




Shining Examples

The 2011 Gold Quill Awards
showcase the best in business
communication today



The 2011 IABC Gold Quill Awards showcase the best examples in business communication from around the world and demonstrate how these communicators have met the exacting gold standard our judges seek.

Indeed, this annual international competition is the highest level of professional acknowledgment in business communication today. For more than 40 years, the Gold Quill Awards program has tested the work of professional communicators, from strategists to tacticians, and recognizes the best of the best.

This year, IABC received nearly 900 entries from 26 countries. Winners went through two rigorous rounds of judging by professional communicators, and in the end the international panel of judges awarded 34 Excellence Awards, 68 Merit Awards and one Student Award.

We congratulate all the winners for their outstanding achievements in the field of business communication.

For more information about the 2011 Gold Quill Awards, visit www.iabc.com/awards/gq.

Division 1 • Communication Management

about the judging

Entries are composed of two parts: the work plan and the work sample. They are judged on technical excellence, creativity and innovation, effectiveness in identifying and responding to an organization's or community's needs, the delivery of measurable outcomes, and the overall success of the project.

Judges score the above criteria on a scale of 1 to 7, which gives a weighted calculation for the criteria depending on the division. All entries scoring 5.25 and higher in the first-tier judging are advanced to second-tier judging.

At the second tier, entries are judged again, separately, by different sets of judges called the Blue Ribbon Panel. The majority of Blue Ribbon Panel judges have been recognized for excellence in business communication; all of them meet as a group at IABC headquarters in San Francisco to select the winners. Any entry scoring between 5.25 and 5.74 receives a Gold Quill Award of Merit. Entries scoring 5.75 and above receive a Gold Quill Award of Excellence.

Category:

Government Relations

award level: **Excellence**

- **Fairness for Girls' Hockey**
Roanne Argyle and Team
Argyle Communications
Toronto

award level: **Merit**

- **Driving for Quality Care**
AHCA/NCAL
Schmidt Public Affairs
Alexandria, Virginia
- **Living the Australian Government's Social Inclusion Agenda**
Catherine Ellis
Parker & Partners, The Bell
Shakespeare Co.
Sydney

Category:

Community Relations

award level: **Excellence**

- **Bleed Green: A Life-Saving Community Partnership**
Bonnie M. Monteith
Canadian Blood Services
Calgary, Alberta

- **Koper for SOS**
Vita Kernel
Studio Kernel, d.o.o.
Koper, Slovenia

award level: **Merit**

- **Need More Doctors Multimedia Advertising Campaign**
Lynn Barter, ABC
Newfoundland and Labrador
Medical Association
St. John's, Newfoundland
- **Making Sure We Count: South Carolina's 2010 Census Campaign**
Michael Sponhour, ABC
S.C. Budget and Control Board
West Columbia, South Carolina

Category:

Customer Relations

award level: **Merit**

- **Duke Energy Free CFL Giveaway**
Cheryl Robinson
Duke Energy
Charlotte, North Carolina
- **A Clear Language Strategy to Support Customer Service**
Janice Siekawitch
Saskatchewan Workers'
Compensation Board
Regina, Saskatchewan
- **Powering the Future Advertising Campaign**
SaskPower Corporate Relations
Regina, Saskatchewan

Category:

International Communication

award level: **Merit**

- **Social Media for Social Inclusion**
Bent Sørensen
European Training Foundation
Turin, Italy

Category:

Media Relations

award level: **Excellence**

- **Maple Leaf: For the Love of Bacon**
Alison George, Mackenzie Keller
and Daniel Tisch
Argyle Communications,
Maple Leaf Foods
Toronto
- **Evocities Regional Relocation Campaign**
Susan Redden Makatoa
SenateSHJ
Sydney
- **Gautrain Media Relations**
Barbara Jensen, Ph.D.
Gautrain Rapid Rail Link
Gauteng, South Africa

award level: **Merit**

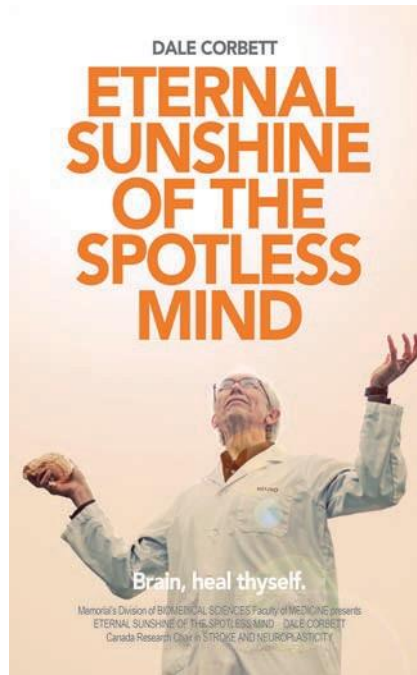
- **Creating Eminence for Deloitte by Leveraging Its 2010 TMT Predictions**
Andrea Lekushoff
Broad Reach Communications
Toronto
- **Locals Know Campaign/Gold Medal Getaways**
DDB Public Relations, Canadian
Tourism Commission
Toronto
- **Purex Natural Elements Little Drops, Big Ripples**
Diana Degan, ABC
Diana Degan & Associates
Guelph, Ontario
- **Reaching Superior Performance: The Research Support Facility Project**
Dawn Whisler
Haselden Construction LLC
Littleton, Colorado
- **RestoreSensor Media Launch**
Katherine Power and
Jane Wilcox, ABC
Medtronic of Canada Ltd. and
Xposure PR
Brampton, Ontario

