

# 2012 Gold Quill Awards

## *Outstanding* ACH

This year's  
winning entries  
showcase the breadth  
of communication skills  
and expertise

# 2012 Gold Quill Awards

## 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:

**Community Relations**

award level: **Merit**

#### U-Pass BC: How to Get Students Out Early

Tracy Bains  
UBC, Campus and Community Planning  
Vancouver, British Columbia

### Category:

**Customer Relations**

award level: **Merit**

#### How Rogers Communications Turned Its Harshes Critics into Brand Ambassadors

Mary Pretotto, Melanie Masson, Keith McArthur, Terrie Tweddle  
Rogers Communications  
Toronto

### Category:

**Media Relations**

award level: **Merit**

#### APCOR "Real Cork Floors" Campaign

Sharon Hayward, James Loftus, Erin Bodley  
DDB Public Relations, APCOR  
Toronto

#### Best Conversation Ever

Lindsay Mattick-Davidson  
Narrative, WIND Mobile  
Toronto

#### Staying on Course Through a Storm

Raquel Maurier and Quinn Phillips  
Faculty of Medicine & Dentistry, University of Alberta  
Edmonton, Alberta

### Category:

**Uncovering the Legacy of Environmental Lead in Residential St. John's**

Martha D. Muzychka, ABC  
Praxis Communications, LeadNL  
Biomonitoring Project  
St. John's, Newfoundland

### Category:

**Multi-Audience Communication**

award level: **Merit**

#### Four Steps to Driving Employee Engagement Through a Powerful Internal Brand

Rodney Jordan and Emilie Scott  
Coca-Cola Enterprises  
London

#### Knowledge@ASB: Tailoring Business Intelligence for Audience Segments

Marie Kelly  
Australian School of Business  
Sydney

### Category:

**Marketing Communication**

award level: **Merit**

#### APCOR "Real Cork Floors" Campaign

Sharon Hayward, James Loftus, Erin Bodley  
DDB Public Relations, APCOR  
Toronto

#### Bonnefield: Farmland for Farming

Lisa Courtney Lloyd  
Bonnefield Financial  
Ottawa

#### Wood Buffalo Curbside Recycling Pilot Project

Regional Municipality of Wood Buffalo and The DAGNY Partnership  
Edmonton, Alberta

### Category:

**Issues Management and Crisis Communication**

award level: **Excellence**

#### Becton Property Group Pty Ltd—June 2011 Group Capital Restructure

Monika Lancucki Becton  
Property Group East  
Melbourne, Australia

### Category:

**Employee/Member Communication**

award level: **Excellence**

#### Are You Ready? Vancity Launches a New Intranet

Jane Nunnikhoven  
Vancity  
Vancouver, British Columbia

#### Beyond the Blue Can: Changing Perceptions of PepsiCo from the Inside Out with Employee Ambassadors

Sharon Phillips, Stephanie Peterson, Beth Porter, Tamara Snyder, Abigail Rethore  
PepsiCo; Edelman  
Chicago

#### Helping Employees Make Good Financial Decisions

The Smart Saving Team  
Towers Watson, American Express  
New York City

#### Iron Mountain—Keepers of the Trust

Mary Hettinger and Susan Corliss  
Iron Mountain  
Boston

the best of the best  
**Subaru Brings Sexy Back  
 to the AutoShow**

Entrants: Greg Vallentin and James Loftus  
 This show-stopping entry is based on a clear business need to increase Subaru's 1 percent share-of-voice and sales in the highly competitive vehicle market—a very tough goal to meet given the fickleness of car buyers and advertising saturation in this category.

Using research as a foundation to profile audience characteristics and mind-sets, the entrants described the target audience as people between 30 and 40 years old with families who want the practicality of a minivan but in a vehicle with style. After 12 in-depth qualitative research sessions across the country, results showed that most potential Subaru buyers in Canada were unaware of the car's Japanese origin. The agency decided to cross-brand the vehicle with Japanese sumo wrestlers.

