2011 CMA Award Winners

Best of the Best

Company: Mars Canada
Campaign: M&M's Find Red
Agency: Proximity Canada

Also won Gold in Integrated - Consumer Products, Gold in Digital Interactive - Consumer Products and Gold in Media Innovation - Consumer Products

Senior Vice-President, Executive Creative Director: John Gagne
Associate Creative Directors, Copywriters: Rene Rouleau, Jonathan Ruby
Associate Creative Directors, Art Directors: Ari Elkouby, Jeff Da Silva
Account Director: Priyanka Goswami Senior Project Manager: Joanne Sincich
Associate Technical Directors: Darren Patey, Jeff Vermeersch

Pro Bono

Gold

Company: Toronto Crime Stoppers
Campaign: Anonymous
Agency: DDB Canada, Toronto

Co-Creative Directors: Todd Mackie, Denise Rossetto
Art Director: Yusong Zhang
Copywriter: Daniel Bonder
Director, Untitled Films: Curtis Wehrfritz
Editor, SCHOOL Editing: Chris Van Dyke
Account Team: Reshma Lalany, Lexi Rose
Agency Producers: Caroline Clarke, Andrew Schultz
Production Company: Untitled Films

Bronze

Company: Toronto Santa Claus Parad
Campaign: Memories Are Made at the Santa Claus Parade
Agency: Dashboard

Creative Director, Copywriter: Julie Stolberg
Creative Director, Art Director: Catherine Baird
Chief Visionary Officer: Barry Hillier
Art Directors: Darcy Reaume, Vanessa Caron
Programming: Kreshnik Mati, Anthony Sapp, Ted Sczelecki, David Blondski
President, Santa Claus Parade: Peter Beresford
Director of Technology: Ralph Reefke
Illustrator: Martin Bregman
Account Supervisor: Pamela Teh

Advertising
2011 CMA Award Winners

Automotive

Gold

Company: Subaru Canada
Campaign: Pure Performance
Agency: DDB Canada, Toronto

Creative Directors: Andrew Simon, Todd Mackie, Denise Rossetto
Art Director: Yusong Zhang
Copywriter: Daniel Bonder Agency
Producer: Andrew Schulze Associate
Creative Director: Paul Wallace
Director: Woods + Low

Silver

Company: Subaru Canada
Campaign: Sexy Comes Standard
Agency: DDB Canada, Toronto

Co-Creative Directors: Todd Mackie, Denise Rossetto
Associate Creative Director, Art Director: Paul Riss
Associate Creative Director, Copywriter: Matt Antonello
Agency Producer: Andrew Schulze
Director, OPC: Jorn Haagen
Senior Vice-President, Business Unit Lead, Subaru: Michael Davidson

Bronze

Company: smart Canada, a Division of Mercedes-Benz Canada Inc.
Campaign: Smart Cement Truck
Agencies: Proximity Canada/BBDO Toronto

Senior Vice-President, Executive Creative Director: John Gagne
Associate Creative Director, Copywriter: Rene Rouleau
Art Director: Andrew Mowbray
Senior Vice-President, Executive
Creative Director: Peter Ignazi
Account Supervisor: Nevena Djordjevic
Vice-President, Account Director: Steve Groh

Business Products & Services

Silver

Company: Cogeco Cable Inc.
Campaign: Stop Overpaying
Agency: OgilvyOne Worldwide
2011 CMA Award Winners

Senior Client Owner: Ron Perotta
Primary Client: Marie-Claude Caron
Creative Director: Matt Hassell
Art Director: Ali Asfour
Copywriter: Robin Singer
Account Lead: Zemina Moosa
Media Planners: Melissa Lanoue, Katherine Wong

Bronze

Company: Television Bureau of Canada
Campaign: TVB
Agency: john st.