Category:

Multi-Audience Communication

award level: **Excellence**

- **BP Oil Spill Response**
John Deveney, ABC
Deveney Communication,
Louisiana Office of Tourism
New Orleans, Louisiana
- award level: **Merit**
- **Boto Mo, iPatrol Mo: Ako ang Simula**
Ma. Regina E. Reyes
ABS-CBN Corp.
Quezon City, Philippines



• the best of the best
The Shining: Research Stars 2010

Entrant: Andrea Morgan

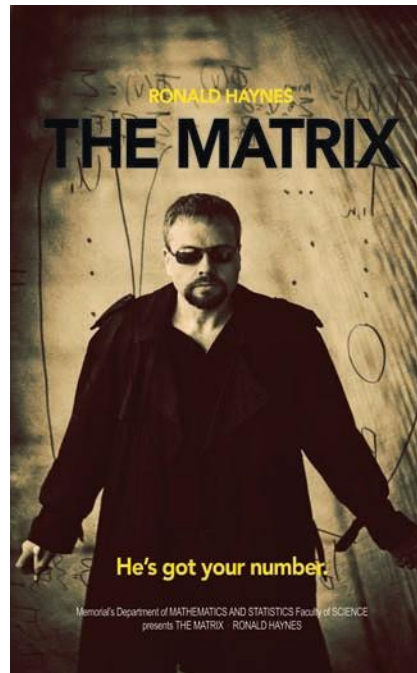
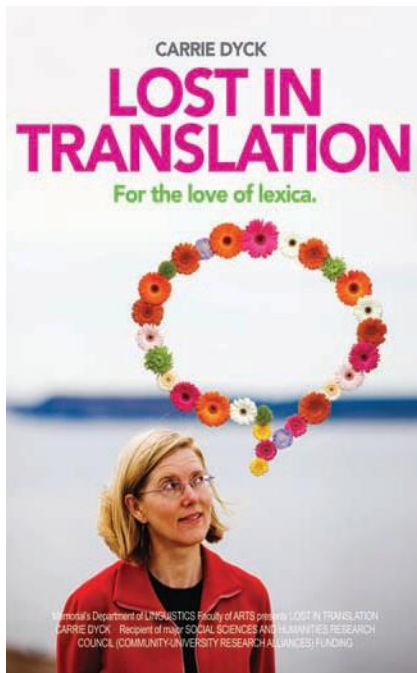
The entrant injected glamour and imagination into a potentially dry topic: university research. By “casting” Memorial University’s researchers as “characters” in their own movies, the entrant brought them to life, gave them depth and dimension that might otherwise take many words to impart, and potentially inspired audience members to “escape” to the world of research as we would with movies.

The entry had a great concept and exceptional execution. We look at the images and we want to know more—this is truly a case of a

picture (or creative concept) being worth a thousand words. Memorial’s researchers were showcased as the shining stars they are. The campaign achieved box office success in the form of increased research funding for Memorial.

This creative, must-see work took familiar concepts and gave them a totally unexpected spin.

—Jennifer Wah, ABC, MC,
 and Brad Whitworth, ABC, IABC Fellow



- **Journalists4education**
Vyacheslav Laschevsky
AGT Communications Group,
The RF Ministry of Education
and Science
Moscow
- **TravelSmart 2010 and
Everyone Wins**
Lizette M. Parsons Bell and
Andrea Manchon
Vancouver 2010
Vancouver, British Columbia

- Category:**
Marketing Communication
award level: **Excellence**
- **Holiday 2010 Public Relations
Campaign for Hallmark** Deidre
Mize and Angie Read Hallmark
and Fleishman-Hillard Kansas
City, Missouri
 - **Campbell's Chunky
Most Valuable Coach**
Lindy Frank
Weber Shandwick
Toronto

- award level: **Merit**
- **Starter Home Design
Campaign: Promoting
Affordable Housing**
Dan Ormond
Ideas Shop Ltd. and
Department of Building
and Housing
Wellington, New Zealand

● the best of the best

Suncor's National Campus Recruitment Campaign

Entrants: Stephanie Ryan, Candace Newman, Helen Rol and Kathryn Ward

Many growing companies seek to establish a long-term talent pipeline of the best and brightest new workers. Suncor Energy's recruitment campaign used in-depth research to build relationships with "a new generation of workers," instead of relying on glib assessments of their target demographic groups.

