

2013
GOLD
QUILL
AWARDS



Sponsored By:

TOWERS WATSON

IABC Salutes the 2013 Gold Quill Recipients!

Congratulations to those who have clearly demonstrated the role of strategic communication in delivering great business results.

The following list of our recipients and their awards is based on the information provided in Gold Quill award plaque information.

We are currently verifying that everything matches, so if you notice anything is slightly off, please send us an email to recognition@iabc.com.

AB Comunicaciones
Maria Brandolini

*Personal - Plan de comunicación institucional
de rebranding*

MERIT Award, Brand Communication

Buenos Aires, ARG

Accenture

Kristen Caughill

Accenture Canada: One Goal

MERIT Award, Employee Engagement

Toronto, Canada

Advantis Communications Inc.
Cyrus Mavalwala, ABC and Ernesta Rossi

Grand & Toy - 'A Day Made Better'

MERIT Award, Media Relations

Toronto, Canada

Aecon Group Inc.

2012 Safety Day

MERIT Award, Safety Communication

Toronto, Canada

AICPA

Student and Professional Pathways

ThisWayToCPA.com

MERIT Award, Digital Communication Channels

Raleigh, USA

AKADREM, Inc.

Dr. Theomary Karamanis

*One Group, One Team: Guardian Group's
Internal Rebranding*

EXCELLENCE Award, Internal Communication

Schaumburg, USA

AKADREM, Inc.
Dr. Theomary Karamanis

Guardian Group Communication Audit

MERIT Award, Internal Communication Research

Schaumburg, USA

Alliance Data
Susan Straub, ABC

Email Policy Implementation

MERIT Award, Internal Communication

Plano, USA

Allstate
Chandra Palermo and Eryn Swanson

*Allstate NOW: Improving Employee Engagement
Through Storytelling*

MERIT Award, Writing
Northbrook, USA

The DAGNY Partnership
City of Leduc

City of Leduc Waste Diversion Social Marketing Strategy

MERIT Award, Marketing Communication
Edmonton, Canada

APEX Public Relations and UPS
UPS Canada

Free Trade Nation: Canada Beyond North America

MERIT Award, Writing
Toronto, Canada

Argyle Communications
**D. Tisch APR; A. George, M. Rola
and M. Keller**

D'Italiano: Bringing Passion to Everyday Meals

MERIT Award, Media Relations
Toronto, Canada

Argyle Communications & PC Financial
**D. Tisch, APR; R. Argyle; D. Chan; S. Steele; I. Poon;
S. Garber and M. Reidel**

PC Financial Family Finance Research Series

EXCELLENCE Award, Media Relations
Toronto, Canada

Allstate Insurance Company of Canada
Thornley Fallis Communications

Allstate Canada Takes Action Against Distraction

EXCELLENCE Award, Safety Communication
Toronto, Canada

ANZ New Zealand Ltd
Corporate Affairs

The new ANZ

EXCELLENCE Award, Brand Communication
Auckland, NZE

Archer Daniels Midland Company
Kelly Mirsky, Amanda Schmoltd and Mickey Steffeny

*Driving compliance-related behavior change through
communication and learning*

**MERIT Award, Issues Management and
Crisis Communication**
Decatur, USA

Argyle Communications & Metrolinx
**D. Tisch, APR; R. Argyle; M. Meeks; T. Wismer
and M. Budgell**