Creative Director, Partner: Angus Tucker
Creative Director, Partner: Stephen Jurisic
Associate Creative Director, Copywriter: Chris Hirsch
Associate Creative Director, Art Director: Nellie Kim
Agency Producer: Nicole Andrisevic
Director, OPC: Brian Lee Hughes

Consumer Products

Gold

Company: James Ready Brewing Company
Campaign: Help Us, Help You
Agency: Leo Burnett, Toronto Chief

Creative Officer, Creative Director: Judy John
Creative Director: Lisa Greenberg
Copywriters: Steve Persico, Sean Barlow
Art Directors: Anthony Chelvanathan, Paul Giannetta Group
Creative Directors: Paul Giannetta, Sean Barlow
Illustrators: Josh Rachlis, Kimberley Pereira
Print Producers: Gladys Bachand, David Eades
Agency Producer: Franca Piancente

Silver

Company: Gillette, a Division of Proctor and Gamble
Campaign: ProGlide Launch
Agency: Proximity Canada

Senior Vice-President, Executive Creative Director: John Gagne
Vice-President, Creative Director: Dave Stevenson
Senior Art Director: Graham Ameron
Vice-President, Global Digital Planning
Director, Gillette: Collin Douma
Director, Human Insights: Allison Humphries
Executive Vice-President, Executive
Creative Director: Toygar Bazarkaya
2011 CMA Award Winners

Bronze

Company: Kraft Canada
Campaign: Tassimo - The Barcode Brews it Better
Agency: Ogilvy & Mather

Chief Creative Officer, Ogilvy: Nancy Vonk
Director of Marketing, Beverage, Kraft Foods: Doug Pritchard
Senior Brand Manager, Kraft Foods: Luke Cole
Group Account Director, Ogilvy: Kristi Karens
Senior Writer, Ogilvy: Chris Dacyshyn
Senior Art Director: Julie Markle

Consumer Services

Gold

Company: Newfoundland and Labrador Tourism
Campaign: Find Yourself
Agency: Target

Creative Director: Tom Murphy
Creative Group Head: Jenny Smith
Writer: Terri Roberts
Senior Art Director: Jeff McLean Group
Account Director: Catherine Kelly
Account Director: Ernie Brake

Silver

Company: Videotron
Campaign: Power to Win
Agency: Sid Lee

Vice-President, Brand & Content, Videotron: Claude Foisy
Principal Director, Marketing Communications, Videotron: Claudie Brassard
Vice-President, Senior Partner, Sid Lee: Francois Lacoursicre
Director of Strategy, Sid Lee: Thomas Hougaz
Product Director, Videotron: Annie Bissonnette
Creative Director, Sid Lee: Alex Bernier

Bronze

Company: Cogeco Cable Inc
Campaign: Cogeco Acquisition & Upgrade Marketing
Agency: OgilvyOne

Worldwide Senior Client Owner: Ron Perotta
Primary Client: Marie-Claude Caron
Creative Directors: Nancy Vonk, Matt Hassell
Art Director: Michael DePippo
2011 CMA Award Winners

Copywriter: Lee Singleton
Planner, Strategist: Michael Szego

Financial

Silver

Company: Capital One Canada
Campaign: Aspire Card Launch
Agencies: In-house/DBF/DDB/MediaVest

Vice-President, Brand Marketing, Capital One: Clinton Braganza
Creative Director, Capital One: Michael MacVicar
Vice-President, DBF: Steved Medcalf Group
Account Director, DDB: Wendy Caricari
Vice-President, MediaVest: Steve Cotten

Bronze

Company: TD
Campaign: Open Sunday Campaign
Agency: DraftFCB

Vice-President, Marketing Communications, TD Bank Group: Heather Sutton
Senior Manager, Digital Marketing, TD Bank Group: Mark Forsyth
Associate Marketing Manager, Digital Marketing, TD Bank Group: Roz Bristoll
Senior Manager, Advertising & Media, TD Bank Group: Jennifer Matto
Agency of Record, Campaign Creative Development: DraftFCB Campaign
In-branch Merchandising Development: McDonnell Haynes Health Care/Pharmaceutical

Silver

Company: Novartis Consumer Health
Campaign: Buckley's Mucus & Phlegm
Agency: Saatchi & Saatchi Canada

Co-Executive Creative Directors: Helen Pak, Brian Sheppard
Art Directors: Tyler Serr, Marc Melanson
Copywriter: Mike Tung
Head of Production: Rob Tunnicliff
Account Director: Kathy McLay
Director of Marketing, Novartis Consumer Health: Eric Bentz

