

IABC Gold Quill Awards Program 2014 Winners



SPECIAL AWARD WINNERS

JAKE WITTMER AWARD FOR EXCEPTIONAL USE OF RESEARCH IN A COMMUNICATION STRATEGY:

RESEARCH INNOVATION

Lacea Loader, Department of Communication and Brand Management
University of the Free State, South Africa
Measuring the Impact of Communication Strategy on University Reputation

BUSINESS ISSUES AWARD FOR EXCEPTIONAL USE OF STRATEGIC COMMUNICATION TO ADDRESS A BUSINESS ISSUE:

MEDIA RELATIONS

Ayllie White, Sarah Altmann, Sally Pickering, Kerilyn Wyatt, Suzanne Waddell
Transurban
Avoiding “Carmageddon”: Major Road Works in Melbourne

SHARON BERZOK AWARD FOR AN EXCEPTIONAL STUDENT ENTRY:

RESEARCH INNOVATION

Nicola Brown, Laura Baker, Victoria Larson, Natasha Mendonca, Stefan Milosevic, Cayley Montmarquette
School of Professional Communication, Ryerson University
RTA School of Media Content Strategy Report

BEST OF THE BEST AWARD WINNERS

COMMUNICATION RESEARCH MANAGEMENT

Margaret Loughead
Volkswagen Group South Africa (VWSA)
Research for Improved Shop Floor Communication

COMMUNICATION MANAGEMENT – INTERNAL COMMUNICATION

Rebecca McIntyre
Cabrini Health
Together We Can Meet the Standards: Accreditation at Cabrini

COMMUNICATION MANAGEMENT – EXTERNAL COMMUNICATION

Petra Muth Zupanc
Pristop d.o.o.
Rhyme with Zlatko and Get More From Life

COMMUNICATION SKILLS

Brenda Tilke
F. Hoffmann-La Roche Ltd.
From Words to Action: The Value of Storytelling at Roche

COMMUNICATION EDUCATION AND TRAINING

Sandra Hilmer, Matt Trewin, Lucinda Tippett, Geoff Taylor & Caroline Souvannavong
Telstra Corporation
Connecting with Words

IABC and Towers Watson are proud to honor thought leaders in the global communication profession from Australia, Canada, Europe and South Africa. Congratulations on your work, which is among the top one percent of all communication work worldwide.

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
Internal Communication Research	Research for Improved Shop Floor Communication	Volkswagen Group South Africa & DevCom	Volkswagen of South Africa (PTY) LTD	South Africa
Research Innovation	Vanguard Enroll Now	Sean Hayes, Bharminder Gill, Karen Weber	Vanguard	USA

Merit Awards

Category	Program	Winner	Company	Country
Internal Communication Research	Q Methodology for EVP Research	Mark Attard	Livewire Communications	Canada
Internal Communication Measurement	Building and evaluating a CEO's 100 day induction	International & Institutional Banking communications 2014	ANZ	Australia
Research Innovation	RTA School of Media Content Strategy Report	Nicola Brown, Laura Baker, Victoria Larson, Natasha Mendonca, Stefan Milosevic, Cayley Montmarquette	School of Professional Communication, Ryerson University	Canada
	Investigating the Link Between Communications Effectiveness and Staff Engagement at a big four accounting firm	Chris Thornton	Ketchum	USA
	Communication Audit: Evaluating our communication success	Ghrethna Kruger	Kumba Iron Ore	South Africa
	Measuring the impact of communication strategy on University Reputation	Lacea Loader, Department of Communication and Brand Management	University of the Free State	South Africa

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
Are we up for change?	Dyna Vink	Canadian Research Knowledge Network	Canada
"Meeting in a Box": Delivering Supply Chain messages to shop floor employees	Rebekah Ellingson, Maran Krishnan, Heike Mittmann; Jade Holmes; Sina Klemm	Unilever Supply Chain	Switzerland
AECOM Health Care Reform and Open Enrollment Communications	AECOM Internal Communications Team	AECOM	USA
Move in. Move on. Move Forward	Kate Hetherington	WMW	United Kingdom
Take Charge: Earn More with UPS My Choice	Julie Greenwell	UPS	USA
"Ideas Count" Campaign	The Ideas Count Team	Siemens	USA
Together we can meet the standards - Accreditation at Cabrini	Rebecca McIntyre	Cabrini Health	Australia
Project Enable	Calvin Seaman, John Pieri, Michael Ulrich, Rachel Wade, Dale Carter, Peggy Garritty	ATB Financial	Canada
"Choose What Fits" Benefits Education & Annual Enrollment Campaign	Beth Casteel, Jennifer McCarthy, Lizzy Haymond	FedEx Corporation	USA
Raytheon IDS Accelerating a Growth Culture	Sue Booth	Raytheon	USA
"It's About the Experience"	Department of Communications	Northwestern Memorial Hospital/Northwestern Medicine Health System	USA
Eaton China Compensation Tutorial and Simulator	Laurie Korinek	PartnerComm, Inc.	USA
Health Care Change Management	Tyler Jacobson	DIRECTV	USA
The Road Ahead: 2014 Internal Communication Campaign	HCA and Towers Watson	Towers Watson	USA
eBay heroes recognition campaign	European Employee Communications	eBay	United Kingdom