*Online Consultation Series: Involving The Community
In The Crosstown*

EXCELLENCE Award, Community Relations
Toronto, Canada

Asurion
Asurion Corporate Communications

Asurion intranet - insite

EXCELLENCE Award, Digital Communication Channels
Nashville, USA

ATCO Gas

S. Petterson, S. Salmond, J. Grant

*ATCO Gas - Heating homes and Warming Communities
for 100 Years*

EXCELLENCE Award, Publications

Edmonton, Canada

**Atlantic Lottery
Maureen Wojick**

Ask Away

MERIT Award, Brand Communication

Moncton, Canada

**Aurecon
Danielle Bond**

Aurecon's employer brand communication

EXCELLENCE Award, Brand Communication

Docklands, AUS

Aviva USA

Aviva's Youmanity Initiative

MERIT Award, Corporate Social Responsibility

West Des Moines, USA

Bacardi-Martini

*Bacardi Limited: Celebrating 150 Years of Bringing
People Together*

MERIT Award, Employee Engagement

Coral Gables, USA

**Atlantic Lottery
Maureen Wojick**

AskAway.ca

EXCELLENCE Award, Digital Communication Channels

Moncton, Canada

Atlantic Lottery

Tracy Kenney and Courtney Pringle Carver

*Atlantic Lottery Video Lottery
Replacement Communications*

**EXCELLENCE Award, Issues Management and
Crisis Communication**

Moncton, Canada

**Avila University
Aimee Adams**

The Glitter Run

STUDENT Award, Communication Skills

Bacardi-Martini

*Bacardi Limited: Celebrating 150 Years of Bringing
People Together*

EXCELLENCE Award, Internal Communication

Coral Gables, USA

**Baltimore Gas & Electric
BGE Corporate Communications**

BGE Wires Down Video Challenge

MERIT Award, Safety Communication

Baltimore, USA

**Bank of the Philippine Islands
Brand BPI Division**

Talk to Us Integrated Marketing Campaign 2012

EXCELLENCE Award, Marketing Communication

Makati, PHI

**Bank of the Philippine Islands
Brand BPI Division**

BPI on Facebook: Talk to Us

MERIT Award, Social Media Programs

Makati, PHI

**Banner Health
No Flu for You Steering Team**

*No Flu for You Influenza Vaccination Program
at Banner Health*

MERIT Award, Internal Communication

Phoenix, USA

**BASF SE
Sabrina van der Pütten**

The BASF Magazine Creating Chemistry

EXCELLENCE Award, Publications

Ludwigshafen, Germany

**Baylor University's Hankamer School of Business
Communications & Marketing Department**

Baylor Business Review

MERIT Award, Publications

Waco, USA

**BCSTA
Sherri Moore-Arbour; Heather McKenzie-Beck;
Glenda Ollero and Teresa Rezanoff**

MeTooBC

MERIT Award, Advocacy Communication

Vancouver, Canada

**Bechtel
Dan Hayes**

Sign up for Safety

MERIT Award, Safety Communication

Brisbane, Qld, AUS

Belk and Luquire George Andrews

*Belk: Fashion, Not Politics, at the 2012 Democratic
National Convention*

EXCELLENCE Award, Media Relations

Charlotte, USA

**Boehringer Ingelheim
Dolores Valenzuela**

Pharmaceutical Production Excellence

MERIT Award, Internal Communication

Mexico City, Mexico

**Booz Allen Hamilton
Marketing & Communications - International Team**

Redefining Booz Allen Hamilton in the Middle East

EXCELLENCE Award, International Communication

McLean, USA

Booz Allen Hamilton
Marketing & Communications – International Team

Redefining Booz Allen Hamilton in the Middle East

MERIT Award, Multi-Audience Communication

McLean, USA

Bridgepoint Education
Sarah Bilyeu

*Brand Advertising Marketing Campaign Internal
Communications Strategy*

MERIT Award, Brand Communication

San Diego, USA

British Columbia Securities Commission

*BeFraudAware Multilingual Public Awareness
Campaign*

EXCELLENCE Award, Multi-Audience Communication

Vancouver, Canada

Buck Consultants
Jennifer Whitlow

Investing in You Benefits Website

EXCELLENCE Award, Digital Communication Vehicles

St. Louis, USA

Bupa

Well World Campaign

EXCELLENCE Award, Internal Communication

London, BUK

BP Canada and Towers Watson
Doug Dickson

Elements for Life: Reimagining Benefits at BP Canada

**MERIT Award, Human Resources and
Benefits Communication**

Seattle, USA

Brilliant Ink
Liz Kelly

The Employee Experience Survey

EXCELLENCE Award, Internal Communication Research

Oakland, USA

Buck Consultants
Janna Elman

Charlotte Russe Benefits Magazine 2012

EXCELLENCE Award, Publication Design

San Francisco, USA

Buck Consultants
Kayla Yang

2013 Ada County Benefits Made Easy

EXCELLENCE Award, Publication Design

Los Angeles, USA

Bupa

Global Challenge 2012

EXCELLENCE Award, Corporate Social Responsibility

London, BUK

Bupa

Global Challenge 2012

MERIT Award, Employee Engagement

London, BUK

Bupa

Well World Campaign

MERIT Award, Corporate Social Responsibility

London, BUK

**California Schools VEBA
Board of Directors**

Making Health Care Better for Everyone

MERIT Award, Marketing Communication

Coronado, USA

**Canada's Research-Based Pharmaceutical Companies
Heather Dunster**

Living Proof Campaign

MERIT Award, Advertising Campaigns

Ottawa, Canada

**Canadian Association of Petroleum Producers
Evelyn Ferchuk**

Oil Sands Advertising – Canada

EXCELLENCE Award, Advocacy Communication

Calgary, Canada

**Canadian Tire Corporation & North Strategic
Communications Team**

Canadian Tire's Winter Driving Preparation Campaign

MERIT Award, Safety Communication

Toronto, Canada

**Canadian Tire Corporation & North Strategic
Communications Team**

The Great Canadian Road Trip 2.0

MERIT Award, Media Relations

Toronto, Canada

**CareFirst BlueCross BlueShield
Strategic Provider Communications**

Healthy Relationships. Healthy Rewards. HealthyBlue.

MERIT Award, Marketing Communication

Owings Mills, USA

**Caribbean Development Bank
Sharon Marshall, Ph.D.**

*Old Friends With Benefits: 2012 Annual Meeting of the
CDB Board of Governors*

EXCELLENCE Award, Special Events - External

Christ Church, BAR

**Caterpillar Inc.
Employment Brand Team**

*The Caterpillar Employment Brand:
My Road to Progress*

MERIT Award, Brand Communication

Peoria, USA

Cenovus Energy
Curtis Christian and Sandra Semple

Getting Cenovus Move Ready

EXCELLENCE Award, Internal Communication

Calgary, Canada

Champion Technologies
Renee Hammill & Colleen Kozy

Community Champions program

MERIT Award, Corporate Social Responsibility

Calgary, Canada

ChangeMakers
Correy Myco

*SAFE Work Manitoba – Workplace Injury
Prevention Program*

EXCELLENCE Award, Safety Communication

Winnipeg, Canada

ChangeMakers
Correy Myco

*SAFE Work Manitoba – Workplace Injury
Prevention Program*

EXCELLENCE Award, Multi-Audience Communication

Winnipeg, Canada

Changemakers
Correy Myco

SAFE Work Program Research and Evaluation

MERIT Award, Research Innovation

Winnipeg, Canada

ChangeMakers
Kara Buchanan

SAFE Youth Tales From the Creep

EXCELLENCE Award, Digital Communication Channels

Winnipeg, Canada

ChangeMakers
Kara Buchanan

SAFE Work Needs Your Voice

MERIT Award, Advertising Campaigns

Winnipeg, Canada

Chevron
Elaine Beliakoff

*Reinventing Chevron Town Hall:
Trading Corporate Hat for Stakeholder Hard Hat*

EXCELLENCE Award, Internal Communication

El Segundo, USA

Chevron
Elaine Beliakoff

*Reinventing Chevron Town Hall:
Trading Corporate Hat for Stakeholder Hard Hat*

EXCELLENCE Award, Employee Engagement

El Segundo, USA

Chevron Philippines Inc.

*A Caltex Awareness Campaign: “Fight TB so
that Public Transport Drivers become Healthy”*

MERIT Award, Corporate Social Responsibility

Makati, PHI

**Cisco Systems
Desiree Elsharif**

We Are Cisco Employee Snapshots

EXCELLENCE Award, Digital Communication Vehicles

San Jose, USA

Cisneros Communications

Kellogg Company - Pringles Day One

MERIT Award, Digital Communication Channels

New Lenox, USA

Cisneros Communications

Kellogg Company - Pringles Day One

MERIT Award, Special Events - Internal

New Lenox, USA

Citizen Optimum

IKEA Winnipeg Opening

EXCELLENCE Award, Media Relations

Toronto, Canada

City of Charlotte

Corporate Communications & Marketing

Keeping Residents 'In the Loop' During the DNC

MERIT Award, Digital Communication Vehicles

Charlotte, USA

City of Fort St. John with Urban Systems Ltd.