It was time to “bring sexy back” to the Canadian International AutoShow in the form of a 300-pound world champion

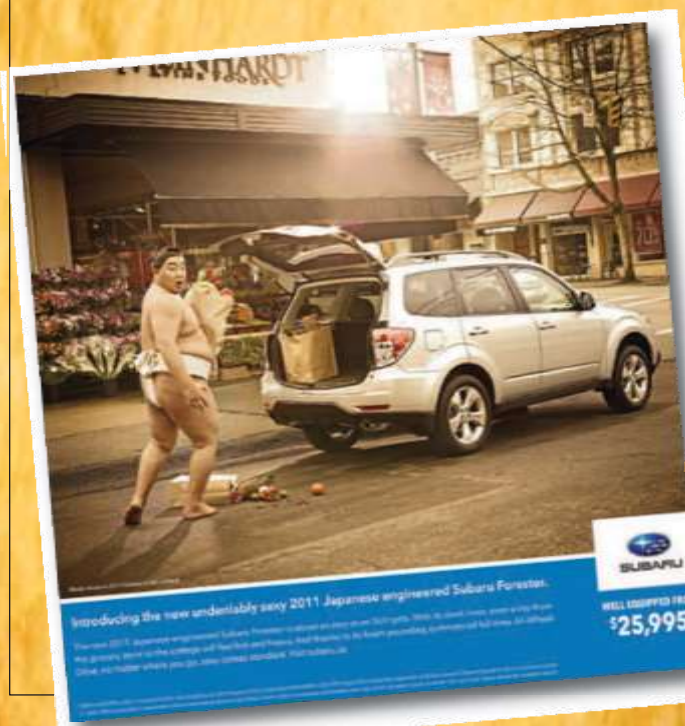


sumo wrestler called Byamba. The agency developed an integrated campaign featuring TV, print, point-of-sale, PR and social media elements. Sumo wrestlers appeared on car hoods seductively eating ice cream, cooling off by pouring water on their bodies and in other interesting situations. Byamba appeared in person at the AutoShow (pictured above) to build awareness and excitement about the Subaru brand. Supported by media relations, guerrilla

marketing, contests and social media, the campaign made a measurable difference for the auto company, generating 1,020 customer leads and an increase of 20 percent in sales during the month immediately following the AutoShow.

This entry is a perfect marriage of business need with a strategic solution and clever execution.

—Claire Watson, ABC, APR,  
 and Natalie Lowe



# 2012 Gold Quill Awards

## 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.

award level: **Merit**

- **ABC FP Seeks a Revenue Increase**  
Amanda J. Brittain, ABC  
Association of BC Forest Professionals  
Vancouver, British Columbia
- **Making Strides in Bosch Associate Health: The Half-a-Million Steps Challenge**  
Laurie Cosgrove and  
Lindsay Stortz  
Robert Bosch LLC,  
Towers Watson  
Chicago

- **RTI International Messaging Campaign**  
Public Relations and Corporate Communications RTI  
International Research  
Triangle Park,  
North Carolina
- **Stick It to the Flu**  
Dave Bourne  
The Scarborough Hospital  
Scarborough, Ontario
- **The Big Conversation**  
Mike Pounsford and  
Hilary Scarlett  
TUI UK and Ireland  
London

- **UPS My Choice**  
Kim Krebs and Julie Greenwell  
UPS  
Atlanta

**Category:**  
**Human Resources and Benefits Communication**  
award level: **Excellence**

- **Transocean's "Your Benefits Destination" HSA Campaign**  
Erin Packwood and Jamie Colvin  
Transocean and SimplyConnect Consulting LLC  
Houston, Texas

the best of the best

## Beyond the Blue Can: Changing Perceptions of PepsiCo from the Inside Out with Employee Ambassadors

Entrants: Sharon Phillips, Stephanie Peterson, Beth Porter, Tamara Snyder, Abigail Rethore



Comprehensive, successful and flexible, this employee ambassador program sets a benchmark for all other ambassador programs because of its strong tie to business needs, a willingness to monitor and adjust as the program developed, and clear alignment between its objectives and measured research. The entry is well written and demonstrates how employees—with the right tools, training and support—can become advocates for the company. It's a pleasure to see such a thoughtful, practical and professional program succeed.