Merit Awards

Program	Winner	Company	Country
Human Factors: Make It Effortless	Robert Colbert	Honeywell	USA
Setting the stage: New auto products, pricing and systems	American Family Strategic Communications	American Family Insurance	USA
Let's Jostle!	Kate Kerr and Caitlin Brown	DDRC	Canada
Know Your Numbers	Kim Hoch and Jeffrey Peebles	Cox Enterprises, Inc.	USA

Program	Winner	Company	Country
University of Phoenix Faculty Appreciation Week 2013	Apollo Education Group Corporate Communications	University of Phoenix	USA
Bringing 'Vitality' to AIA Australia	Amy Baird and Olivia Tully	AIA Australia	Australia
The BFG (Build for Growth)	Mia Abed Azam	Woolworths Financial Services	South Africa
Our Promise	Dave DeDona	UPS	USA
Rockwell Automation Retirement Readiness Campaign	PartnerComm, Inc.	PartnerComm, Inc.	USA
Wind down of a Retail Icon	Tiffany Bourré, Stephanie Thornbury, Theresa Patterson, Michelle Kennedy, Kimberly Lyn, Joan Murray	Hudson's Bay Company	Canada
Redirect: How We Course-Corrected 2014 Annual Enrollment	Shima Kelly	UPS	USA
Envision a Healthier You!	ROC Group	ROC Group	USA
Restricted Intelligence IT Security Campaign	Angela Ionna & Dolly Colby with Twist & Shout Media Ltd.	Reed Elsevier Technology Services	USA
myHR - Integrated Human Resources Portal	myHR Team	Monsanto Company	USA
i-Connect 2.0 – Connecting Users to What Matters	Susan M. Kreifel and Sprint Team	Sprint Corp.	USA
Engaging Kraft's Workforce in Health Benefit Decisions	Gabrielle Loring	ROC Group	USA
Empowering PAREXEL Employees to Simplify Clients' Drug Development Journey and Drive a High Performance Culture	PAREXEL International	PAREXEL International	USA
Build a Healthy Life with KBR	Jenny Finney, Ann Hollingsworth, Jessica Lee, Kate Van Hulzen	Towers Watson	USA
LinkedIn Company All Hands	Erin Hosilyk and Jill Hirz	LinkedIn	USA
TCCast: "A Turner Collaboration Initiative"	Terry Cerisoles	Turner Broadcasting System Inc	USA
Texas Instruments Infolink Platform Launch	Texas Instruments Infolink Team	Texas Instruments	USA
USAA Take 2 Video Series	Jeff Brody and Carolyn Hoffmann	USAA	USA
HSBC NOW - Our Stories	HSBC NOW Team	HSBC	United Kingdom
Roadmap to Success Communication Plan and Strategy - Internal Communication	Comcast Spotlight NorthCentral Division	Comcast Spotlight	USA
Visualizing SaskPower's Future: How we put more than 3,000 employees at the forefront	Lindsay Jean	SaskPower	Canada
Transforming employee communications to power Hewlett-Packard's turnaround	Kelley Fitzgibbons	Edelman	USA
Allianz Life Healthcare Changes Rollout	Cecilia Mische	Allianz Life Insurance Company of North America	USA
Campus Launch Transformation	Tyler Jacobson	DIRECTV	USA
Raising Employee Satisfaction through Better Engagement	Deline Nonette Pasamonte	Globe Telecom Inc.	Philippines

Category 8: Employee Engagement

Excellence Awards

Program	Winner	Company	Country
Take Charge: Earn More with UPS My Choice	Julie Greenwell	UPS	USA
"A Home Fit for Royalty"	Internal Communications	Walt Disney Parks and Resorts	USA
A Winning Combination	Raytheon Intelligence, Information and Services Communications Team	Raytheon	USA
Husky's 75th Anniversary	Carla Yuill	Husky Energy	Canada
Sunglass Hut GO!play	Sunglass Hut Store Communications	Luxottica North America	USA
Raising Employee Satisfaction through Better Engagement	Deline Nonette Pasamonte	Globe Telecom Inc.	Philippines

Merit Awards

Program	Winner	Company	Country
The 12 Days of Our Bank	Susan Rockliffe and Robert Gough	Westpac New Zealand	New Zealand
Rolling out the red carpet – Suncor's President's Operational Excellence Awards	Rida Rehmani / Nadine Pettman and POEA working team	Suncor Energy Inc.	Canada
Epsilon Employee Engagement (E3)	Jamie Colvin, Jane Huston, Dave Lucey, Jennifer Lester, Michelle Maloney	SimplyConnect Consulting, LLC	USA
Epsilon Community Outreach — Summer of Service	Jamie Colvin, Jennifer Lester, Michelle Maloney, Jane Huston, Dave Lucey, Helen Ngheim, Laurie Fry, Brandy Grundy	SimplyConnect Consulting, LLC	USA
It Starts With Us: Wellmark health and productivity campaign	Wellmark, Inc.	Wellmark Blue Cross and Blue Shield	USA
Build a Better Bechtel Employee Engagement Campaign	Bechtel Corporate Affairs Team	Bechtel Corporation	USA
Enso plc Vision & Values Campaign	Enso Vision & Values Campaign	Enso plc	USA

Category 9: Leadership Communication

Excellence Awards

Program	Winner	Company	Country
Switching Drivers on a Speeding Train: On-boarding A New Business President	Paul Reese, Heather Bonarrigo, Sue Booth, Kristin Hilf, Erin Sheehy	Raytheon Integrated Defense Systems	USA