*Let's Talk Site C Stakeholder Communication and
Engagement*

MERIT Award, Multi-Audience Communication

Kamloops, Canada

City/Rogers Media Inc.

Andrea Goldstein

*The Bachelor Canada's Most Dramatic Media Relations
Campaign Ever!*

MERIT Award, Media Relations

Toronto, Canada

Coast Capital Savings Credit Union

Colin Miley

*Operation Chip & Dip: Energizing staff to act as
change champions*

EXCELLENCE Award, Internal Communications

Management

Surrey, Canada

Coast Capital Savings Credit Union

Colin Miley

*Operation Chip & Dip: Energizing staff to act
as change champions*

**EXCELLENCE Award, Creative Communications /
Graphic Design**

Surrey, Canada

Community Partnership of Southern Arizona

Greg Taylor

Community Partnership of Southern Arizona Intranet

MERIT Award, Internal Communication

Tucson, USA

ConocoPhillips Canada
Tami Hutchinson

Surmont Recruitment campaign

MERIT Award, Advertising Campaigns

Calgary, Canada

Covenant Health
Krysta Smith, Kristin Cooknell

Our Compass

MERIT Award, Publications

Sherwood Park, Canada

Cox Enterprises, Inc.
Kim Hoch

Know Your Numbers

MERIT Award, Internal Communication

Atlanta, USA

Cultural Communications, LLC
Queta Rodriguez Bauer

CMAP 2012 LATINO TRAVEL TRACKER SURVEY

EXCELLENCE Award, Research Innovation

Chicago, USA

DaVita
Blaise Tracy

Stories of the DaVita Village

EXCELLENCE Award, Publications

Denver, USA

Covenant Health
Krysta Smith, Jon Popowich, Halkier + Dutton Design

*Defining Moments - 2012 Annual Report to the
Community*

EXCELLENCE Award, Publications

Sherwood Park, Canada

Cox Enterprises, Inc.
Kim Hoch

Know Your Numbers

**EXCELLENCE Award, Human Resources and
Benefits Communication**

Atlanta, USA

CSX Corporation
PartnerComm, Inc.