It was exciting to see how Suncor turned research insights from postsecondary school students into a strategy with tactics that have visual impact and palpable influence on the viewer. There are engaging videos of young employees sharing their feelings about starting their careers with an energy company. The interviews are candid enough that you see employees having fun and feeling fulfilled in spite of the self-doubt that is often attached to starting out. The videos demonstrated a balanced effort in achieving

Suncor's goal of conveying the work experience accurately to prospective employees.

The theme of offering immediate opportunities for professional growth was extended into the implementation plan of this submission. A team of new Suncor employees was trained to act as campus ambassadors for recruitment fairs. Because the research indicated job candidates were technologically savvy, iPads were used in the recruitment booths and a USB flash drive loaded with an electronic brochure was the takeaway for key prospects.

The campaign was developed across Canada in the midst of merger integration activities between Suncor and Petro-Canada, which created North America's fifth-largest oil and gas company. Materials were reviewed and refined by at least 10 business unit leaders. More than a dozen students were involved in development of the video materials. All in all, this submission is an exciting take on a classic employee communication campaign, with outcomes that met or exceeded all of its objectives.

—Margaret O'Hanlon and Adrian Cropley, ABC



Category:

Issues Management and Crisis Communication

award level: **Excellence**

● **Welcome to the Molina**

Healthcare Family

David J. Flaherty
Molina Healthcare Inc.
Long Beach, California

● **The Bravest of Faces: The**

Joannie Rochette Story

Barb MacDonald, ABC
Skate Canada
Ottawa

● **Telling the Whole Truth, Taking**

Action: Overcoming Crisis

Laoise U. O'Murchu
AMNCH, Tallaght Hospital
Dublin

award level: **Merit**

● **Helping Employees Understand**

Bupa's Strategy

Kelly Vandrine and Jon Mills
Bupa Australia
Hawthorn, Australia

● **Mine Crisis Calls for Journey**

to the Centre of the Earth:

Restoring Confidence

After Cigar Lake Floods

Sheryl Fox
Cameco Corp.

Saskatoon, Saskatchewan

● **The Salmon Farming Industry**

Speaks Out as the Cohen

Commission Launches

Martine Levy, Keka DasGupta
DDB Public Relations, BC Salmon
Farmers Association
Toronto

Category:

Employee/Member Communication

award level: **Excellence**

● **AIA Australia "Fast-Forwards" to a New Strategic Direction**

Amy Baird
AIA Australia
Melbourne, Australia



● the best of the best

Intel's High Deductible Health Plan in Plain English

Entrants: Michelle James, Keith Pearce, Lee LeFever, Sachi LeFever
This entry demonstrates how effective it can be to distill extremely complex information into a very simple message and package it in an appealing and engaging medium. Intel's High Deductible Health Plan communication generated real, measurable cost savings for the company. The communication also reflected a thorough understanding of the target audience. The video used a familiar format—an animated movie—but with a novel and attractive approach.

This entry teaches communicators how to convey a complex message in a very simple way (that is, make it "understandable" to different internal audiences), all without losing sight of the business objectives. It turns complexity into simplicity.

—Julie Dixon, ABC, and Carlos Wirth, ABC

● **Transportation Safety**

Leadership Programme

Anne McCormack
Anglo American PLC
London

● **GM Employee/Customer**

Outreach

Peter Ternes General
Motors Detroit,
Michigan

● **Going Green with**

Employee Self-Service

Allison Bunin
North Shore-LIJ Health System
Lake Success, New York

● **DuluxGroup Demerger**

Communications Project

Christine M. Dvoracek, ABC

Transform Consulting,

DuluxGroup

Elsternwick, Australia

award level: **Merit**

● **Abu Dhabi Government**

Leadership Development

Marketing Materials

Centre of Excellence

General Secretariat of the

Executive Council

Abu Dhabi, United Arab Emirates

● **TS CONNECT: Connecting**

Employee Performance Goals

to Organization Strategy

Technology Services

Hewlett-Packard

Palo Alto, California

award divisions

Division 1: Communication

Management includes projects, programs and campaigns defined by a communication strategy. Award winners have demonstrated the full range of planning and management skills—research, analysis, strategy, tactical implementation and evaluation.

Division 2: Communication Skills

includes communication elements (publications, advertising, websites, newsletters, etc.) that showcase technical skills such as editing, writing and design. Award winners have demonstrated strategic alignment, the creative process and measurable results.

Division 3: Communication

Creative includes elements that showcase creative talent and design through an essentially communicative function. Award winners have demonstrated innovation, creativity, strategic alignment and effective graphics communication.

2011 gold quill awards

2011 gold quill awards blue ribbon panel

Special thanks to Melissa Dark, ABC, 2011 Gold Quill Awards chair, and our 2011 Blue Ribbon Panel, who conducted all final judging in San Francisco.