Category 10: Safety Communication

Excellence Awards

Program	Winner	Company	Country
AGLTA Siyanda campaign	Coba Beukman	Jinja Communications LTD	South Africa
Global implementation of Emergency Notification System	Christine Bartlett, Nigel Glennie, Jennifer Ho	Cisco	USA

Merit Awards

Program	Winner	Company	Country
Every Day is Game Day	Sara Williams	Origin	Australia
Murray and Roberts Impilo Yethu	Coba Beukman	Jinja Communication Services (Pty) Ltd	South Africa
Improving safety by changing lifestyle of children	Nelmarie Schutte	Kumba Iron Ore	South Africa
The 2013 Safety & Operational Excellence Campaign at BNL	Brookhaven Science Associates LLC / Brookhaven National Laboratory	Brookhaven Science Associates LLC / Brookhaven National Laboratory	USA

Category 11: Human Resources and Benefits Communication

Excellence Awards

Program	Winner	Company	Country
The Road Ahead: 2014 Annual Benefits Enrollment Campaign	HCA and Towers Watson	Towers Watson	USA
2014 Annual Enrollment: Healthy Choices	Brenda Melvin	BAE Systems	USA
Achieving Results at HP with My Financial Fitness Boot Camp	The HP & Fidelity Engagement Team	Fidelity Investments	USA
Live Well Benefits Store	Walgreen Co. and Aon Hewitt	Aon Hewitt	USA
AECOM Health Care Reform and Open Enrollment Communications	AECOM Internal Communications Team	AECOM	USA
BMC Online Total Rewards Launch	Jamie Colvin, Lynn Moffett, Irma Soza, Wanda Dunn, Michelle Maloney	SimplyConnect Consulting, LLC	USA
"Choose What Fits" Benefits Education & Annual Enrollment Campaign	Beth Casteel, Jennifer McCarthy, Lizzy Haymond	FedEx Corporation	USA
Busting Benefits Myths at Discovery Communications	Jessica A. Arnold	Discovery Communications	USA
It's My Move: 2014 Benefits Enrollment Campaign	Equifax and Towers Watson	Towers Watson	USA

Merit Awards

Program	Winner	Company	Country
2013 ExactTarget Benefits Open Enrollment	ExactTarget Human Resources	ExactTarget	USA
Navy Federal Credit Union 2013 Relocation Initiative Communications Plan and Campaign	Employee Programs and Communications Team	Navy Federal Credit Union	USA
Hersheys Perfect Combination Web Registration campaign	The Hershey Company & Vanguard	Vanguard	USA
Know Your Numbers	Kim Hoch and Jeffrey Peebles	Cox Enterprises, Inc.	USA
Rethink, Redesign, Reengage: Health Care Change at The Walt Disney Company	Disney-Fidelity Engagement Team	Fidelity Benefits Consulting	USA
Redirect: How We Course-Corrected 2014 Annual Enrollment	Shima Kelly	UPS	USA
Engaging Kraft's Workforce in Health Benefit Decisions	Gabrielle Loring	ROC Group	USA
Got the Right Fit? 2014 Annual Enrollment Communication	Eileen Weber	Aon Hewitt	USA
HealthyDirections Get in Gear Campaign	Morgan Dorsey McHugh	Towers Watson	USA
Air Liquide 2014 Come Build With Us Campaign	Kathryn Van Hulzen	Towers Watson	USA
Engaging Meijer's Workforce in Health Care Decisions	Jim Hanley, Emily Kehinde, Theresa Schiltz & Victor Villanueva	ROC Group	USA
Your Choice Makes A Difference: 2014 Open Enrollment Campaign	DTCC and Buck Consultants	Buck Consultants	USA
Choose Well - 2014 Annual Benefits Enrollment	Groh & Associates, Inc.	Groh & Associates	USA
My Benefits Journal	Michelle Hicks	Buck Consultants	USA

Category 12: Change Communication

Excellence Awards

Program	Winner	Company	Country
Project Leo - Change for the Better	Robyn Crisanti, Diana Papove, Carol Oakley	Law Society of BC	Canada
AECOM Health Care Reform and Open Enrollment Communications	AECOM Internal Communications Team	AECOM	USA
Scannex communication and change management programme	Rachel Mothibatsela, Debswana Diamond Company	Debswana Diamond Company	Botswana
Changing the face of education	Mari Lee, ABC	Development Communication Solutions	South Africa

Merit Awards

Program	Winner	Company	Country
Trios Health Brand Identity Change	Lisa Teske	Trios Health	USA
BMO Role Change Communication - Simplify. Understand. Guide.	Livewire Communications	Livewire Communications Inc.	Canada
The Road Ahead: 2014 Change Communication Campaign	HCA and Towers Watson	Towers Watson	USA
The Lotus Project	Rosanne Belczak, ABC	Write Move Communications	USA

Category 13: Government Relations

Excellence Awards

Program	Winner	Company	Country
Securing Congressional Support to Help Save Lives	Catherine Scott	PadillaCRT	USA

Merit Awards

Program	Winner	Company	Country
Ontario's Doctors Are Making Better Health Care	Nancy Webb	Ontario Medical Association	Canada