Bronze

Company: Canada Health Infoway
Campaign: Turning Around Public Opinion
Agency: Narrative Advocacy Media, a division of Bensimon Byrne

Vice-President, Corporate Affairs, Canada Health Infoway: Kirk Ferguson
Group Director, Corporate Affairs, Strategies & Planning, Canada Health Infoway: Wendy Novachko
2011 CMA Award Winners

Copywriter, Bensimon Byrne: Michael Takasaki
Art Director, Bensimon Byrne: Glen D'Souza
Copywriter, Mighty Digita: John Czikk
Senior Interactive Art Director, Mighty Digital: Ulyssis Crisostomo

NFP/Fundraising/Public Service

Gold

Company: Toronto Crime Stoppers
Campaign: Anonymous
Agency: DDB Canada, Toronto

Co-Creative Directors: Todd Mackie, Denise Rossetto
Art Director: Yusong Zhang
Copywriter: Daniel Bonder
Director, Untitled Films: Curtis Wehrfritz
Editor, SCHOOL Editing: Chris Van Dyke
Account Team: Reshma Lelany, Lexi Rose

Silver

Company: Tourette Syndrome Foundation of Canada
Campaign: @Random - The Documentary Project for Tourette Syndrome
Agency: Saatchi & Saatchi Canada

Executive Creative Director, Art Director: Helen Pak Executive
Creative Director, Copywriter: Brian Sheppard
Executive Creative Director: Brett Channer
Agency Producer: Matt Shipp
Pixel Publishers, Lunch Inc.: Andrew Harris, Stephen Lo, Amy Miranda, Lily-Ann Lee
Director & Chair Marketing, Tourette Syndrome Foundation of Canada: Kirk O'Brien

Bronze

Company: BC Hydro
Campaign: Let's Team Up Against Waste
Agency: DDB Canada

Account Director, Account Lead: Terra Cochrane
Director, Strategic Planning: Rob Newell
Creative Directors: Dean Lee, Cosmo Campbell
Art Director: Chris Moore
Copywriter: Neil Shapiro
Producers: Sue Bell, Amanda Ding

Retail

Gold
2011 CMA Award Winners

Company: Boston Pizza International
Campaign: Flatties and Drummies
Agency: TAXI Toronto Executive

Creative Director: Darren Clarke
Senior Writer: Jono Holmes
Art Director: Niall Kelly Group
Account Director: Edith Rosa
Vice-President Marketing, Boston Pizza: Joanne Forrester
Executive Vice-President Marketing, Boston Pizza: Steve Silverstone
Account Manager: Emma Toth

Silver

Company: New York Fries
Campaign: The Power of Poutine Drives
Agency: Juniper Park

Partner, President: Jill Nykoliation
Partner, Executive Creative Director: Terry Drummond
Partner, Executive Creative Director: Alan Madill
Partner, Executive Creative Director: Barry Quinn
Associate Creative Director, Art Director: Colin Brown
Associate Creative Director, Copywriter: Tom Greco

Bronze

Company: Familiprix
Campaign: We Put Ourselves in Your Shoes
Agency: ig2

Creative Director, Art Director: Luc Du Sault
Creative Director, Copywriter: Marc Fortin
Copywriter: Nicolas Boisvert Planner, Strategist: Mireille Cote
Planner, Strategist: Catherine Darius
Account Lead: Christine Larouche

Digital

Automotive

Silver

Company: Subaru Canada
Campaign: Sexy Comes Standard
Agency: DDB Canada, Toronto

Co-Creative Directors: Todd Mackie, Denise Rossetto
Associate Creative Director, Art Director: Paul Riss
Associate Creative Director, Copywriter: Matt Antonello
Agency Producer: Cathy Kim
2011 CMA Award Wins

Senior Vice-President, Business Unit Lead, Subaru: Michael Davidson
Account Supervisor: Peter Brough