—Kathryn Yates and Gail Pickard, ABC



award level: **Merit**

▪ **Apollo Group Benefits**

**Enrollment Campaign**

Joe H. Ricciardi, ABC  
Apollo Group  
Cave Creek, Arizona

▪ **Creating a New Culture of Financial Health at American Express**

The Smart Saving Team  
Towers Watson,  
American Express  
New York City

**Category:**

**Strategic Communication Processes**

award level: **Excellence**

▪ **City of Kelowna Communications Audit and Departmental Organizational Review**

Glenna Cross, ABC, MC, and  
Elaine Dixon, ABC, APR, MC  
Cross Wise Communications and  
Key Concepts  
Calgary, Alberta

award level: **Merit**

▪ **City of Mississauga:**

**Communications Master Plan**

Daniel Tisch, APR, Roanne Argyle,  
Sarbjit Kaur, Debra Chan, Ivana  
Di Millo, Sonja Banic

Argyle Communications, City  
of Mississauga

Toronto

▪ **Novo Nordisk Way**

**Communications Program**

Susan O'Connor, Lisa Centifanti-  
Gates, Lori Moore, Ambica Singh  
Novo Nordisk

Princeton, New Jersey

**Category:**

**Brand Communication**

award level: **Excellence**

▪ **Remember Memorex? It's Back and Streaming Live!**

Padilla Speer Beardsley, Memorex  
Minneapolis, Minnesota

▪ **Sveta vladar (The ruler of the world)**

Petra Muth Zupanc, Marko  
Tišma, Blaž Vuk, Tine Lugarič,  
Jernej Špende  
Pristop d.o.o., Nova KBM d.d.  
Ljubljana, Slovenia

**Category:**

**Special Events—Internal or External**

award level: **Excellence**

▪ **Anglo American's Local Procurement and Enterprise Development Trade Fair**

Ann Farndell  
Anglo American  
Johannesburg

▪ **The BIG Save, Ontario's Single Largest Blood Donor Clinic**

Janet Wong  
Canadian Blood Services  
Toronto

▪ **Union Gas Centennial Celebration**

Communications and  
Community Investment Team  
Union Gas Ltd.

Chatham, Ontario

▪ **World's Largest Mac & Cheese**

Deveney Communication,  
RAS Associates  
Cabot Creamery  
New Orleans, Louisiana

award level: **Merit**

▪ **Capitec Bank Swapping Mall**

Atmosphere Communications  
Cape Town, South Africa

▪ **Humana's 50th Anniversary Campaign**

Humana's 50th Anniversary  
Campaign team  
Humana Inc.

Louisville, Kentucky

▪ **Itak Džafest 2011**

Ula Spindler  
Pristop d.o.o., Telekom  
Slovenije d.d.  
Ljubljana, Slovenia

▪ the best of the best

**Building a Community One Peeve at a Time**

Entrant: Robert Willis

This entry offers a very creative approach to connecting with the audience and educating them about appropriate etiquette on public transit. It showed what could have been an uncomfortable message about public transportation and made it fun and comical. The campaign was a fun way to learn and connect with customers.

—Alexander Taratov and Chuck Gose



**CHATTY CHIHUAHUA**

Can be heard saying, "So I'm, like, doing my business on a tree, and this french bulldog is, like, 'Hey, let's play'. And I'm like, 'I'm kinda busy here...'"

Do you enjoy hearing a fellow passenger's detailed phone conversations? They probably don't want to hear yours either. If you need to make a call while on board, keep the volume down and the conversation short and sweet.

Read more about this entry on page 40.

# 2012 Gold Quill Awards



the best of the best  
**TELUS 2010 Annual Report**

Entrants: Miriam Trotter and Dianne Trach, AB  
Even annual reports can be presented in a way that's strategic. TELUS took a typically boring required report and was able to present it in a fashion that would be interesting to its main audience while still reporting what it needed to. We loved that they chose to use QR code to tell readers more about the topics.