Category 14: Community Relations

Excellence Awards

Program	Winner	Company	Country
HUMANA MEDICARE ADVANTAGE: Driving Awareness for the 2014 Annual Enrollment Period	Jim Turner	Humana	USA
GPU14: The Launch of Next Generation AMD Radeon Graphics Cards	Chris Hook and AMD's Enthusiast & Component Communications Team	AMD	Canada
A City Open for Movement: Communication support of the introduction of paid on-street parking in Moscow	Andrey Barannikov, Viacheslav Tikhomirov, Tatiana Perelman, Eugeni Tkachev, Anna Kozhushner, Ksenia Brodulenko	SPN Communications	Russia

Merit Awards

Program	Winner	Company	Country
Communication Guiding Change	Dyna Vink	Canadian Research Knowledge Network	Canada
Mathletes Set GUINNESS World Record® Title at the 2013 MATHCOUNTS® National Competition	Allison Jeannotte	Raytheon Company	USA

Category 15: Media Relations

Excellence Awards

Program	Winner	Company	Country
Cleaning Up the Confusion: 2013 Germ Study Brings Credibility, Awareness and New Business to NSF International	NSF International Communications Team	NSF International	USA
It's On You: Inspiring the African American Teachers' Launch into the Asia-Pacific Region – Media Relations	Kirsten Lesak-Greenberg Deborah Allan, Andrew Kondraski	PadillaCRT Ontario Teachers' Pension Plan	USA Canada
Celebrating Canadian Moms: The Launch of the Walmart Mom of the Year Award	Stephanie Engel, Daina Astwood-George, Susan Schutta	APEX Public Relations	Canada
5.2 Billion Reasons to Announce Rogers Landmark NHL Deal	Terrie Tweddle, Andrea Goldstein, Jennifer Neziol & Rogers Corporate Communications Team	Rogers Communications	Canada
Launch of Breakfast Television on Citytv Montreal	Andrea Goldstein, Michelle Lomack, and Charmaine Khan	Rogers Communications	Canada

Merit Awards

Program	Winner	Company	Country
Red Bull Thre3style	Narrative PR	Narrative PR	Canada
The Year of The Un-carrier	T-Mobile USA Corporate Communications	T-Mobile USA	USA
Breathe Right® Nasal Strips Sleep Pod Hotel Media Tour	Daniel Tisch APR, FCPRS, Rob McEwan, Kerry Collings, Nick Williams	Argyle Communications	Canada
McDonald's Canada National Hiring Day 2013	Lisa Bednarski	Weber Shandwick Worldwide	Canada
Kraft Hockey Goes On	Edelman Canada and Kraft Canada	Edelman Canada	Canada
Xbox One: The Road to Launch	Veritas Communications/Microsoft Canada	Veritas Communications	Canada
eBay 2013 Holiday	Melissa Graham, Melissa Legaspi, Rosie Shipton, Andr?e Gage	Edelman	Canada

Category 17: Advertising Campaigns

Merit Awards

Program	Winner	Company	Country
Be Fraud Aware Public Awareness Campaign—English	BC Securities Commission	British Columbia Securities Commission	Canada
Don't be sorry campaign	Mardi Stewart	Department of Immigration and Citizenship	Australia
Live the Life Australia—fast track your life in Australia as a skilled migrant	Mardi Stewart, Shelley Nelson and Rebecca English	Department of Immigration and Border Protection	Australia
Tattoo Postpaid Personalized Plans	Globe Telecom, Inc.	McCann Worldgroup Philippines, Inc.	Philippines
“Are You Ready to Stand Out” PSO Recruitment Campaign	Zora Artis	Zora Artis Consulting	Australia

Category 18: Marketing Communications

Excellence Awards

Program	Winner	Company	Country
The Mother Baby Center at Children’s Hospitals and Clinics of Minnesota	Children’s Hospitals and Clinics of Minnesota with Weber Shandwick	Weber Shandwick	USA
\$20 Starter TollTag: Savings When You Need It	North Texas Tollway Authority Public Affairs Department	North Texas Tollway Authority	USA

Merit Awards

Program	Winner	Company	Country
Smart Jump In Campaign	Smart Communications and DDB Group Philippines	DDB Group Philippines	Philippines
“PURPLE® Drywall: A Whole New Way to Look at Walls”	Luquire George Andrews	Luquire George Andrews	USA
CoOpportunity Health Launch Campaign	CoOpportunity Health	CoOpportunity Health	USA
Extending Happiness to Filipino motorists	Ronaldo Jabal	Shell Companies of the Philippines	Philippines
Pfizer Canada VIAGRA Pricing News	Pfizer Canada and Strategic Objectives	Strategic Objectives	Canada
Budweiser Red Lights	Veritas Communications/Labatt Breweries of Canada	Veritas Communications	Canada
Better Health Together	Edelman Canada	Edelman Public Relations	Canada

Category 19: Corporate Social Responsibility

Excellence Awards

Program	Winner	Company	Country
The Big Concert	Caroline Lavallée and project team	Standard Life	Canada

Merit Awards

Program	Winner	Company	Country
"Matuwid na Daan sa Silid-Aralan (Building Schools through Good Governance)" Project	PAGCOR, Chairman and CEO Cristino Naguiat, Jr. and AVP Maricar Bautista	Philippine Amusement and Gaming Corporation	Philippines
Shell Movement Against Malaria – Changing the Numbers Through Awareness	Ronaldo Jabal	Shell Companies of the Philippines	Philippines
"Corporate Responsibility as Corporate Engagement" – the ANZ New Zealand Staff Foundation	ANZ Corporate Affairs	ANZ Bank New Zealand	New Zealand
"Matuwid na Daan sa Silid-Aralan (Building Schools through Good Governance)" Project	PAGCOR, Chairman and CEO Cristino Naguiat, Jr. and AVP Maricar Bautista	Philippine Amusement and Gaming Corporation	Philippines