Brandon Brind
Tim Buckley
Jocelyn Canfield, ABC
Adrian Cropley, ABC
Rey Anthony David
Julie Dixon, ABC
John Finney
Joel Fisher
Amanda Hamilton-Attwell, ABC
Laura Hardin
Todd Hattori, ABC
Wendy Heshka, ABC
Deborah Hudson, ABC
Ronald Kustra, ABC
James Lynch, ABC
Paul Matalucci, ABC
Cyrus Mavalwala, ABC
Dave Meyer
Igor Mintusov
Margaret O'Hanlon
Jeffrey Ory, ABC, APR
Peter Penny
John Robertson
Paul Sanchez, ABC, APR
Bill Spaniel, ABC
Kate Stebbings, ABC
Kristen Sukalac
Jane Voisard
Jennifer Wah, ABC
Claire Watson, ABC, APR
Brad Whitworth, ABC
Anna Willey, ABC
Ryan Williams
Carlos Wirth, ABC
Peter Yorke

● Engaging a 40,000-Strong Workforce in Support of a New Direction

Tania Auby
Absa Bank Pty. Ltd.
Johannesburg

Category: Human Resources and Benefits Communication

award level: **Excellence**

● Suncor's National Campus Recruitment Campaign

Stephanie Ryan, Candace Newman, Helen Rol, Kathryn Ward
kw communications,
Suncor Energy
Calgary, Alberta

award level: **Merit**

● Investing in People—IMF HR Web

Peggy Schoen, Laurie Husak, Tracy Lyall, Smitha Raju, Erik Churchill, Steve Clements, John Cass

International Monetary Fund
Washington, D.C.

● My Scripps Benefits Campaign

Denise Tanguay
Scripps Health
San Diego, California

● Setting the Stage for a Healthy Partnership

Anne C. Toulouse
The Boeing Co.
Chicago

● Improving Health and Wellness at Microsoft: Take Part, Take Charge, Take Care

Microsoft Benefits Team, Towers Watson Change & Communication Team
Microsoft and Towers Watson
Seattle

● Weyerhaeuser "Work Hard" Participation Campaign

Joseph Russo
Vanguard and Weyerhaeuser
Wayne, Pennsylvania

Category: Special Events—Internal or External

award level: **Excellence**

● Security Awareness Week

Susan Straub, ABC, and Julie Sobel
Alliance Data
Plano, Texas

● Igniting an Outpouring of Online Giving

Padilla Speer Beardsley, GiveMN.org
Minneapolis, Minnesota

● PwC + Diamond Welcome Event

James F. Kelly
PwC
New York City

award level: **Merit**

● Cre8ion: The Partnership Launch of Getty Images and GetCre8ive

Malaya V. Del Rosario
GetCre8ive Corp.
Pasig City, Philippines

● Marsh & McLennan Companies 2010 Global Town Hall

Vincent R. Beatty
Marsh & McLennan Companies
New York City

● Welcome Back Breakfast Show

David Crosson
SAIT Polytechnic
Calgary, Alberta

● Raise Your Hand for Young Worker Safety

Heather Young
WorkSafeBC
Vancouver, British Columbia

Category: Social Responsibility

award level: **Excellence**

● World Cup with a Cause

Federico del Castillo Carranza
Scotiabank Group Mexico
Mexico City

● Don't Be a Tosser

Larry Bannerman
Trigger and Alberta Beverage

Container Recycling Corp.
Calgary, Alberta

award level: **Merit**

● Awareness Campaign for Rightholders of French Catholic Education in Ontario

Roxanne Deevey
Conseil des écoles catholiques du Centre-Est
Ottawa

● "To Donate Life, Discuss It Today—OK" Campaign

Lelde McCoy
Ogilvy Public Relations for the Organ and Tissue Authority
Melbourne, Australia

● Living the Australian Government's Social Inclusion Agenda

Catherine Ellis
Parker & Partners, The Bell Shakespeare Co.
Sydney

Category: Multilingual Communication

award level: **Merit**

● Awareness Campaign for Rightholders of French Catholic Education in Ontario

Roxanne Deevey
Conseil des écoles catholiques du Centre-Est
Ottawa

Category: Electronic and Digital Communication—Management

award level: **Merit**

● Scotiabank

Federico del Castillo Carranza
Scotiabank Group Mexico
Mexico City

● Intranet Leadership, Development and Launch

Joel Fisher
Williams-Sonoma Inc.
San Francisco



• the best of the best

Cadbury Dairy Milk Fair Trade Banner

Entrant: Judy Lewis

This project is a shining example of good corporate social responsibility, and the communication campaign should be given due consideration beyond the fact that it is enhancing a mega-brand.

In fact, having taken time over the two days of the panel judging to revisit this submission a couple of times, we can say with some conviction that the brand [Cadbury] is seen to be taking second place to the fair trade initiative. The heroes are the cocoa farmers of Ghana and how this project is improving the basic standard of living in their community.