—Karin Basaraba and  
Erika Ruiz Ramos, AB

▪ **Official “Ground Breaking”  
Launch for Ripley’s Aquarium  
of Canada**

Daniel Tisch, APR, Roanne Argyle,  
Debra Chan, Misty Meeks,  
Sarbjit Kaur, Caroline De Silva,  
Carmela Antolino  
Argyle Communications, Ripley  
Entertainment  
Toronto

▪ **Red X-mas Party**

Ula Spindler Black  
Pony Ljubljana,  
Slovenia

▪ **Subaru Brings Sexy  
Back to the AutoShow**

Greg Vallentin and James Loftus  
DDB Public Relations,  
Subaru Canada  
Toronto

▪ **Virtuoso Gala 2010:  
A Sparkling Affair**

Melissa Beilhartz,  
Ericka Greenham and  
Allison Stevenson  
IABC/London  
London, Ontario

**Category:**

**Social Responsibility**

award level: **Excellence**

▪ **A Farewell to Featherwagons**

Beckie Jas, Brandon Koepke,  
Anna Larson, ABC, Halton  
Region Picture Book Commit-  
tee, Creative Services  
Halton Region  
Oakville, Ontario

award level: **Merit**

▪ **Каждый день – это ваш день!  
 (“Every Day Is Yours!”)**

Sanofi Russia together with  
SPN Ogilvy  
Moscow

▪ **Absorbent: A SpongeBob  
Exhibit in Support of the  
Naked Heart Foundation**

Vladimir Vinogradov  
Pro-Vision Communications,  
Nickelodeon, Viacom Inter-  
national Media Networks (VIMN)  
Moscow

▪ **Building a Chemtastic  
Community**

Sujit Patil  
Tata Chemicals  
Mumbai, India

▪ **Donate Energy for Life!**

Aleksander Salki, Žiga Fišer  
Petrol d.d., Ljubljana  
Ljubljana, Slovenia

▪ **YOUR AD HERE Road Safety  
Contest**

Kate A. Pasieka, ABC  
ICBC, Insurance Corporation  
of British Columbia  
Burnaby, British Columbia

**Category:**

**Multilingual Communication**

award level: **Merit**

▪ **Colgate Live Better Global  
Healthy Activity Challenge  
Campaign**

Eiji Nakagawa, Marty Collins;  
Amy Breen, Scott Turner  
Colgate-Palmolive; Mercer  
New York City

**Category:**

**Electronic and Digital  
Communication—  
Management**

award level: **Merit**

▪ **New Transit for Toronto:  
The Eglinton-Scarborough  
Crosstown**

Daniel Tisch, APR, Roanne Argyle,  
Misty Meeks, Taryn Wismer  
Argyle Communications,  
Toronto Transit Commission  
Toronto

▪ **Responsible Gambling  
Training Program**

Social Responsibility and  
Corporate Communications  
Atlantic Lottery  
Moncton, New Brunswick

▪ **School A to Z  
Online School Community**

Corporate Communication  
NSW Department of Education  
and Communities  
Sydney

▪ **SMART U Social Media  
Training**

Sharon R. McIntosh  
PepsiCo  
Purchase, New York

**Category:**

**Social Media**

award level: **Excellence**

▪ **Building a Community  
One Peeve at a Time**

Robert Willis  
TransLink  
Burnaby, British Columbia

▪ **Kraft Foods DessertCentre.ca  
Festive Blogger Program**

Jennifer Brown, Sandra  
D’Ambrosio, Jennifer Zed,  
Robyn Adelson  
Edelman  
Toronto

▪ **Remember Memorex?  
It’s Back and Streaming Live!**

Padilla Speer Beardsley, Memorex  
Minneapolis, Minnesota

award level: **Merit**

▪ **Idejnica—Brainstorming Place  
for Employees**

Igor Medved  
Medis d.o.o.  
Ljubljana, Slovenia

**2012 gold quill awards  
blue ribbon panel**

Special thanks to Dave Meyer,  
2012 Gold Quill Awards chair,  
and our 2012 Blue Ribbon Panel,  
who conducted all final judging  
in San Francisco.