Category 20: Advocacy Communication

Excellence Awards

Program	Winner	Company	Country
NSF Campaign for Safer Supplements	NSF International Communications Team	NSF International	USA
Securing Congressional Support to Help Save Lives	Catherine Scott	PadillaCRT	USA
Why and how Cenovus is fighting for oil	Julia Turner and Neha Avinashi	Cenovus Energy	Canada
Agriculture More Than Ever Cause	Ag More Than Ever team	Farm Credit Canada	Canada

Merit Awards

Program	Winner	Company	Country
Women of Influence Awards	Westpac NZ Media Team	Westpac New Zealand	New Zealand
Uncover Your Confidence: AbbVie & Stacy London Empower People Living With Psoriasis	AbbVie	AbbVie	USA
Ontario Natural Gas Alliance 2013 Media Relations Campaign	DDB Public Relations	DDB Public Relations	Canada
Breaking Down Bullying	Children's Hospitals and Clinics of Minnesota with Weber Shandwick	Weber Shandwick	USA

Category 22: Issues and Crisis Management Communication

Excellence Awards

Program	Winner	Company	Country
A City in Crisis: The Flood of 2013	Tania Younker, Karen Ryhorchuk	Calgary Catholic School District	Canada
United Way responds to the 2013 Calgary Flood	Kate Smitko and Jeremy Klaszus	United Way of Calgary and Area: Marketing Media Communications Team	Canada
A City Open for Movement: Communication support of the introduction of paid on-street parking in Moscow	Andrey Barannikov, Viacheslav Tikhomirov, Tatiana Perelman, Eugeniy Tkachev, Anna Kozhushner, Ksenia Brodulenko	SPN Communications	Russia

Merit Awards

Program	Winner	Company	Country
Becton Property Group (ASX:BEC) Receivership Announcement	Monika Lancucki, ABC		Australia
Ice Storm 2013: Dark T.O.	Toronto Hydro-Electric System Limited (Toronto Hydro)	Toronto Hydro	Canada
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	Argyle Communications	Canada
TCS Alti Acquisition: Marketing an acquisition to fire up our brand in France	Abhinav Kumar, Priyanka Mehta	Tata Consultancy Services	United Kingdom
Fight against shadow economy	Ziga Cebulj & Ziga Vranicar, Pristop d.o.o.	Pristop d.o.o., Ziga Cebulj	Slovenia
The Easter Price Hike	Mike Maloney, Jennifer Gray	Nova Scotia Liquor Corporation	Canada

Category 23: Government Communication Programs

Excellence Awards

Program	Winner	Company	Country
My Downtown: Bernard Avenue Revitalization Community Engagement	Kari O'Rourke & Kelly Kay, City of Kelowna, Communications & Shift Consulting Inc.	City of Kelowna	Canada
Healthy U - The 5&1 Experiment	DDB Canada, Alberta Heath	DDB	Canada
Owls for Climate Change	Beckie Jas, Brandon Koepke, Anna Larson, Halton Region Social and Digital Media Team, Halton Region Picture Book Committee	Halton Region	Canada
A City Open for Movement: Communication support of the introduction of paid on-street parking in Moscow	Andrey Barannikov, Viacheslav Tikhomirov, Tatiana Perelman, Eugeni Tkachev, Anna Kozhushner, Ksenia Brodulenko	SPN Communications	Russia

Merit Awards

Program	Winner	Company	Country
It's Your Money: Niagara Region 2014 Budget Engagement Strategy	Maria Andersen, Daryl Barnhart, Andrew Korchok, Holly Smith, Kevin Jaschinski, Geoff Hunt, Nicola Beck, Leanne Forrester, Michelle Piano, Thuris Media	Niagara Region	Canada
Tobacco Cessation - Keep Trying	DDB Canada, Alberta Health Services	DDB Canada	Canada
Stay Smart Online 2013	Porter Novelli Melbourne	Porter Novelli	Australia
Mental Health Hiring Initiative Recruitment Marketing Campaign	U.S. Department of Veterans Affairs	Reingold, Inc.	USA
One Country, One Team: Boosting Russian supporters' spirit in the lead up to the Winter Olympics in Sochi	Oleg Rummyantsev, Andrey Barannikov, Leonid Kolodkin, Andrey Priyma, Alexander Obischenko, Anastasia Grigorieva	SPN Communications	Russia

Category 24: Non-profit Campaigns

Excellence Awards

Program	Winner	Company	Country
Cleaning Up the Confusion: 2013 Germ Study Brings Credibility, Awareness and New Business to NSF International	NSF International Communications Team	NSF International	USA
Using the power of stories to fight hunger in North Texas	John Douris	RSW	USA

Merit Awards

Program	Winner	Company	Country
H2H3 Hope to Haiti: Housewarming	Melissa Dark ABC	Random Acts	USA

