Management- **Social Media**
Award of Merit

Strategic Objectives Takes Somersby Cider Social
Strategic Objectives
Deborah Weinstein; Peter McGregor

Communication Management- **Social Media**
Award of Merit

Panasonic Canada Launches P2P Photographer's Community on Facebook
EnviroNics Communications
Andrew Kinnear; Michael J. Lockhart

Communication Management- **Social Media**
Award of Merit

Jell-O Canada: Re“Freshing”a historic brand
Edelman Public Relations
Zak Usher, Craig Ritchie, Adam Weitner, Amanda Lazarovitz, Evan Davis, Letty Mak, Rena Nickerson

Communication Management- **Social Media**
Award of Merit

Panasonic Canada Launches on Facebook
EnviroNics Communications
Andrew Kinnear; Michael J. Lockhart

WRITING

Communication Skills-**Writing**
Award of Excellence

Hudson's Bay Celebrates Modern New Logo
Strategic Objectives
Deborah Weinstein

Communication Skills-**Writing**
Award of Excellence

Destination Collaboration: The Future of Work
EnviroNics Communications
Melody Gaukel; Claire McIntyre; Jill Anzarut; Nina Godard; Yuri Park; Natasha Boeck

PUBLICATIONS

Communication Skills-Publications

Award of Merit

Annual Report 2012/13

Toronto Central Community Care Access Centre

Bridget Newson, writer; Chris Caswell, graphic designer; Gerald Allain, photographer

Communication Skills-Publications

Award of Merit

Financial Focus Newsletter

Baycrest Health Sciences

Dave Bourne

MULTIMEDIA OR DIGITAL CONTENT

Communication Skills-Multimedia or Digital Content

Award of Merit

Hockey PSA

Toronto Central Community Care Access Centre

Julia Oosterman, Michelle Colacrai, Juan Montalvo-videographer and producer

PUBLICATION DESIGN

Communication Creative-Publication Design

Award of Merit

CANFAR at 25: CANFAR 2012-2013 Annual Report

Canadian Foundation for AIDS Research (CANFAR)

Tim Singleton, Alex Kruger, Laura Graham

Communication Creative-Publication Design

Award of Merit

2012/2013 Annual Report Design

Toronto Central Community Care Access Centre

Chris Caswell, graphic designer; Gerald Allain, photographer; Bridget Newson, writer; Julia Oosterman, Director.

OTHER GRAPHIC DESIGN/3D

Communication Creative-Other Graphic Design/3D

Award of Excellence

10th Annual White Cashmere Collection

Strategic Objectives

Deborah Weinstein, Strategic Objectives; Jennifer Buchalter, Strategic Objectives; Tonisha Bath, Strategic Objectives; Nancy Marcus, Kruger Products; Stephen Blythe, Kruger Products; Caitlin Cronenberg, Photographer

PHOTOGRAPHY

Communication Creative-Photography

Award of Excellence

10th Annual White Cashmere Collection

Strategic Objectives

Deborah Weinstein, Strategic Objectives Jennifer Buchalter, Strategic Objectives Tonisha Bath, Strategic Objectives Nancy Marcus, Kruger Products Stephen Blythe, Kruger Products; Caitlin Cronenberg, Photographer

Communication Creative-**Photography**

Award of Excellence

1000 photos for the OACCAC website

Toronto Central Community Care Access Centre

Gerald Allain, photographer; Sarah Alberts, Project Coordinator; Julia Oosterman – Project Lead. CCAC Communication Leads: Sandi Campbell, Renee Trombley, Colin Carmichael, Mary Siegner, Laura Glynn, Cheryl Cheung, Gail Scala, Gary Buffett, Jennifer Schenkel, Jennifer Wintermans, Nancy Gale, Michael Robbins, AnnMarie Kungl-Baker; Andrea Conzil (OACCAC).

Communication Creative-**Photography**

Award of Excellence

Toronto Hydro @ Work

Toronto Hydro

Tanya Bruckmueller, Karen Evans, Jennifer Link

Communication Creative-**Photography**

Award of Merit

The wall of 'WHY'

Toronto Central Community Care Access Centre

Gerald Allain, photographer; Julia Oosterman, Director