2012 Benefits Education Program

**MERIT Award, Human Resources and
Benefits Communication**

Arlington, USA

Cultural Communications, LLC
Queta Rodriguez Bauer

CMAP 2012 LATINO TRAVEL TRACKER SURVEY

MERIT Award, Community Relations

Chicago, USA

DDB Canada and Alberta Health
DDB Canada

Munch and Move Kit

**EXCELLENCE Award, Government
Communication Programs**

Edmonton, Canada

**DDB Canada and Alberta Health
DDB Canada**

Healthy U Campaign

MERIT Award, Advertising Campaigns

Edmonton, Canada

**DDB Canada and Alberta Health
DDB Canada**

Healthy U Campaign

MERIT Award, Government Communication Programs

Edmonton, Canada

**DDB Canada and Alberta Health
DDB Canada**

Munch and Move Kit

MERIT Award, Communication Education Tools

Edmonton, Canada

**DDB Public Relations
Martine Levy**

autoTRADER.ca: The Most Cars in One Place Campaign

MERIT Award, Media Relations

Toronto, Canada

**DDB Public Relations
Martine Levy**

autoTRADER.ca: The Most Cars in One Place Campaign

MERIT Award, Marketing Communication

Toronto, Canada

**DDB Public Relations
Martine Levy**

Subaru's BRZ Scorches the Competition

MERIT Award, Marketing Communication

Toronto, Canada

**DDRC
Kate Kerr**

My Work Matters

MERIT Award, Employee Engagement

Calgary, Canada

**Defense Centers of Excellence for Psychological Health
& Traumatic Brain Injury with Booz Allen Hamilton**

Real Warriors Campaign

**EXCELLENCE Award, Government
Communication Programs**

Boston, USA

**Department of Immigration and Citizenship
Mardi Stewart**

Revitalising corporate communication

MERIT Award, Internal Communication

Jerrabomberra, AUS

**Department of Immigration and Citizenship
Mardi Stewart**

*Internal communication in an Australian
Government department*

MERIT Award, Employee Engagement

Jerrabomberra, AUS

Development Communication Solutions
Mari Lee

*Communication excellence delivers agri-Incubation
production increase*

EXCELLENCE Award, Internal Communication

Centurion, SAF

Diana Degan & Associates
Diana Degan

Fastfrate Friday Comments

MERIT Award, Leadership Communication

Guelph, Canada

Diana Degan & Associates
Diana Degan

The Closing of the Strub's Brantford Pickle Plant

**MERIT Award, Issues Management and
Crisis Communication**

Guelph, Canada

Disneyland Resort - Anaheim, CA
Internal Communications Team

The Happiest Place on Earth is About to Get Happier

MERIT Award, Employee Engagement

Anaheim, USA

Dow AgroSciences
Robyn Heine

Dow AgroSciences Global Rebrand Launch

MERIT Award, Brand Communication

Indianapolis, USA

Downtown Vancouver BIA
Maureen Healey, ABC

2011 Stanley Cup Riot – The Vanlover Campaign

MERIT Award, Safety Communication

Vancouver, Canada

Downtown Vancouver BIA

2011 Stanley Cup Riot - The Vanlover Campaign

**MERIT Award, Issues Management and
Crisis Communication**

Vancouver, Canada

DTE Energy
Lonnie Ross

*"Know, Feel, Do" Goals Link Internal Comm
to Biz Results*

MERIT Award, Internal Communication Measurement

Detroit, USA

DWW Company
Interactions

Retail News Insider

MERIT Award, Digital Communication Vehicles

San Diego, USA

Edelman Public Relations
Kraft Canada

MiO Trick Squirts

MERIT Award, Brand Communication

Toronto, Canada

Edmonton Economic Development Corporation

Greater Edmonton Region Recruitment Campaign

MERIT Award, Marketing Communication

Edmonton, Canada

EMC Corporation

Laura O. Burns

MyPowerSource

EXCELLENCE Award, Digital Communication Vehicles

Hopkinton, USA

EMC Corporation

Laura O. Burns

MyPowerSource

EXCELLENCE Award, Digital Communication Channels

Hopkinton, USA

Encana Corporation

Heather Murray

Redesigned with stakeholders in mind – Encana's external website gets a makeover

MERIT Award, Multi-Audience Communication

Calgary, Canada

Encana Corporation

Jessica Twemlow

Clearwater Business Unit Leadership Communications

MERIT Award, Leadership Communication

Calgary, Canada

Epsilon and SimplyConnect Consulting

Jane Huston and Jamie Colvin

"Epsilon Untangled" Microsite

MERIT Award, Internal Communication

Richardson, USA

Epsilon and SimplyConnect Consulting

Jane Huston and Jamie Colvin

"Manager Expectations Tablet" Microsite

MERIT Award, Internal Communication

Richardson, USA

Export Development Canada

Cressida Barnabe

2012 Employee Conference

MERIT Award, Special Events - Internal

Ottawa, Canada

Export Development Canada

Kat Pipin

Link Magazine

MERIT Award, Publications

Ottawa, Canada

F. Hoffmann-La Roche

Brenda Tilke

Storytelling Science

EXCELLENCE Award, Writing

Basel, SWI

Family Channel

*10th Annual Bullying Awareness Week
Stand UP! Campaign*

EXCELLENCE Award, Corporate Social Responsibility

Toronto, Canada

Fast Horse

*Reclaim November, Ohio: Citizens United vs.
citizens united*

EXCELLENCE Award, Nonprofit Campaigns

Minneapolis, USA

**FedEx Corporation
Retirement Plans Department & Ketchum**

PlanToday.fedex.com

MERIT Award, Digital Communication Channels

Memphis, USA

**FGL Sports Ltd., North Strategic & TRAFFIKGroup
Frederick Lecoq & Wendy Robinson, FGL Sports Ltd.**

Sport Chek Big League Experience

MERIT Award, Special Events - External

Toronto, Canada

**General Dynamics NASSCO
James Gill Jr.**

*USNS Cesar Chavez (T-AKE 14) Launch and
Christening Ceremonies*

MERIT Award, Special Events - External

San Diego, USA

**GESB
Wendy Franklin**

Deliver with pride

MERIT Award, Internal Communication

Perth, AUS

**Globe Telecom / G-Xchange, Inc.
Paolo Baltao**

GCASH American Express Virtual Pay

MERIT Award, Social Media Programs

Mandaluyong, PHI

**GoDaddy
Communications Team**

*Increasing Employee Engagement through
Targeted Communication*

MERIT Award, Employee Engagement

Scottsdale, USA

**Goodyear Dunlop Sava Tires d.o.o.
Ana Vercko Grilec and Anja Komatar**

Pay Attention! to the Environment

MERIT Award, Corporate Social Responsibility

Kranj, SLV

**Halton Region
Anna Larson, Stephanie Mazhari, Sandra Nuhn**

*Halton Region Economic Development Division
gets social*

EXCELLENCE Award, Social Media Programs

Oakville, Canada

Harland Clarke Marketing Services

A.T. Cross Company 2012 Holiday Catalog

MERIT Award, Marketing, Advertising and Sales Vehicles

Franklin, USA

Health Council of Canada

Yeena Peng

Media moves message, "Seniors in need, caregivers in distress"

MERIT Award, Media Relations

Markham, Canada

Hilton Hotels & Resorts

John Forrest Ales

Hilton Huanying Offers Authentic Welcome to Chinese Travelers

EXCELLENCE Award, Customer Relations

Fayetteville, USA

Hilton Hotels & Resorts

John Forrest Ales

Hilton Huanying Offers Authentic Welcome to Chinese Travelers

MERIT Award, Marketing Communication

Fayetteville, USA

Hilton Hotels & Resorts

John Forrest Ales

"Stay Hilton. Go Out.": Hilton Targets LGBT Travelers with Pride

MERIT Award, Marketing Communication

Fayetteville, USA

Honeywell Aerospace

Kathie Crauwels

Honeywell Aerospace Integrated Delivery System (IDS) Communications

EXCELLENCE Award, Internal Communication

Phoenix, USA

HSBC

HSBC Exchange - MENA Pilot

MERIT Award, Internal Communication

London, UK

**HSBC, HarknessKennett and Hinton & Co
Jo Alexander (HSBC), Jane Mitchell (HarknessKennett)
and Jenny Robinson (Hinton & Co)**