The actual campaign is not in itself overly innovative or groundbreaking. No frills or flashy gimmicks. Just a simple, honest-to-goodness awareness campaign using the fundamental story of the farmers and the community in Ghana, and allowing them, through their representative farmer, to speak directly to the people of Canada.

What is also interesting is the side benefit of social responsibility. To be labeled "fair trade," a product has to be made of ingredients that are all produced through fair trade standards.

Therefore, not only are the cocoa farmers gaining from this [initiative], but so are the sugar farmers of Latin America. Furthermore, if Cadbury wishes to extend this to additives of fruit and nuts, they, too, have to be fair trade. Other global brands within Kraft Inc. are copying the initiative.

This project was thoroughly thought through. Too many communiqués get hung up on the big idea, and no matter how good that is, they often trip and fall when it comes to the final implementation. This submission showcases the true benefits of thoroughness in planning. The work plan is a fine example to all of us in IABC. But to then see the actual results, what was achieved and how far reaching it all is, is also a good example.

What can we learn from this? The importance of simplicity, depth of thinking and thoroughness of planning, and keeping a focused end goal in mind.

—Peter Penny
and Jeffrey Ory, ABC, APR

read more online

Gold Quill Award-winning case studies from 2001 through 2010 are available in Discovery at <http://discovery.iabc.com>. Read the full work plans to see what makes these communication campaigns shine.

Category:

Social Media

award level: **Excellence**

• **Using Twitter to Build a Case for Social Media**

Karin Basaraba
Insurance Corporation
of British Columbia
North Vancouver,
British Columbia

• **Idea Factory: Building Employee Engagement Through Online Conversation**

Scott Carman

MTS Allstream
Winnipeg, Manitoba

award level: **Merit**

• **Let's Talk: Rogers Unwraps RedBoard Blog**

Keith McArthur, Richard Bloom
and Terrie Tweddle
Rogers Communications
Toronto

• **Gautrain Social Media Strategy**

Barbara Jensen, Ph.D.
Gautrain Rapid Rail Link
Gauteng, South Africa

Division 2 • Communication Skills

Category:

Electronic and Digital Communication—Skills

award level: **Merit**

• **Living Our Values**

The Living Our Values
Project Team
Royal Bank of Canada (RBC)
Toronto

• **SAITNOW: Intranet Revitalization**

Dan Allen
SAIT Polytechnic
Calgary, Alberta

• **2009 Annual Report: Operation H2O**

Steve Hubert
San Diego County
Water Authority
San Diego, California

• **Healing Stories: 2009**

Scripps Health Annual Report
Mike Godfrey, ABC, and
Christina Barrila
Scripps Health
San Diego, California

Category:

Audiovisual

award level: **Excellence**

• **Intel's High Deductible Health Plan in Plain English**

Michelle James, Keith Pearce,
Lee LeFever, Sachi LeFever
Intel Corp. and Common
Craft LLC
Rio Rancho, New Mexico, and
Seattle

award level: **Merit**

• **Colon Cancer Home Screening Kit Video**

Canadian Partnership Against
Cancer
AXS Biomedical Animation
Studio
Toronto



• the best of the best

Maple Leaf: For the Love of Bacon

Entrants: Alison George, Mackenzie Keller and Daniel Tisch

This entry was consistently solid from beginning to end, from research and conceptualization to execution and evaluation. Plus, it adds that extra spark of creative genius. It's the perfect combination of understanding your audience and implementing a targeted strategy with creative tactics. Although the primary purpose of the project was to generate awareness for a new reclosable bacon package, the entrants created a broader, research-driven campaign that garnered interest from both the media and the general public.

This entry proves that regardless of how dry the subject matter may be, creative, strategic thinking can produce fabulous results with a real business impact.

—Kristen Sukalac and James Lynch, ABC

- **So You Think You Can Dance NBGH and NEMHC**
Public Relations Department
North Bay Regional Health Centre
North Bay, Ontario
- **Soy, the Sustainable Protein**
Solae LLC, Fleishman-Hillard,
Antidote, The Business Artist
St. Louis, Missouri
- **Are You Ready? Vancity Launches a New Intranet**
Jane Nunnikhoven
Vancity
Vancouver, British Columbia

Category:

Publications

award level: **Excellence**

- **AERO Magazine**
Jill Langer, Jim Lombardo,
Jeff Fraga, Royal Stuart
The Boeing Co. and
Methodologie Inc.
Seattle
- **Upstream Dialogue: The Facts on Oil Sands**
Kari Viccars
Canadian Association of
Petroleum Producers
Calgary, Alberta
- **TELUS 2009 Annual Report**
Miriam Trottier and
Dianne Trach, ABC
TELUS Corp. and Geneva
Ventures Inc.
Edmonton, Alberta
award level: **Merit**
- **CPSA 2009 Annual Report**
Kelly Eby, ABC
College of Physicians & Surgeons
of Alberta
Edmonton, Alberta
- **Figures: Profiles and Perspectives, January 2010**
Allan Linklater, Krysta Smith,
Shannon Edge, Kevin Spila
Grant MacEwan University
Edmonton, Alberta