Bronze

Company: BMW Canada
Campaign: X3 Launch
Agency: Cundari

Chief Creative Officer: Brent Choi
Associate Creative Directors, Art Directors: Raul Garcia, Mike Sipley
Copywriter: Brian Murray
Associate Creative Director, Copywriter: Cory Eisentraut
Interactive Designers: John Filleti, Stuart Thom
Art Director: Marcella Coad
Associate Creative Director, Art Director: Raul Garcia

Business Products & Services

Bronze

Company: john st.
Campaign: Pink Ponies: A Case Study
Agency: john st. Creative Director, Partner: Angus Tucker

Creative Director, Partner: Stephen Jurisic
Art Director: Andrew Livingston
Copywriter: Simon Bruyn
Agency Producer: Michelle Orlando
Production House: Sons and Daughters
Consumer Products

Gold

Company: Mars Canada
Campaign: M&M's Find Red
Agency: Proximity Canada

Senior Vice-President, Executive Creative Director: John Gagne
Associate Creative Director, Copywriter: Rene Rouleau
Associate Creative Director, Art Director: Ari Elkouby
Associate Creative Director, Copywriter: Jonathan Ruby
Associate Creative Director, Art Director: Jeff Da Silva
Associate Technical Director: Darrin Patey

Silver

Company: Stanfield's Ltd.
Campaign: The Guy At Home In His Underwear
Agency: john st.
2011 CMA Award Winners

Creative Director, Partner: Angus Tucker  
Creative Director, Partner: Stephen Jurisic  
Associate Creative Director, Copywriter: Chris Hirsch  
Associate Creative Director, Art Director: Nellie Kim  
Agency Digital Producer: Mavis Huntley  
Production Company: Secret Location/Hard Citizen

Bronze

Company: Bauer Hockey  
Campaign: VAPOR X:60 Stick Campaign  
Agency: Olson Associate

Account Director, Olson: Matt Lundmark  
Creative Director, Olson: Derek Bitter  
Digital Strategist, Olson: Matt Nyquist  
Vice-President, Global Marketing, Bauer: Matt Smith  
Director, Global Marketing & Brand Strategy, Bauer: Steve Jones  
Director, Global Marketing Activation, Bauer: Darryl Hughes  
Consumer Services

Gold

Company: Canadian Tourism Commission  
Campaign: Twitter Wall  
Agencies: DDB Canada, Vancouver/Tribal DDB, Vancouver

Regional Managing Director, CTC: Siobhan Chretien  
Social Media Officer, CTC: Carol Horne  
Creative Director, DDB: Cosmo Campbell  
Creative Director, Tribal DDB: Josh Fehr  
Associate Creative Director, Tribal DDB: Murray Falconer  
Interactive Producer, Tribal DDB: Zerlina Chan

Silver

Company: Rogers Communications  
Campaign: The Briefcase  
Agency: Publicis

Vice-President Brand & Marketing Communications: Shelagh Stoneham  
Director Social Media, Digital & Customer Base Management: Jenny Thompson  
Senior Manager, Digital & Social Media: Tobi Rammo  
Manager, Marketing Communications: Melissa Clark  
Art Director, Publicis: Lucas Longman  
Creative Director, Publicis: Bill Newbery

Financial

Gold
2011 CMA Award Winners

Company: MasterCard Canada
Campaign: Intern Program
Agency: MacLaren McCann
Senior Art Director: Jeremy Lenz
Copywriter: Sarah Deziel
Account Executive: Taryn Lipschitz
Account Supervisor: Kobi Gulersen
Vice-President, Consumer Marketing: Nicole Avery
Head of Marketing, MasterCard Canada: Lilian Tomovich

Silver

Company: TD
Campaign: Back To School
Agency: Twist Image

Executive Creative Director: Virginia Magaletta
Technical Lead: Pascal Larocque
Art Director: Corey Litvak
Writer: Jeff MacGregor
Flash Lead: Cedric Tuboeuf
Group Account Director: Gillian Ross

Bronze

Company: Credit Unions of BC
Campaign: Be Remarkable
Agency: Noise

Digital Account Manager: Carolyn Fung
Creative Director: Michael Milardo
Art Director: Brock Ellis
Account Director: Mark Nishiguchi
Strategy: Trevor Carr
Director of Marketing & Creative Services, Credit Unions of BC, Central1: Martin Reed