Karin Basaraba

Tim Buckley

Adrian Cromptley, ABC

Melissa Dark, ABC

Yves Doucet

Nick Durutta, ABC

Chuck Gose

Laura Hardin

Michelle James

Stephanie Johnson

Jo Langham, ABC

Natalie Lowe

Paul Matalucci, ABC Cyrus

Mavalwala, ABC Mary Ann

McCauley, ABC Dave

Meyer

Kerby Meyers

Peter Penny, ABC

Gail Pickard, ABC

Erika Ruiz Ramos, ABC

John Robertson

Cindy Schmieg, ABC

Alexander Taratov

Sergei Trofimenko

Jane Voisard, ABC

Erika Wah

Jennifer Wah, ABC, MC

Claire Watson, ABC, APR

Brad Whitworth, ABC

Kathryn Yates

# 2012 Gold Quill Awards

## Division 2 • Communication Skills

### Category:

Electronic and Digital  
Communication—Skills

award level: **Excellence**

#### ▀ SMART U Social Media

##### Training

Sharon R. McIntosh

PepsiCo

Purchase, New York

award level: **Merit**

#### ▀ Intel GoMyBen Mobile

M. James, J. Moffett,

M. Newgard, D. Kenedy,

B. Wallace, G. Teague, J. Plumb,

K. Wilbur, L. Worth

Intel Corp. and HB Design

Rio Rancho, New Mexico

#### ▀ Making It Click at

ontarioshores.ca

Susan Nakhle, Maureen

Patterson, Jennifer Bastarache,

Krista Luxton

Ontario Shores Centre for

Mental Health Sciences

Whitby, Ontario

### Category:

Audiovisual

award level: **Excellence**

#### ▀ The Decision Phoenix

Group, SGI Regina,

Saskatchewan award

level: **Merit**

#### ▀ Five Feet of Fabulous Video

Canadian Partnership

Against Cancer

AXS Biomedical Animation Studio

Toronto

#### ▀ Get a Grip on Winter Safety

Slips, Trips & Falls Team

Suncor Energy Inc.

Fort McMurray, Alberta

#### ▀ Operation Rhino

Simon Edelman

Resolute Consulting, Chicago

Zoological Society

Chicago

### Category:

Publications

award level: **Excellence**

#### ▀ TELUS 2010 Annual Report

Miriam Trottier and

Dianne Trach, ABC

TELUS Corp.

Edmonton, Alberta

### Category:

Writing

award level: **Excellence**

#### ▀ Unplugged: Electric Vehicle

Realities vs. Expectations

Andrea Lekushoff and

Bruce Geddes

Broad Reach Communications,

Deloitte Touche Tohmatsu Ltd.

Toronto

#### ▀ We Are Here: The TransCanada

Journey 1998–2010

Jennifer Wah, ABC, MC, and

Allan Jenkins (Forwards);

Heather Opseth, ABC, and

Shela Shapiro (TransCanada)

TransCanada Corp. with

Forwards Communication Inc.

Calgary, Alberta; North

Vancouver, British Columbia;

Copenhagen

award level: **Merit**

#### ▀ NLMA Members Reject

Government Contract Offer

Lynn Barter, ABC

Newfoundland and Labrador

Medical Association

St. John's, Newfoundland

## 2012 sponsor towers watson

IABC could not orchestrate this world-class awards program without the generous support of friends like our Platinum Gold Quill Awards sponsor, Towers Watson. Thanks to Towers Watson for all it does for this program, for IABC and for the communication profession.

Towers Watson is a leading global professional services company that helps organizations improve performance through effective people, risk and financial management. With 14,000 associates around the world, it offers solutions in the areas of employee benefits, talent management, rewards, and risk and capital management.

TOWERS WATSON 

## 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:

#### ▀ Remember Memorex? It's Back and Streaming Live!

Padilla Speer Beardsley,  
Memorex

In the 1970s and '80s, Memorex cassette tapes and compact discs dominated the marketplace. As technology grew at lightning speed, cassette tapes were replaced with other advances in audio, and the compact disc market became more competitive. The company turned its attention to the electronics market, selling iPod sound systems, gaming accessories and digital storage devices.

Without advertising to support these products, though, sales and awareness were low. Enter Padilla Speer Beardsley, with a research-based, results-driven communication strategy to boost sales.