Category 25: Brand Communication

Excellence Awards

Program	Winner	Company	Country
A global university on the rise	Dr. Vivien Chiong	Nanyang Technological University	Singapore
Telekom Slovenije - Good Life	Špela Kozamernik, Jerca Lieber	Pristop, d.o.o.	Slovenia
"PURPLE® Drywall: A Whole New Way to Look at Walls"	Luquire George Andrews	Luquire George Andrews	USA
Guardian Group Rebranding: One Group, One Team, One Brand	Theomary Karamanis, Ph.D.	McMaster University	Canada

Merit Awards

Program	Winner	Company	Country
Tanks of Thanks Brand Communication	CHS with Exponent PR	Exponent PR	USA
Oki Doki	Neža Potočnik	Pristop d.o.o.	Slovenia
CoOpportunity Health: Building A Brand from Scratch	CoOpportunity Health	CoOpportunity Health	USA
Surface Has Landed	Veritas Communications/Microsoft Canada	Veritas Communications	Canada
"Banking on the new ANZ" - the post ANZ and The National Bank merger communications strategy and plan	ANZ Bank New Zealand Corporate Affairs	ANZ Bank New Zealand	New Zealand
The Shopping Channel's Brand Evolution	Andrea Goldstein, Suneel Khanna, Shannon Hall	The Shopping Channel, Rogers	Canada
Trios Health Rebrand	Lisa Teske	Trios Health	USA

Category 26: Social Media Programs

Excellence Awards

Program	Winner	Company	Country
Rhyme with Zlatko & get More from Life	Petra Muth Zupanc	Pristop d.o.o.	Slovenia
GPU14: The Launch of Next Generation AMD Radeon Graphics Cards	Chris Hook and AMD's Enthusiast & Component Communications Team	AMD	Canada
#ILearnHere Instagram Campaign	Vancouver Island University	Vancouver Island University	Canada
CIL Paints: Colour Outside the Headlines	DDB Public Relations	DDB Public Relations	Canada

Merit Awards

Program	Winner	Company	Country
Take a Healthy Break	Manon Genin, Nicolas Gagnon, David Fortier, David Page, Chantal Raymond, Jane Lee Cheung, Michelle Stegnar	Porter Novelli	Canada
Raytheon/Los Angeles Kings: "Blackout Night"	Jessica Bruckman	Raytheon	USA
Let's Clean the Mountains and Hills	Luka Pušnik, Tjaša Kolenc Filipčič, Maša Čeplak	Zavarovalnica Triglav,d.d., Miklošičeva 19	Slovenia
My Healthy Workplace: Taking Care of Business	The Healthier You Promotions and Engagement Team	Northern Health	Canada
2013 TATT AWARDS	Globe Telecom, Inc.	McCann Worldgroup, Inc.	Philippines
Alumni Homecoming – Phoenixing Fun	Kathleen Fern, Jenifer King, Bridget Gutierrez and Amy Wilson	University of Phoenix	USA
Talk2Globe: Innovating Social Customer Care	Michael Christopher, Dela Crus	Globe Telecom	Philippines

Category 27: Multi-audience Programs

Excellence Awards

Program	Winner	Company	Country
ABS-CBN'S RESTORATION PROJECT: RESTORING, RELIVING, AND RE-EXPERIENCING MULTI-AWARDED FILIPINO CLASSIC FILMS	ABS-CBN Film Archives: Film Restoration Project	ABS-CBN Corporation	Philippines
Urban Pipeline Replacement Project: A Natural Gas Pipeline Initiative	Carley Robertson	ATCO Pipelines	Canada
Zoetis Rings the Bell for Animal Health	Zoetis and Ketchum Inc.	Ketchum Inc.	USA
CSeries First Flight Event	Marc Duchesne, Pierre Millaire, Sylvie Gauthier, Isabelle Gauthier, Marianella Delabarrera, Geneviève Laverdure	Bombardier Aerospace	Canada
Guardian Group Rebranding: One Group, One Team, One Brand	Theomary Karamanis, Ph.D.	McMaster University	Canada
Morgan Keegan Integration	Vanessa Moore, Kay Clark, Lora Rodriguez, Alli Harris	Raymond James	USA

Merit Awards

Program	Winner	Company	Country
The awareness-raising campaign on insurance fraud	Tjasa Kolenc Filipcic, Saso Sever, Janja Skamlic, Alenka Jancar	Zavarovalnica Triglav, d. d.	Slovenia
Implementing Health Policy in Alberta	Teresa Earl	Alberta Health Services	Canada
GPU14: The Launch of Next Generation AMD Radeon Graphics Cards	Chris Hook and AMD's Enthusiast & Component Communications Team	AMD	Canada
Logicalis Private Cloud Marketing Communications Campaign	Gerald Curtis	Marketing Associates	USA
Trios Health Rebrand	Ali Madison	Trios Health	USA
A Story that Is Nothing but Common	Vita Kernel, Jadran Furlanic, Sasa Islamovic	Studio Kernel, d.o.o.	Slovenia

Category 28: Financial Communication

Merit Awards

Program	Winner	Company	Country
The Heart of the Matter	Cardiovascular Systems, Inc. with PadillaCRT	PadillaCRT	USA
Nextgen Group Sale Media Strategy	Louisa Graham	Visionstream	Australia

DIVISION 3: 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 30: Digital Communication Vehicles

Excellence Awards

Program	Winner	Company	Country
Stories of the DaVita Village 2013	Blaise Tracy	DaVita HealthCare Partners	USA
The Core - Suncor's Intranet	David Coman and Melanie Schmarje	Suncor Energy	Canada