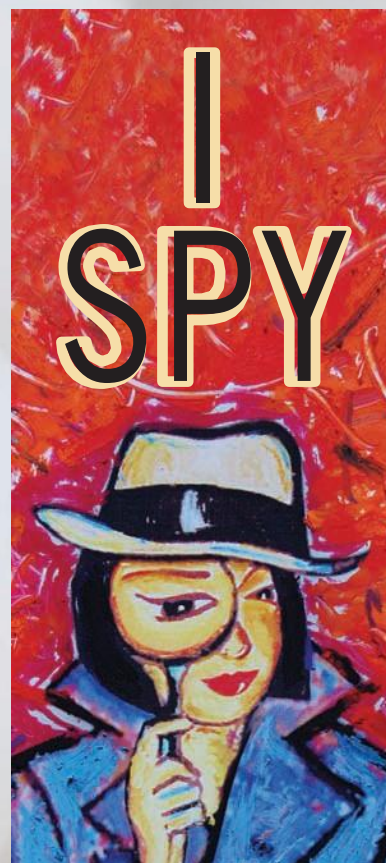
- **A Zagger's Guide to Memorial University**
Office of Student Recruitment,
Division of Marketing and
Communications
Memorial University of
Newfoundland
St. John's, Newfoundland
- **Out of the Blue Employee Publication**
Tanya Brees
NRMA Motoring & Services
North Strathfield, Australia
- **To Voice with Heart: NWS Newsletters**
Yat Sum Maria Cheung
NWS Holdings Ltd.
Hong Kong
- **Network Magazine: New Print Publication Connects Employees Across Canada, the U.S. and Mexico**
Dennis M. Lanthier
TransCanada Corp.
Calgary, Alberta

Category:

Writing

award level: **Excellence**

- **Public Information Sessions on Physician Shortages and Wait Times** Jonathan Carpenter Newfoundland and Labrador Medical Association
St. John's, Newfoundland



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resources
on
crisis
communication

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MADE SIMPLE.
discovery.iabc.com

Division 3 • Communication Creative

2011 gold quill awards coordinators

Special thanks to our category coordinators, who organized the first-tier judging of the Gold Quill Awards entries and managed more than 300 judges around the globe. The awards program would not be possible without their leadership and dedication.

- Linda Andross, ABC
- Lynn Barter, ABC
- Pat Chamberlain
- Sophia Dower
- Elizabeth DuWaldt
- Mark Estes, ABC
- John Fleming, ABC
- Katherine George, ABC
- Juan-Andres Rincon Gonzalez
- Barby Grant
- Neil Griffiths
- Sue Johnston, ABC
- Don Klausmeyer, ABC
- Sherri Krastel
- Jill LaNouette, ABC
- James Lynch, ABC
- Paul Matalucci, ABC
- Martha Muzychka, ABC
- Barb Sanford
- Peggy Schoen
- Tracey Sen
- Donna Sinclair, ABC
- Yvonne Callaway Smith
- Bill Spaniel, ABC
- Sergei Trofimenko
- Dyna Vink
- Mary-Eleanor Walker
- Claire Watson, ABC, APR
- Marcia White, ABC
- Elizabeth Williams
- Hui Zhang, ABC

Category: Publication Design

award level: **Merit**

- **Explore + Benefit 2011**
Elizabeth Williams
Buck Consultants
Los Angeles
- **The Shining: Research Stars 2010**
Office of Vice-President (Research), Division of Marketing and Communications
Memorial University of Newfoundland
St. John's, Newfoundland
- **Peet's Passions: Values Launch**
Kristi McFarland, Cheryl Magat, Laila Tarraf
Peet's Coffee & Tea
Emeryville, California
- **A New YMCA Vision for a Great Future**
YMCA Communications Team
YMCA of Greater Toronto
Toronto

Category: Other Graphic Design

award level: **Excellence**

- **Take the Plunge**
d'na (dakis & associates inc.)
Toronto
- **Cadbury Dairy Milk Fair Trade Banner**
Judy Lewis
Strategic Objectives,
Cadbury Dairy Milk
Canadian Brand Team
Toronto
- award level: **Merit**
- **Visual System and Templates**
Marty Dauer
Duff & Phelps
New York City
- **NSLC Feel Young Campaign**
Rick Perkins
Nova Scotia Liquor Corp.
Halifax, Nova Scotia

● **Conversa (Performance Management Campaign)**

Federico del Castillo Carranza
Scotiabank Group Mexico
Mexico City

● **Diversity Campaign**

Federico del Castillo Carranza
Scotiabank Group Mexico
Mexico City

Category: Interactive Media Design

award level: **Excellence**

- **Website Overhaul: Start Here, Go Places**
American Institute of CPAs (AICPA)
Durham, North Carolina
- **Manatt's 2010 Holiday E-card**
Jeff Still
Manatt, Phelps & Phillips LLP
Los Angeles
- award level: **Merit**
- **Animated Holiday Greeting**
Mary Gates
Clipper Windpower Inc.
Carpinteria, California