The agency conducted extensive primary and secondary research to analyze its primary target audience, the "modern mom." Positioning Memorex as Mom's champion, the strategy ties the brand to popular family activities





ans of Memorex's Facebook age increased by 48 percent. Outcome-based objectives showed that key product sales more than doubled over the course of the campaign.

like using Facebook, watching television, listening to music and dancing. Padilla identified a strong connection between target audience groups and fans of the hit U.S. children's TV series Yo Gabba Gabba, and created an entertainment-driven campaign with broad appeal.

Modern Mom and her family were engaged through a Facebook video contest and a virtual birthday party featured live on Ustream.com with Yo Gabba Gabba. The agency conducted three phases of online media outreach to bloggers and journalists, and engaged family bloggers as brand ambassadors.

Output-based objectives generated more than 65 million impressions on blogs and other online media, the virtual birthday party was viewed from 5,250 computers, and the number of

**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 2012 Business Issue Award went to:

**City of Kelowna Communications Audit and Departmental Organizational Review**

Glenna Cross, ABC, MC, and Elaine Dixson, ABC, APR, MC Cross Wise Communications and Key Concepts

In 2008, the city of Kelowna, British Columbia, restructured its administrative function, including the community and media relations (CMR) department. A new director position was created to clarify roles and responsibilities, centralize staff reporting and communication services, and provide better strategic communication support. Two years later the city manager announced a goal of being recognized as the best mid-sized city in Canada. To achieve this vision would require a strong communication function supported by excellent strategy and implementation.

Yet some communicators continued to serve their client departments according to the old decentralized model, while other important business units, including human resources and strategic services, were left virtually unsupported. Research among residents in 2008 revealed that just 27 percent felt the city communicated effectively, and only 23 percent felt the information they received was timely. Under these circumstances, it was clear that the communication department, processes, tools and tactics needed to be reviewed.

Cross Wise Communications and Key Concepts were hired to conduct a communication audit and provide recommendations that would result in an effective organizational structure, clarify the role of the communication function, improve the nature of client requests for work that would provide strategic business

value, recommend communication services and policies, and support the team to increase capacity.

Using complementary qualitative research methodologies, the audit found that the 2008 reorganization had aligned CMR with elements of the IABC Excellence Model. The leadership saw communication as a core business process, and clients were seeing the benefits of a more strategic approach. Media coverage was seen as more accurate, and there was general agreement that CMR was under-resourced.

On the downside, however, the reorganization had opened a floodgate of demand for communication services. There was an imbalance between the "have" and the "have-not" clients, creating conflict among leaders. Employee communication was poorly understood and under-served. Research practices were insufficient to meet planning needs. The director had little supervisory or backup support and relatively junior staff. The workload was unsustainable. Cross Wise Communications and Key Concepts provided 23 recommendations to address these gaps, of which 16 have already been implemented in whole or in part. The director continues to use the audit report to guide decisions and planning for her team, and she is slowly building a department that is strategic, agile and flexible.

## Division 3 • Communication Creative

**Category:**  
Publication Design

award level: **Merit**

▪ **Gautrain History Book:  
From Dreams to Reality**  
Barbara Jensen  
Gautrain Management Agency  
Johannesburg

▪ **Great Minds Think Differently:  
President's Report 2011**  
Christa Steeves  
Memorial University  
of Newfoundland  
St. John's, Newfoundland  
▪ **Newell Rubbermaid Code  
of Conduct and Ethics**

Robyn Farmer, Lindsay Wilson,  
Jay Thomas, Elizabeth Lewis,  
Beth Sutton, Brian Christian,  
Diane Walters  
Newell Rubbermaid, The Network  
Norcross, Georgia

▪ **We Are Here: The TransCanada  
Journey 1998–2010**  
Brandon Brind, Matt Warburton,  
Jennifer Wah, ABC, MC, with  
Heather Opseth, ABC, and  
Shela Shapiro  
ImageStudio, Forwords  
Communication, TransCanada  
Bowen Island, Vancouver and  
North Vancouver, British  
Columbia; Calgary, Alberta