Merit Awards

Program	Winner	Company	Country
2012 Annual Report, Water: Real Value - Sustaining our Quality of Life, Driving our Economy	Steve Hubert	San Diego County Water Authority	USA
Back-to-School Landing Page	Tracy Abraham and the Digital Experience Delivery Team	USAA	USA
Your Choice Makes A Difference: 2014 Open Enrollment Campaign	DTCC and Buck Consultants	Buck Consultants	USA
Canadian Transportation Agency Online Consultation on Air Services Price Advertising Regulations	Jacqueline Bannister and the Canadian Transportation Agency Team	Canadian Transportation Agency	Canada

Program	Winner	Company	Country
"What's on Your Mind?" Microsite and Video Series	HCA and Towers Watson	Towers Watson	USA
Health Care Reform and You: Equifax's Health Care Reform Microsite	Equifax and Towers Watson	Towers Watson	USA
Health Care Reform and You (in English and Spanish): ServiceMaster's Health Care Reform Microsite	ServiceMaster and Towers Watson	Towers Watson	USA

Category 31: Digital Communication Channels

Excellence Awards

Program	Winner	Company	Country
HR portal changes with Orange	Al Viller and the HR Portal Development Team	Orange Business Services	USA
Air Liquide HR Connect Mobile Site	Brigitte Deterding	Towers Watson	USA
Rogers Zone – Renewing the Rogers Intranet	Chris Davies, Dawn Gordon, Hilda Ochangco, Greg Anthony, Keith McArthur, Lesley Andrews, Patricia Estabrooks, Suneel Khanna, Suzanne Lucas, Terrie Tweddle	Rogers Communications Inc	Canada
eFacts App - Enbridge Inc.	Enbridge Internal Application Development Team	Enbridge Inc.	Canada
One Country, One Team: Komanda.RF Magazine	Oleg Rumyantsev, Andrey Barannikov, Leonid Kolodkin, Elena Brandt, Olga Sidorova, Ivan Kucherenko, Pavel Zamorev	SPN Communications	Russia
Edenprairie.org Redesign	Communications Division	City of Eden Prairie	USA

Merit Awards

Program	Winner	Company	Country
Bringing our people together	Warren Rosser	Westpac New Zealand Limited	New Zealand
Clicking with Collaborate	State Street Global Marketing	State Street Corporation	USA
Health Care Reform Made Simple Microsite - Mercer	David Slavney & Jackie Cuthbert	Mercer	USA
Raytheon IDS Mission Center Channel: Local News. Local Help. Local Ideas. Powered by Local Voices.	Heather Bonarrigo	Raytheon Company	USA
myBaylor Intranet	Jamie Rambo, Kate Horne, Jerry Stevenson	Baylor Health Care System	USA
Canadian Transportation Agency Online Consultation on Air Services Price Advertising Regulations	Jacqueline Bannister and the Canadian Transportation Agency Team	Canadian Transportation Agency	Canada

Category 32: Audio Visual Excellence Awards

Program	Winner	Company	Country
Sasol's SHE REP	Sue Melvill - Unplugged & Ludwig von Benecke - Sasol SGS	Unplugged	South Africa

Merit Awards

Program	Winner	Company	Country
The Big Race	Meaghan Savage	Student - Centennial College	Canada
The Mark Cutifani video diaries	Ian Donabie	Anglo American	United Kingdom
Canadian Payments Association Learning Exchange	Geoffroi Montpetit, Brenda Wagle, Josée Greer	Canadian Payments Association	Canada
Sasol Safety And Environment Legal Compliance Training And Awareness	Rick Melvill - Unplugged & Ludwig von Benecke - Sasol SGS	Unplugged Communications	South Africa
Sasol's Permit to Work	Rick Melvill - Unplugged & Ludwig von Benecke - Sasol SGS	Unplugged	South Africa

Category 33: Publications Excellence Awards

Program	Winner	Company	Country
WPX Energy Code of Business Conduct	Ginger Homan, Sherry Nelson, Justin Johnson	MODA	USA
Financial Focus newsletter	Dave Bourne	Baycrest Health Sciences	Canada
TELUS 2012 Annual Report	Miriam Trottier and Dianne Trach, ABC	TELUS Corporation	Canada
SIASST Student Recruitment Preview Viewbook	Deb Clague and Tanya Turner	SIASST	Canada

Merit Awards

Program	Winner	Company	Country
Strive	Sam's Club Communications Team	Sam's Club	USA
Unprecedented	Brian Cronin, Brian Demarest, Domenick Graziani, Nicole Priest, 44 Communications	National Grid	USA
Compass Magazine	Dassault Systemes Corporate Publications	Dassault Systemes	USA
Spectrum Magazine	Toronto Hydro-Electric System Limited	Toronto Hydro	Canada
Disneyland Resort Line: Fantasy Faire	Disneyland Resort Internal Communications	Walt Disney Parks and Resorts	USA

Program	Winner	Company	Country
Insight News Magazine Refresh and Redesign	Susan Straub, ABC	Alliance Data	USA
"The Road Ahead" Employee Brochure	HCA and Towers Watson	Towers Watson	USA
Alaska Railroad - My Benefits Journal	Kayla Yang	Buck Consultants	USA