Health Care/Pharmaceutical

Bronze

Company: Roche Diagnostics Canada
Campaign: Life Without Strips
Agency: Cossette

Senior Product Manager, Accu-Chek Mobile System, Roche Diagnostics: Patrick Laurendeau
Manager, Consumer Group, Diabetes Care, Roche Diagnostics: Chantal Cloutier
Vice-President Relationship Marketing, Cossette: Fabienne Callu
Creative Director, Cossette: Thomas Nelligan
Social Media Director, Optimum: Sophie Labelle
Account Director, Cossette: Isabelle Cyphiot
2011 CMA Award Winners

NFP/Fundraising/Public Service

Gold

Company: TELUS
Campaign: Go Pink
Agency: TAXI Toronto

Creative Director: Jordan Doucette
Account Manager: Natalia Paruzel-Gibson
Assistant Creative Director: Laura Watts
Producer: Hanna Bratt Client: Tee Tran
Art Director: Irene Pau

Silver

Company: Canadian Blood Services
Campaign: Rally Campaign
Agencies: DDB Canada, Toronto/Tribal Toronto/Radar Toronto

Creative Directors: Denise Rossetto, Todd Mackie, Louis-Philippe Tremblay
Associate Creative Director, Art Director: Paul Riss
Associate Creative Director, Copywriter: Matt Antonello
Art Director: Barry Lachappelle
Director of Production: Cathy Kim Group
Account Director: Nicole Lupke

Bronze

Company: Tourette Syndrome Foundation of Canada
Campaign: @Random - The Documentary Project for Tourette Syndrome
Agency: Saatchi & Saatchi Canada

Executive Creative Director, Art Director: Helen Pak
Executive Creative Director, Copywriter: Brian Sheppard
Executive Creative Director: Brett Channer
Agency Producer: Matt Shipp
Pixel Publishers, Lunch Inc.: Andrew Harris, Stephen Lo, Amy Miranda, Lily-Ann Lee
Director & Chair Marketing, Tourette Syndrome Foundation of Canada: Kirk O'Brien

Retail

Gold

Company: Just for Laughs
Campaign: Just for Laughs
Agency: Twist Image

Executive Creative Director: Virginia Magaletta
Associate Creative Director: Mark Holden
Writer: Jeff MacGregor
2011 CMA Award Winners

Account Supervisor: Liesl Barrell
Designer: Stu Brown
Technology Director: Adrien Montpellier

Silver

Company: Pizza Pizza Ltd.
Campaign: Mobile Ordering App
Agency: Plastic Mobile Inc.

President & Chief Operating Officer: Melody Adhami
CEO: Sep Seyedi
Creative Director, Art Director: Christopher May
Chief Executive Officer: Paul Goddard
Chief Marketing Officer: Pat Finelli
IT Project Manager: Jim Montebello
Technical Director: Ryan McDonald
QA Analyst: Anthony He
Developers: Alex Lee, Barum Rho

Direct 1:1

Automotive

Gold

Company: Audi Canada
Campaign: Luxury from A to Z
Agency: BIMM Direct and Digital

Senior Client Owner: Mike Da Ponte
Primary Client: Alannah David
Creative Officer: Roehl Sanchez
Art Director: Niki Snjaric
Account Lead: Jon Chiriboga
Account Team Member: Mary Maynard
Production Manager: Scott Keeling
Production Artist: Kam Ladwal
Copywriters: Bruce Hiebert, Andrew Strachan

Silver

Company: BMW Canada
Campaign: Cutting
Agency: Cundari

Chief Creative Officer: Brent Choi
Copywriter: Alex Manahan
Art Director: Andrew Bernardi
Designer: Sarah Cosentino
2011 CMA Award Winners

Associate Creative Directors: Mike Dietrich, Mike Sipley
Studio Artist: Warren Hardy