Building World-Class Employee Communications at HSBC

EXCELLENCE Award, Internal Communication Training

Ripley, UK

Humana

Elizabeth George, Jennifer Forst & Katie Fullen

100 Day Dash: DASHing toward behavior change

MERIT Award, Internal Communication

Louisville, USA

Hydro One

Hydro One Corporate Communications

The Reliability App Launch

EXCELLENCE Award, Marketing Communication

Toronto, Canada

Hydro One
Hydro One Corporate Communications

The Reliability App Launch

EXCELLENCE Award, Brand Communication

Toronto, Canada

ICBC
Karin Basaraba, ABC

Ask ICBC

EXCELLENCE Award, Community Relations

Vancouver, Canada

ICBC
Karin Basaraba, ABC

Using Social Media to Mitigate Reaction to Our Rate Increase

MERIT Award, Social Media Programs

Vancouver, Canada

Ideas Shop and Ministry for Culture and Heritage
Sam Halstead and Dan Ormond

New Zealand television is going digital

MERIT Award, Marketing Communication

Wellington, NZE

Imperial Oil Limited
Catherine Teasdale

Calgary Campus Master Plan

EXCELLENCE Award, Internal Communication Measurement

Calgary, Canada

Imperial Oil Limited
Catherine Teasdale

Calgary Campus Master Plan

MERIT Award, Internal Communication

Calgary, Canada

Infosys Limited
Sarah Francine D'Souza

Leadership Communication at Infosys

EXCELLENCE Award, Leadership Communication

Bangalore, India

Joyce Vollmer, Project Director
MIG Communications

Energy Upgrade California's Home Energy Digest E-Book

EXCELLENCE Award, Digital Communication Vehicles

Berkeley, USA

Joyce Vollmer, Project Director
MIG Communications

Energy Upgrade California's Home Energy Digest

EXCELLENCE Award, Publications

Berkeley, USA

Kaiser Permanente
LMP Communications

Inspire Change Online Storytelling Tool

EXCELLENCE Award, Communication Education Tools

Oakland, USA

**Ketchum and the Office of the National Coordinator
for Health Information Technology**

Putting the I in Health IT

MERIT Award, Government Communication Programs

Washington, USA

**Kolomela Mine, Kumba Iron Ore, Anglo American
Nelmarie Schutte**

Using kids to manage employee fatigue

EXCELLENCE Award, Safety Communication

Postmasburg, SAF

**Kumba Iron Ore
Ghrethna Kruger**

Preparation takes crisis out of crisis communication

**MERIT Award, Issues Management and
Crisis Communication**

Centurion, SAF

**Kumba Iron Ore
Tanya Aucamp**

*A real mine using skateboarding to make a real
difference to the lives of real people*

EXCELLENCE Award, Corporate Social Responsibility

Kathu, SAF

**Leading Communicators Inc.
Marianne Gobeil, APR**

*Measuring Leadership Communication
through Speakcheck®*

EXCELLENCE Award, Leadership Communication

Toronto, Canada

**Ketchum Change
Tyler Durham**

*Kellogg's and Ketchum Celebrate That From Great
Starts Come Great Things*

EXCELLENCE Award, Multi-Audience Communication

New York, USA

Korn/Ferry International

"Greatness Cultivated"