Category 34: Publication Design Excellence Awards

Program	Winner	Company	Country
Unprecedented	Brian Cronin, Brian Demarest, Domenick Graziani, Nicole Priest, 44 Communications	National Grid	USA
BLINK Magazine	Team MediaCom	MediaCom	USA

Merit Awards

Program	Winner	Company	Country
Tshwane University of Technology 10-year commemorative calendar	Gerrit Bester	Tshwane University of Technology (TUT)	South Africa
Charlotte Russe Benefits Magazine	Elizabeth Williams	Buck Consultants	USA

Category 35: Other Graphic Design Excellence Awards

Program	Winner	Company	Country
VCH True North – Picturing the Possibilities	Brandon Brind, Deana De Ciccio, Leanne Romak	ImageStudio	Canada

Category 36: Special Events - Internal Excellence Awards

Program	Winner	Company	Country
ETF Communication Week 2013	European Training Foundation	European Training Foundation	Italy
Moments of a Lifetime: Oracle Support Service Awards	May Yeung	Oracle Corporation	USA
Enable Midstream's 2014 Leadership Summit	Jamie Colvin, Amy Tellor, Michelle Maloney, Jennifer Lester, Lisa Allison, Tom Champ, Kim Escovedo, Sandra Longcrier	SimplyConnect Consulting, LLC	USA
Loblaws National Kick-Off 2014	Shawn Dalrymple	Loblaws Companies Limited	Canada

Merit Awards

Program	Winner	Company	Country
EDCU - 2013 Employee Conference	EDC Internal Communications & WHIRL	Export Development Canada	Canada

Category 37: Special Events - External Excellence Awards

Program	Winner	Company	Country
Syngenta Advanced Crop Lab Grand Opening	Gibbs & Soell and Syngenta	Gibbs & Soell, Inc.	USA
The Big Concert	Caroline Lavallée and project team	Standard Life	Canada
eBay: Future of Shopping	UK Communications Team	eBay	United Kingdom

Merit Awards

Program	Winner	Company	Country
GPU14: The Launch of Next Generation AMD Radeon Graphics Cards	Chris Hook and AMD's Enthusiast & Component Communications Team	AMD	Canada
TCS Summit 2013: Leading organisations in a complex new age	Abhinav Kumar, Priyanka Mehta	Tata Consultancy Services	United Kingdom
Port of Montreal 175th Gold-Headed Cane Presentation Ceremony	Port of Montreal Communications Team	Montreal Port Authority	Canada
The AER Launch	AER Office of Public Affairs	Alberta Energy Regulator	Canada
Launch of the Syniverse Customer Support Center in Costa Rica	John Walker	Syniverse	USA
Subaru Forester Family Rally	Martine Levy	DDB Public Relations	Canada
One Country, One Team: Boosting Russian supporters' spirit in the lead up to the Winter Olympics in Sochi	Oleg Rummyantsev, Andrey Barannikov, Leonid Kolodkin, Andrey Priyma, Alexander Obischenko, Anastasia Grigorieva	SPN Communications	Russia

Category 38: Photography Within a Communication Vehicle

Merit Awards

Program	Winner	Company	Country
A Collection of Photos That Promotes Health and Fitness Activities and Research	Heather Pitts	Texas A&M	USA

Category 39: Marketing, Advertising and Sales Vehicles

Merit Awards

Program	Winner	Company	Country
Share the Joy	Jenna Young, Josh Gilbert, Peter Campisi, Erin Byram, Tim Mambort	Weber Shandwick	USA

Category 41: Writing

Excellence Awards

Program	Winner	Company	Country
From Words to Action: The Value of Storytelling at Roche	Brenda Tilke	F. Hoffmann-LaRoche Ltd	Switzerland
The Enable Midstream Story	Jamie Colvin, Amy Tellor, Michelle Maloney, Jennifer Lester, Lisa Allison, Tom Champ, Kim Escovedo	SimplyConnect Consulting, LLC	USA
The Epsilon Story Video Script	Jamie Colvin, Jennifer Lester, Jane Huston	SimplyConnect Consulting, LLC	USA

Merit Awards

Program	Winner	Company	Country
Gilda's Club Imagine a Place Breakfast '12	Cindy Schmiege, ABC	Capira Marketing-Communications	USA
10th Annual White Cashmere Collection	Strategic Objectives and Kruger Products	Strategic Objectives, Inc.	Canada
Metro Newspaper Advertorial	Toronto Hydro-Electric System Limited (Toronto Hydro)	Toronto Hydro	Canada
A U.S. Paralympian's Path to Victory	Lindsay Barrs Corporate Internal Communications	Liberty Mutual Insurance	USA

Category 42: Communication Skills, Student Entry

Merit Awards

Program	Winner	Company	Country
Rebranding the SFU Volunteer Services E-Newsletter	Alexandra Lowe	Simon Fraser University, Volunteer Services	Canada

DIVISION 4: COMMUNICATION EDUCATION AND TRAINING

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 43: Internal Communication Training

Excellence Awards

Program	Winner	Company	Country
ETF Communication Week 2013	European Training Foundation	European Training Foundation	Italy
Connecting with Words	Sandra Hilmer, Matt Trewin, Lucinda Tippet, Geoff Taylor & Caroline Souvannavong	Telstra	Australia

Category 45: Institutional Communication Training

Merit Awards

Program	Winner	Company	Country
Strategic Communication Planning Workshop for Ryerson MPC students	Theomary Karamanis, Ph.D.	McMaster University	Canada

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