the best of the best

### Are You Ready? Vancity Launches a New Intranet

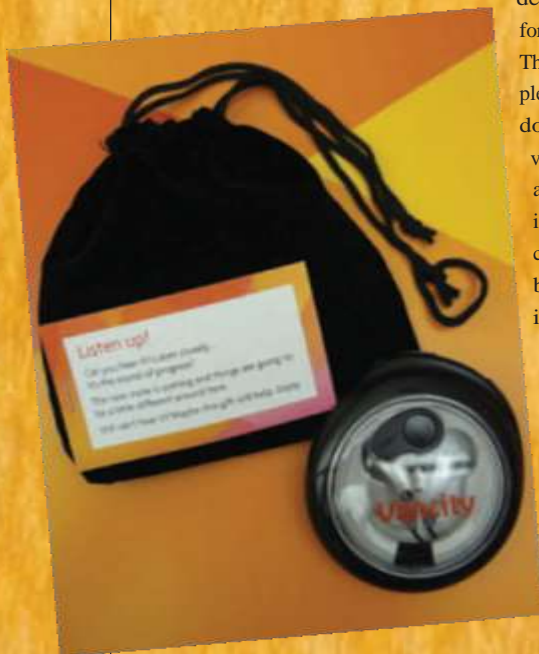
Entrant: Jane Nunnikhoven

This entry shows that research up front can assist in designing tactics that hit the mark with your audience. This is a well-researched, well-executed and well-measured campaign that

delivered solid results for the organization. The tactics were simple but excellently done. The launch video featured staff in a simple and engaging message that clearly identified the benefits of the new intranet. The giveaway of a set of headphones to each employee was an expensive tactic, but one based on solid research that drove behavior change: Research undertaken prior to the launch

revealed that one key reason employees were not watching online videos was the lack of speakers or headphones at their desks. The launch team provided headphones as a launch gift that had a real purpose and that helped to drive the desired behavior. It goes to show that when properly targeted, a giveaway can be a very valuable part of a program, and not just the usual branded coffee mug/mousepad/T-shirt.

—Michelle James and Melissa Dark, ABC



**Category:**

Other Graphic Design

award level: **Excellence**

▪ **“Experience the Spirit  
of Union College” Exhibit**

Janet Denison  
Vision Exhibits  
Lincoln, Nebraska

award level: **Merit**

▪ **Get a Grip on Winter Safety**

Slips, Trips & Falls Team  
Suncor Energy Inc.  
Fort McMurray, Alberta

▪ **Teamster-UPS Increasing  
Contributions Self-Mailer**

Teamster -UPS  
Prudential Retirement,  
Teamster-UPS National 401(k)  
Tax Deferred Savings Plan  
Atlanta

**Category:**

Interactive Media Design

award level: **Merit**

▪ **T.Y. Lin International Group  
Website**

Maribel Castillo, Pauline Lee,  
Pam Ching; Caroline Gouin,  
Kenn Fine, David Handlong,  
Josh Kelly, Mark Hoffmann



the best of the best

### A Farewell to Featherwagons

Entrants: Beckie Jas, Brandon Koepke, Anna Larson, ABC, Halton Region Picture Book Committee, Creative Services

It doesn't take a big budget to communicate with excellence. Knowing your audience and targeting them will bring the desired results. This creative, interactive and engaging campaign reached children 4 to 8 years old and their parents to begin the education process about air quality. It is a story told by owls in engaging, easily understood language. Marketing of the book was smart and cost-effective.

—Mary Ann McCauley, ABC, and Stephanie Johnson



T.Y. Lin International;  
FINE Design Group  
San Francisco

**Category:**

**Photography**

award level: **Merit**

• **The White Cashmere Collection 2011: Fashion with Compassion**

Deborah Weinstein  
Strategic Objectives,  
Kruger Products  
Toronto

**Category: Advertising (Conventional Media)**

award level: **Excellence**

• **The Decision**

Phoenix Group, SGI  
Regina, Saskatchewan

### Student Division

**Category:**

**Social Media/Technology**

• **The Social Strategist Project**

John D. Trybus  
Georgetown University's  
Center for Social Impact  
Communication  
Washington, D.C.

# 2012 Gold Quill Awards

## 2012 gold quill award category coordinators

Special thanks to our category coordinators, who organized the first-tier judging of the Gold Quill Award entries and managed more than 250 judges around the globe. The awards program would not be possible without their leadership and dedication.