MERIT Award, Brand Communication

Los Angeles, USA

**Kumba Iron Ore
Mooketsi Mocumi**

Envision

**EXCELLENCE Award, Human Resources and Benefits
Communication**

Centurion, SAF

**Leading Communicators Inc.
Marianne Gobeil, APR**

Speakcheck® Diagnostic

EXCELLENCE Award, Research Innovation

Toronto, Canada

**Lennox International and SimplyConnect
Dave Olsen, April Brewer and Jamie Colvin**

2012 "Every Step Matters" Walking Challenge

**MERIT Award, Human Resources and
Benefits Communication**

Richardson, USA

LoyaltyOne
Lusine Stepanian

iConnect

MERIT Award, Employee Engagement

Toronto, Canada

Manifest Communications Inc.
Andrea Donlan and Andrea Kligman

EatRight Ontario Campaign

EXCELLENCE Award, Community Relations

Toronto, Canada

Marketing & Sales
Sun Life Financial- Philippines

Knights of the Sun

MERIT Award, Internal Communication

Taguig, PHI

MD Anderson Cancer Center
Sarah Newson

*Lift Off: MD Anderson Cancer Center's Moon
Shots Program*

MERIT Award, Multi-Audience Communication

Houston, USA

Meals on Wheels People
Julie Piper Finley, ABC

Meals on Wheels People Rebrand Project

MERIT Award, Brand Communication

Portland, USA

Medibank Health Solutions
Dene Cicci

From Flurry to Focus

EXCELLENCE Award, Internal Communication

Northcote, AUS

Medibank Private
Paula Hurley

'Your Gig's Too Big!' competition

EXCELLENCE Award, Internal Communication

Newtown, AUS

Memorial University of Newfoundland
Marketing and Communications

*League of Extraordinary Researchers:
Research Strategy Framework*

MERIT Award, Publication Design

St. John's, Canada

MSLGROUP
Chevrolet

*Recharging the Chevrolet Volt's Reputation through
Influencer Engagement*

MERIT Award, Social Media Programs

Chicago, USA

MSLGROUP
DeVry University

*DeVry University: Building a Reputation as
THE Career University*

**MERIT Award, Issues Management and
Crisis Communication**

Chicago, USA

**Municipal Property Assessment Corporation
Laurette Sharpe**

*Community building: Inside and Out. The Launch of
MPAC's Strategic Plan*

MERIT Award, Special Events - Internal

Pickering, Canada

**National Peanut Board
Ryan Lepicier**

Peanut Butter for Breakfast

MERIT Award, Social Media Programs

Atlanta, USA

Nielsen

K. Bouryal, J. Frighetto and K. Mancini

*Putting the Global into Nielsen's Global Survey Media
Campaign and Beyond*

EXCELLENCE Award, Media Relations

Schaumburg, USA

Northern Health with Splash Media Group

Northern Health's STOP HIV/AIDS Pilot Project

MERIT Award, Advertising Campaigns

Prince George, Canada

Northern Health with Splash Media Group

Northern Health's STOP HIV/AIDS Pilot Project

MERIT Award, Advocacy Communication

Prince George, Canada

**National Grid & HarknessKennett
Nik Wileman (National Grid) & Maggie Wotherspoon
(HarknessKennett)**

National Grid Grantor Communication Measurement

MERIT Award, External Communication Measurement

Surrey, UK

**Newfoundland and Labrador Nurses' Union
Debbie Forward**

Clarity Project

EXCELLENCE Award, Internal Communication

St. John's, Canada

**North York General Hospital
Elizabeth McCarthy**

North York General's 2012 Accreditation

MERIT Award, Internal Communication

Toronto, Canada

Northern Health with Splash Media Group

Northern Health's STOP HIV/AIDS Pilot Project

MERIT Award, Corporate Social Responsibility

Prince George, Canada

Nova Scotia Liquor Corporation

Almost is too Close: Anti-Binge Drinking Campaign

MERIT Award, External Communication Research

Halifax, Canada

Nova Scotia Liquor Corporation

Almost is too Close: Anti-Binge Drinking Campaign

MERIT Award, External Communication Measurement

Halifax, Canada

Nova Scotia Liquor Corporation

Great Big Thanks: Safe Driving Campaign

MERIT Award, Advertising Campaigns

Halifax, Canada

Nova Scotia Liquor Corporation

Almost is too Close: Anti-Binge Drinking Campaign

MERIT Award, Advertising Campaigns

Halifax, Canada

Nova Scotia Liquor Corporation

2012 Holiday Marketing Campaign

MERIT Award, Marketing, Advertising and Sales Vehicles

Halifax, Canada

Nova Scotia Power

TomorrowsPower.ca

EXCELLENCE Award, Digital Communication Channels

Halifax, Canada

Nova Scotia Power

TomorrowsPower.ca

MERIT Award, Customer Relations

Halifax, Canada

OptumRx

Just Add Water Monthly Video Series

MERIT Award, Internal Communication

Padilla Speer Beardsley

Be The Match®

Inspiring Congressional Support for a Life-Saving Cause

MERIT Award, Government Relations

Minneapolis, USA

Padilla Speer Beardsley

Be The Match® and

Inspiring Congressional Support for a Life-Saving Cause

MERIT Award, Nonprofit Campaigns

Minneapolis, USA

Petrol d.d., Ljubljana

Žiga Fišer, Aleksander Salkič

The Energy of Our Actions – Code and Values

EXCELLENCE Award, Internal Communication

Ljubljana, SLV

Pfizer and Weber Shandwick

Raising Viagra's Public Profile

MERIT Award, Marketing Communication

Shanghai, CHN

PR Worx / Anglo American

Optimizing Media Relations to Mitigate Crises

MERIT Award, Multi-Audience Communication

Gauteng, South Africa

**Pro-Vision Group
Vladimir Vinogradov**

*Pro-Vision Group's In-House Employee
Motivation Program*

MERIT Award, Human Resources and Benefits

Communication

Moscow, Russia

PwC

PwC News

EXCELLENCE Award, Digital Communication Vehicles

Tampa, USA

**Raytheon
Kelly Butler**

Connecting the Dots for Strategy Engagement

EXCELLENCE Award, Employee Engagement

McKinney, USA

PIZZOLANTE / CEMEX

T. Da Silva; A. Cardenas / M. Herrera; D. Alejandro
SIMAC: Crisis and Contingencies Management System

MERIT Award, Issues Management and

Crisis Communication

Caracas, Dtto. Capital, VEN

Pristop d.o.o.

Eva Pecovnik

Gorenjka Sweet Messages

MERIT Award, Brand Communication

Ljubljana, SLV

**Purchasing Management Association of Canada
Cori Ferguson**

MAKING WAVES: PMAC's VIRTUAL RADIO REMOTE

MERIT Award, Marketing Communication

Toronto, Canada

PwC Canada

National Communications Team

Brilliant Futures

MERIT Award, Human Resources and

Benefits Communication

Pickering, Canada

**Raytheon Company
Heather Bonarrigo**

*PRISM Deployment: Engaging Employees to Transform
the Business*

EXCELLENCE Award, Internal Communication

Tewksbury, USA

Raytheon Space and Airborne Systems

Raytheon Science of Safety

EXCELLENCE Award, Safety Communication

El Segundo, USA

**Recreational Equipment Incorporated (REI) and
PartnerComm, Inc.**

Lorraine Larsson and PartnerComm Team

Gathering REI Employees Around the Campfire

MERIT Award, Internal Communication

Kent, USA

**Region of Waterloo
Corporate Communications Team**

Region of Waterloo Touchpoints

**EXCELLENCE Award, Government Communication
Programs**

Kitchener, Canada

**RENTOKIL INITIAL PLC
MALCOLM PADLEY**

Raising Employee Pride and Advocacy

**MERIT Award, Photography Within a
Communication Vehicle**

Gatwick, UK

**Revera Inc.
Communications Team**

Revera Giving

MERIT Award, Multi-Audience Communication

Mississauga, Canada

**Revera Inc.
Revera and Environics Communications Team**

Revera Reports

MERIT Award, Media Relations

Mississauga, Canada

**ROC Group
Gabrielle Loring**

Tobacco Cessation Employee Communication Campaign

MERIT Award, Internal Communication

Chicago, USA

**ROC Group
Gabrielle Loring**

Tobacco Cessation Employee Communication Campaign

**MERIT Award, Human Resources and
Benefits Communication**

Chicago, USA

**Royal Canadian Mounted Police
National Communication Services**

RCMP Internal Communication Toolkit

EXCELLENCE Award, Communication Education Tools

Ottawa, Canada

RSW Creative, Inc.

*Using Friendly Competition To Recognize and Connect
100,000 Global Employees across Hilton Worldwide*