Category: Photography

award level: **Excellence**

- **The Shining: Research Stars 2010**
Office of Vice-President (Research), Division of Marketing and Communications, David Howells Photography
Memorial University of Newfoundland
St. John's, Newfoundland
- award level: **Merit**
- **The White Cashmere Collection 2010: Fashion with Compassion**
Strategic Objectives and Christopher Wadsworth
Strategic Objectives,
Kruger Products
Toronto

Category: Advertising (Conventional Media)

award level: **Merit**

- **Babies**
David Bierman
C-E
West Hollywood, California
- **Where Do Babies Come From?**
Keith Mclennon
C-E
West Hollywood, California
- **Mercy Sacramento Orthopedics Campaign**
Tanya Drago
Wallrich Landi
Sacramento, California

Student Division

Category: Communication Campaigns

- **Reaching Out for a Worthy Cause: shareURmeal, Singapore! 2010**
Tim Mou Hui
Singapore Management University, School of Social Sciences
Singapore

student award

The **Sharon Berzok Student Award** is the most prestigious student award given by the IABC Research Foundation. All student entries are considered for this award, which is judged on overall excellence and creativity. The winner receives US\$500 for education or professional development. Sharon Berzok was a communication consultant who served IABC on several committees and as a chapter president and board member. Berzok's family, colleagues and friends established this award in her name to recognize talent in young professionals.

This year's Sharon Berzok Student Award went to:

● **Reaching Out for a Worthy Cause: shareURmeal, Singapore! 2010**

Tim Mou Hui
Singapore Management University

Tim Mou Hui was looking for something more exciting than a car wash, a bake sale or selling flags to capture the imagination of charitable donors in Singapore. Inspired by a program he'd seen in the U.S. while on an international exchange program, he decided to raise money for a food-delivery program for the poor in his island country.

Hui and two friends sought to raise S\$3,000 in seven days using social

a "meals on wheels" program to feed homebound elderly people who live alone. They enlisted financial sponsors that agreed to contribute S\$3 for each photo of a meal emailed to the shareURmeal website—up to a maximum of 1,000 photos during the week-long campaign.

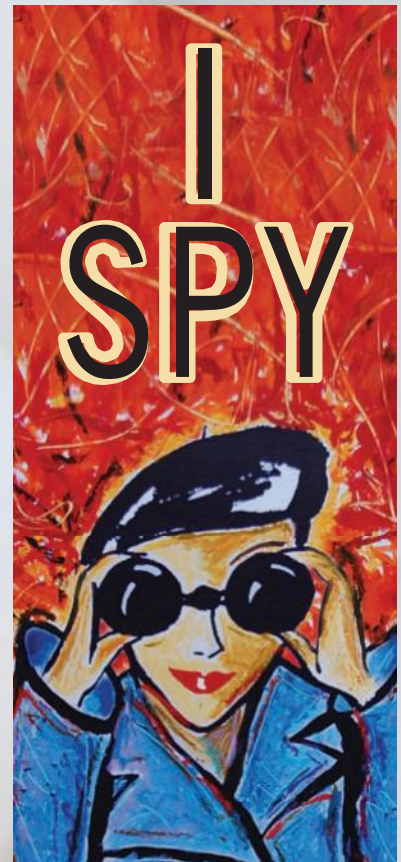
How do you get total strangers to take photos of meals and share them? The trio tailored their communication messages and channels to young adults ages 16 to 30—a group that's technologically and socially inclined to use social media to communicate on the go. They tapped a social trend among connected young adults in Singapore who take and post pictures of themselves—called "camwhoring"—convincing them to take pictures of themselves with their meals before eating them. The campaign reached its target audience through Facebook, Twitter, blogs and online forums. The group reinforced its efforts with local newspaper articles and partnerships with local cafés and food bloggers.

The results:

- 1,000 posted photos in just four days, and 1,600 pictures by the end of the weeklong campaign
- S\$200 in additional anonymous donations to the meals-on-wheels nonprofit

more than 350 Facebook "likes" and more than 300 members of a Facebook group

And just as Hui was inspired to start the local campaign, his work is done the same: A group in neighboring Malaysia is launching shareURmeal program there.



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special awards

All Gold Quill Award winners are considered for the IABC Research Foundation's Jake Wittmer Research Award and for the Business Issue Award.

The Jake Wittmer Research Award recognizes outstanding research commissioned or developed by an organizational communicator to effectively develop a successful communication program or project. This year's Jake Wittmer Research Award went to:

• **Fairness for Girls' Hockey**

Roanne Argyle and Team
Argyle Communications and Toronto Leaside Girls Hockey Association

In Canada, hockey defines the collective national experience. But in Toronto, girls were not getting access to ice time and as a result were being denied an essential Canadian experience. In this pro-bono campaign, Argyle Communication aimed to restore fairness and equity.