Linda Andross, ABC  
Cynthia Baker, ABC  
Lynn Barter, ABC  
John Burgess, ABC  
Jay Coleman, ABC  
Brad Cope  
Yves Doucet  
Elizabeth DuWaldt  
Jo-Ann Fraser, ABC  
Eileen Gaughan, ABC  
Juan Andrés Rincón González  
Neil Griffiths  
Susan M. Johnston, ABC  
Ann Krzmarzick, ABC  
Kirsten Lambert  
Jill Feldon LaNouette, ABC  
Linda Lee, ABC, MC  
Mary Lewis, ABC  
Paul Matalucci, ABC  
Bish Mukherjee, ABC  
James Nesbitt, ABC  
Cindy Orlandi, ABC, APR  
Barb Sanford  
Peggy Schoen  
Tracey Sen  
Yvonne Callaway Smith  
Bill Spaniel, ABC  
Sergei Trofimenko  
Dyna Vink  
Claire Watson, ABC, APR

## 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.

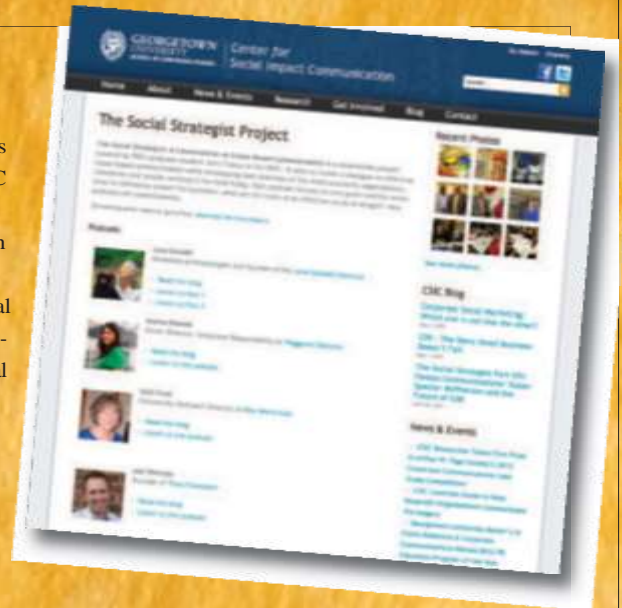
This year's Sharon Berzok Student Award went to:

### The Social Strategist Project

John D. Trybus  
Georgetown University

As a student researcher at Georgetown University's Center for Social Impact Communication (CSIC), John Trybus began to explore the idea of what makes a "social strategist." His plan was to test the hypothesis that not every communication professional is a social strategist; instead, a social strategist is a member of an elite group of industry influencers—those who use, according to Trybus, "the power of communication in unique and innovative ways to help solve some of society's biggest challenges."

Trybus's overall goal was to raise awareness of the "social strategy" idea and hypothesis among PR/communication students and professionals, as well as social strategists. Wanting to explore the motives and communication skills behind effective social movements, he began his project in December 2011 by interviewing cause-based communicators and presenting those interviews via a weekly podcast and blog series. By February 2012, he had profiled 16 different social strategists, logging approximately 100 hours on the project and planning an additional 15 profiles. Interviewees included Jane Goodall, renowned anthropologist and founder of the



Griffiths, National Geographic Society photographer and executive director of Ripple Effect Images; and Jason Cone, communication director for Doctors Without Borders.

Trybus promoted his project through the university's social media network of Facebook, Twitter and e-newsletters. The results included recognition by key influencers. Several of those profiled in turn shared the interviews with their own Facebook and Twitter followers, and one interview even resulted in a partnership between CSIC and the subject's company.

Student response was overwhelmingly positive. The first podcast had the highest level of engagement in the history of CSIC's online content, project page views increased each month, and the number of CSIC Facebook page fans increased by 10 percent.

The project has sparked a conversation among targeted audiences while also helping to position its sponsor, CSIC, as an educational thought leader in cause-based communication. Ultimately, Trybus plans to profile 30 to 40 social strategists before moving to phase two of the project, which will include additional research and quantitative data analysis to determine best practices, with the goal of contributing to the advancement of the communication profession.