MERIT Award, Employee Engagement

Dallas, USA

Safeway Inc.
Marina Gonzalez

*JumpStart - A Health Education Campaign for
Safeway Employees*

MERIT Award, Employee Engagement

Pleasanton, USA

San Diego County Water Authority
Steve Hubert

*2011 Annual Report: Water Smart –
Embracing “The New Normal”*

MERIT Award, Digital Communication Vehicles

San Diego, USA

SaskCulture Inc.
Diane Ell

*Saskatchewan Loves Culture! Community Engagement
through Culture Days*

MERIT Award, Nonprofit Campaigns

Regina, Canada

Save the Redwoods League
Regan Ranoa and the Outreach Team

SaveTheRedwoods.org Website Revision

EXCELLENCE Award, Digital Communication Channels

San Francisco, USA

SenateSHJ
Naomi Mermod

*Acute Coronary Syndromes - Perceptions in
Perspective Campaign*

MERIT Award, Media Relations

Sydney, AUS

SAIT Polytechnic
Melanie Simmons

*A complex opening: promoting an innovative learning
space at SAIT Polytechnic*

EXCELLENCE Award, Media Relations

Calgary, Canada

Sanjel Corporation
L. Cathy Abbott

*SCORE (Sanjel Corporation Observation and Risk
Elimination) Program*

MERIT Award, Safety Communication

Calgary, Canada

SaskPower
Paula Kohl

SaskPower Customer Rate Increase

MERIT Award, Media Relations

Regina, Canada

Seattle City Light
Suzanne Hartman

*Your Power Future: Seattle City Light 2013-2018
Strategic Plan Outreach*

EXCELLENCE Award, Government Relations

Seattle, USA

SenateSHJ
Neil Green

CTV Building Collapse

**EXCELLENCE Award, Government
Communication Programs**

Wellington, NZE

SenateSHJ
Susan Redden Makatoa

*Evocities - How research showed Evocities was worth
AU\$48 million*

EXCELLENCE Award, Research Innovation

Sydney, AUS

Siemens
James Phelan

Siemens helps NASA land on Mars

EXCELLENCE Award, Multi-Audience Communication

Saint Louis, USA

Sinickas Communications, Inc.
Angela Sinickas, ABC

Measurement Works

EXCELLENCE Award, Digital Communication Vehicles

Lake Forest, USA

Smithcom
Lauren Joakim

EnviroCare and Earth Day 2012

EXCELLENCE Award, Media Relations

toronto, Canada

Société de transport de Montréal (STM)
Marie Legault et équipe

L'AZUR SE DÉVOILE

EXCELLENCE Award, Special Events - Internal

Montréal, Canada

SenateSHJ
Susan Redden Makatoa

National Palliative Care Week 2011

EXCELLENCE Award, Nonprofit Campaigns

Sydney, AUS

Simon Fraser University
Adam Brayford

*Using Social Media to Increase Member Engagement
During National Co-op Week*

EXCELLENCE Award, Employee Engagement

Vancouver, Canada

Smart Communications, Inc.
Ramon Isberto

Project VISA

MERIT Award, Customer Relations

Makati, PHI

Société de transport de Montréal (STM)
Carole Pageau et équipe

Campagne de générosité STM

MERIT Award, Corporate Social Responsibility

Montréal, Canada

Southern Wine & Spirits
PartnerComm, Inc.

*Improving Participation in the SWS 401(k)
Retirement Plan*

**EXCELLENCE Award, Human Resources and
Benefits Communication**

Arlington, USA

Standard Life Canada
Caroline Lavallée, Lisa Bélanger

Together, in our community

MERIT Award, Internal Communication

Montreal, Canada

Strategic Objectives

*The White Cashmere Collection 2012:
Fashion with Compassion*

**EXCELLENCE Award, Photography Within a
Communication Vehicle**

Toronto, Canada

Strategic Objectives

100th Birthday of Oreo

MERIT Award, Media Relations

Toronto, Canada

Sun Life Financial- Philippines
Marketing Department

SUN SHORTS: When Insurance Goes Viral

EXCELLENCE Award, Social Media Programs

Taguig, PHI

Suncor
Nadine Pettman, ABC

360: A strategic launch for a strategic publication

EXCELLENCE Award, Publications

Calgary, Canada

St-Boniface Hospital Foundation
Laura Ruddock

Believe

MERIT Award, Publications

Winnipeg, Canada

Strategic Objectives

*The White Cashmere Collection 2012:
Fashion with Compassion*

MERIT Award, Other Graphic Design

Toronto, Canada

Studio Kernel,d.o.o.

Vita Kernel

New horizons

MERIT Award, Multi-Audience Communication

Koper, SLV

Suncor
Guy DeSantis, ABC

360: A strategic launch for a strategic publication

MERIT Award, Publication Design

Calgary, Canada

Syngenta Crop Protection AG
Ulrike Seminati/Susan Kelly

Syngenta Demonstration Days

MERIT Award, Internal Communication

Basel, SWI

T.Y. Lin International

The Bridge at Hoover Dam

MERIT Award, Publications

San Francisco, USA

Tata Chemicals Limited

Sujit Patil

Confluence - Bringing Tata Chemicals' people together

EXCELLENCE Award, Publications

Mumbai, Maharashtra, INA

Tata Consultancy Services

**Pradipta Bagchi, Abhinav Kumar, Fredrik Jansson
and Arpita Panda**

From Indian Top 10 to Global Big Four

EXCELLENCE Award, Brand Communication

London, BUK

Telefónica UK & HarknessKennett

**Claire Newton (Telefónica UK) and
Maggie Wotherspoon (HarknessKennett)**

*Measuring internal communications effectiveness in
Telefónica UK*

MERIT Award, Internal Communication Measurement

Surrey, UK

Telstra

Troy Hunter

Telstra - Project Frontline

MERIT Award, Employee Engagement

Melbourne, AUS

TELUS

Amy Smith

Employee Newsletter

MERIT Award, Internal Communication

Burnaby, Canada

TELUS Corporation and Geneva Ventures Inc.