This campaign involved media relations, social media, grassroots communication and meetings with public officials. The activities were made effective by clearly defining the research question and articulating the influential audiences and how they connect to one another. The process integrated a methodology that enabled, informed and evaluated their communications.

The ice-time decision makers were a group of volunteer-run boards that were not applying city policy for equal ice time for girls. The lack of equity cost girls' programs an estimated CDN\$1 million extra over the past five years, as fees for girls to play were 40 percent higher than for boys' recreational hockey programs. The city council had the power to change this situation. The goal was to gain the mayor's support and a positive vote by the council to enforce the equity policy.

To apply political pressure and ensure a positive vote, the Toronto Leaside Girls Hockey Association needed to be credible and noticed. They gathered government-provided data to build their case. They were able to set bench-



The Fairness for Girls' Hockey campaign achieved its goal of equal ice time for girls through media relations, social media, grassroots communication and meetings with public officials.

marks on how many girls should be allocated ice time in each arena. They translated the lack of access into a financial cost to demonstrate the impact. They sought expert advice to inform their legal positions, while observational research validated the data they gathered. Messages were tested, both with the mayor's office and with key supporters, including families and players. With preparation and practice they were able to focus activities and ensure maximum exposure at the right time.

The result was early support from the mayor and political pressure applied by front-page media stories, national TV coverage and online petitions. On 4 December 2010, the city council vote was 36-2 in favor of the fairness motion, and a unanimous decision was reached to centralize the ice application process. Fairness was restored, and girls in Toronto are now entitled to fully participate in the Canadian hockey experience.

The Business Issue Award recognizes an entry that exemplifies the most outstanding work and

strategic involvement on a critical, current business issue that poses a significant threat to the economic well-being and/or continued viability of the entrant's organization. The entry must present a clear, effective and innovative resolution with measurable results and serve as a model for other communication projects focusing on this specific business issue. The 2011 Business Issue Award went to:

• **Don't Be a Tosser**

Larry Bannerman
Trigger and Alberta Beverage Container Recycling Corp.

What does it take to spark a change in public behavior? Start with solid research, add an innovative strategy, and top it off with inspired, creative execution. This year the Business Issue Award recognizes the work of the Trigger agency in Calgary, Alberta.

In 2008, Albertans threw more than 340 million bottles, cans and juice boxes into the trash, which ended up in provincial landfills. Research

showed that the biggest offenders were males aged 18 to 25, a group that is very difficult to reach with any kind of a message that sticks, let alone causes them to change their behavior.

The "Don't Be a Tosser" campaign rallied Albertans to the cause. Using an integrated marketing communication approach supported by grassroots tactics, the agency sent street teams to photograph non-recyclers caught in the act and posted their photos on the website dontbeatosser.com. Their research showed that circumstances are also important. Non-recycling was higher when a single-serving beverage was consumed away from home, particularly over long weekends, while on road trips, camping or attending sports events and music festivals. Taking this information into account, Trigger focused its media buy on long weekends.

It reached its audience in language that they could understand through a combination of mass media, banner ads placed on male-targeted websites, in-game ads placed in the top 10 online games played by young males, contests and giveaways.

Could an 18- to 25-year-old male miss the message placed next to the photos of female models on the "Sunshine Girl" page of the Calgary Sun or Edmonton Sun, or resist paying attention to the "Show Us Your Best End Zone Dance" contest at the Canadian Football League's Grey Cup?

The results say it all. Don't Be a Tosser helped improve beverage container return rates from 70.4 percent in 2008 to 82.1 percent in 2010.

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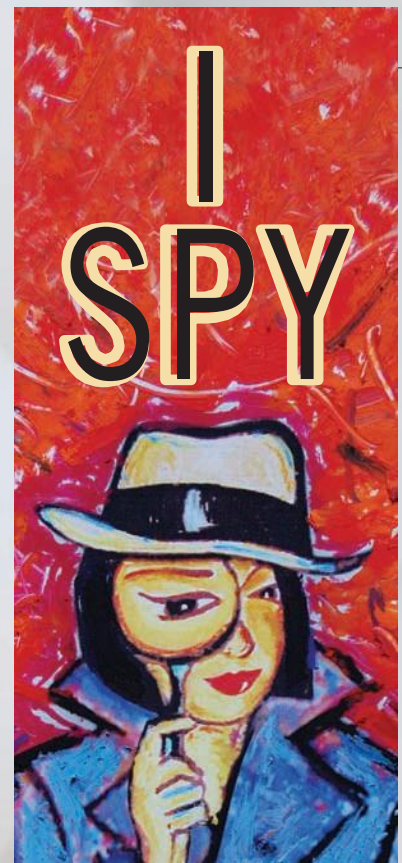
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reached its target audience of males aged 18–25 in language they could understand.



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