Miriam Trottier and Dianne Trach, ABC

TELUS 2011 Annual Report

MERIT Award, Publications

Edmonton, Canada

**The Canadian Society for Medical Laboratory Science
and 506 Productions**

C. Bouwers; M. Grant; M. Hoard; K. Paputts; J. Tersigni

*Our Focus is You: National Medical Laboratory
Week 2012*

EXCELLENCE Award, Audio Visual

Oakville, Canada

The City of Calgary

Melanie MacKenzie & Tara Norton-Merrin

West LRT Opening

MERIT Award, Marketing Communication

Calgary, Canada

The City of Calgary

Melanie MacKenzie & Tara Norton-Merrin

West LRT Opening

MERIT Award, Multi-Audience Communication

Calgary, Canada

**The Doe Run Company
Tammy Stankey**

*Engaging Employees to DRIVE Doe Run: A Business
Strategy Launch Campaign*

MERIT Award, Internal Communication

St. Louis, USA

**Toronto Hydro
Florence Gabriel and Marina Tomasone**

peaksaver PLUS®

MERIT Award, Advocacy Communication

Toronto, Canada

**Toronto Hydro
Marina Tomasone and Florence Gabriel**

peaksaver PLUS®

**MERIT Award, Issues Management and
Crisis Communication**

Toronto, Canada

Anadarko Petroleum Corporation and Towers Watson

**Scott Satterfield, Pat Ruiz, Julie Blum, Cherrie Roberts,
Louise Richards, Kate Van Hulzen and Tara Wilkins**

Anadarko 2013 Benefit Videos

MERIT Award, Audio Visual

Houston, USA

**Towers Watson and Covidien
Benefits, Communication and Creative Media Teams**

Reshaping the Employee Health Experience

EXCELLENCE Award, Employee Engagement

Atlanta, USA

**The Scarborough Hospital
J. Dowdie; A. Males; D. Bourne; C. Woods; K. Luxton
and A. St. Aubin**

ReFRESHing our Menu

MERIT Award, Multi-Audience Communication

Ajax, Canada

**Toronto Hydro
Karen Evans, Gillian Earle, Andrea Corkum**

Grow your Mo' for Movember Campaign

MERIT Award, Employee Engagement

Toronto, Canada

**Toronto Hydro
Tanya Bruckmueller and Karen Evans**

Toronto Hydro @ Work

**MERIT Award, Photography Within a
Communication Vehicle**

Toronto, Canada

Houston Methodist and Towers Watson

**Janay Andrade, Holly Smoot, Meagan Reed, Eileen
McGrath and Morgan McHugh**

Houston Methodist Healthy Directions

**MERIT Award, Human Resources and
Benefits Communication**

Houston, USA

**Towers Watson and HP Canada
HP 2012 Canadian Enhanced Early Retirement
(EER) Program**

**MERIT Award, Human Resources and
Benefits Communication**

Toronto, Canada

**Towers Watson; Lincoln Financial Group
Alida Hodgson; Audrey Im**

Make Your Move: Benefits Annual Enrollment Guide

EXCELLENCE Award, Publications

Philadelphia, USA

**Town of Cochrane
Emily Allert-House and Laurie Drukier**

Roll with it, Cochrane Campaign

**EXCELLENCE Award, Government
Communication Programs**

Cochrane, Canada

**Town of Cochrane
Emily Allert-House and Laurie Drukier**

Roll with it, Cochrane Campaign

MERIT Award, Community Relations

Cochrane, Canada

**Town of Cochrane
Emily Allert-House and Laurie Drukier**

Roll with it, Cochrane Campaign

MERIT Award, Nonprofit Campaigns

Cochrane, Canada

**Town of Okotoks
Nancy Weigel**

My Okotoks - Water & Growth Public Consultation

MERIT Award, Government Communication Programs

Okotoks, Canada

**TransCanada Corporation
Bev Shaw**

TransCanada Connects: 2012 Employee Forum

MERIT Award, Internal Communication

Calgary, Canada

**Transitions Optical, Inc.
Patience Cook**

Life well lit™

EXCELLENCE Award, Advertising Campaigns

Pinellas Park, USA

**Trigger
Eva Van Krugel**

Winter 2012 Campaign

EXCELLENCE Award, Advertising Campaigns

Calgary, Canada

**United Parcel Service
Realm Advertising**

InsideUPS

MERIT Award, Publication Design

Atlanta, USA

**University of Johannesburg
Lesmarie Bentley-Steyn**

Be CLEAR about your future campaign

EXCELLENCE Award, Advertising Campaigns

Doornfontein, SAF

University of Phoenix
K. Fern, J. King, J. Pochert, T. Pender, B. Gutierrez

Faculty Matters magazine

MERIT Award, Publications

Tempe, USA

University of Regina
Shanan Sorochnycki

University of Regina Social Media Users Group

MERIT Award, Internal Communication Training

Regina, Canada

Unplugged and Sasol
Rick Melvill and Ludwig von Benecke

Team Sasol National Petrochemical Induction

MERIT Award, Safety Communication

UPS

Julie Greenwell

@UPSers on Twitter

MERIT Award, Digital Communication Channels

Atlanta, USA

UPS
Shawn Butler

Superstorm Sandy Special

MERIT Award, Digital Communication Channels

Atlanta, USA

UPS
Stephani Oller

Stefon - The Driver Standee

EXCELLENCE Award, Internal Communication

Atlanta, USA

USAA
Suzanne McAuliffe

Best Value Vehicles

MERIT Award, Digital Communication Vehicles

San Antonio, USA

Vale
Paulo Soares

Day of Reflection on Health and Safety

MERIT Award, Safety Communication

Rio de Janeiro, BRA

Vancouver Coastal Health
Denise Leech

From Zero to Hero in 140 Characters

EXCELLENCE Award, Social Media Programs

Vancouver, Canada

Vancouver Coastal Health
Denise Leech

From Zero to Hero in 140 Characters

EXCELLENCE Award, Digital Communication Channels

Vancouver, Canada

Vancouver Coastal Health
Laurie Dawkins, ABC & Rennie Brown, APR

VCH True North - Picturing the Possibilities

MERIT Award, Employee Engagement

Vancouver, Canada

Veritas Communications

SUBWAY Commit To Fit

MERIT Award, Brand Communication

Toronto, Canada

VSP Global
Bev Thorn

"Be an Eyecon" Campaign

MERIT Award, Internal Communication

Rancho Cordova, USA

WMW & RSA
Team WMW

RSA SPOTLIGHT

MERIT Award, Employee Engagement

London, UK

Xstrata Canada Corporation and Sun Life Financial
Xstrata Canada Pension and Sun Life GRS Teams

Xstrata - 'Get in the game!' campaign

MERIT Award, Internal Communication

Toronto, Canada

Vancouver Coastal Health
Tiffany Akins

*Protect yourself and those around you: Get immunized
for meningitis*

MERIT Award, Multi-Audience Communication

Vancouver, Canada

Virgin America
PartnerComm, Inc.

2013 Open Enrollment Website

MERIT Award, Digital Communication Channels

Arlington, USA

Walmart
Amy Schiska-Lombard and Jenifer Bice

Walmart China Transformation

MERIT Award, Internal Communication

Overland Park, USA

WMW & Standard Bank
Team WMW

Know Live Love Africa

EXCELLENCE Award, Internal Communication

London, UK

Zavarovalnica Triglav
Urša Manček

Let's Clean the Mountains and Hills

MERIT Award, Social Media Programs

Ljubljana, SLV