Bronze

**Company:** BMW Canada  
**Campaign:** M Drive Event  
**Agency:** Cundari

Chief Creative Officer: Brent Choi  
Designer: Sarah Cosentino  
Associate Creative Director, Copywriter: Cory Eisentraut  
Creative Director: Dean Martin  
Project Manager: Cecily Lo Business

**Products & Services**

Gold

**Company:** Rogers Communications  
**Campaign:** Table Cloth DM  
**Agency:** Rosetta

Director Business Communications: Chris McGrath  
Senior Manager Marketing Communications: Brian Carey  
Manager Marketing Communications: Menexia Dartis  
Segment Strategy Manager: Jennifer Boville  
Creative Director: Mike McGovern  
Associate Creative Director: Curtis Wolowich

Silver

**Company:** Wishabi  
**Campaign:** Bento Box  
**Agency:** Wishabi

Chief Executive Officer: Wehuns Tan  
Marketing Manager, Concept Development & Copywriting: Julia Foy  
Creative Director: Arnel Ilano  
Art Director, Studio B Communications: Philina Chan  
Illustrator: Jacques Perrault

Bronze

**Company:** Monster.com  
**Campaign:** Golf Ball  
**Agency:** Proximity Canada

Vice-President, Creative Director: Ben Chandler  
Art Director: Andrew Yeung  
Senior Art Director: Jeremy Burgin
2011 CMA Award Winners

Vice-President, Managing Director: Andrea Cook
Production Artist: Joshua Hardaker
Senior Print Production Manager: Ellie Lee
Consumer Products

Gold

Company: James Ready Brewing Company
Campaign: Blank Cap Recall
Agency: Leo Burnett, Toronto

Chief Creative Officer, Creative Director: Judy John
Creative Director: Lisa Greenberg
Copywriter: Steve Persico
Art Director: Anthony Chelvanathan
Print Producer: Gladys Bachand
Editor: David Nakata

Silver

Company: James Ready Brewing Company
Campaign: Help Us, Help You
Agency: Leo Burnett, Toronto

Chief Creative Officer, Creative Director: Judy John
Creative Director: Lisa Greenberg
Copywriters: Steve Persico, Sean Barlow
Art Directors: Anthony Chelvanathan, Paul Giannetta
Group Creative Directors: Paul Giannetta, Sean Barlow
Illustrators: Josh Rachlis, Kimberley Pereira
Print Producers: Gladys Bachand, David Eades
Agency Producer: Franca Piacente

Bronze

Company: Xbox Canada
Campaign: Halo: Reach Pre-Sale Program
Agency: Wunderman

Marketing Communications Manager, Xbox Canada: Eric Charles
Creative Group Head: Daniel Westgate
Art Director: Richard Luong
Writer: Paul Galbraith
Account Lead, Strategist: John Gareau
Account Manager: Julia Nasello

Consumer Services

Silver
2011 CMA Award Winners

**Company:** Aeroplan  
**Campaign:** Welcome Aboard Event  
**Agency:** Cossette

General Manager, Marketing Communications & Brand, Aeroplan: Chris Willoughby  
Senior Manager, Marketing Communications & Brand, Aeroplan: Genevieve Seguin  
Art Director, Cossette: Guillaume Carrier-Turcotte  
Creative Writer, Cossette: Melanie Franz  
Chief Creative Officer, Cossette: Carlos Garavito  
Group Account Director, Cossette: Laurence Ohayon

**Bronze**

**Company:** Rogers Communications  
**Campaign:** Winnipeg DM  
**Agency:** Rosetta

Vice-President Brand & Marketing Communications, Rogers: Shelagh Stoneham  
Marketing Communications Manager, Direct Marketing, Roger Communications: Andrew Rusk  
Director, Consumer Marketing, Rogers: Ciara McDonnell  
Associate Creative Director: Curtis Wolowich  
Associate Partner, Creative Group Director: Mike McGovern  
Associate Partner, Group Account Director: Meredith Grove

**Financial**

**Bronze**

**Company:** RBC Royal Bank  
**Campaign:** Retail by Design Launch  
**Agency:** Ariad Custom Communications

Vice-President, Ariad Custom Communications: Marnie Kramarich  
Account Director, Ariad Custom Communications: Frank Cristiano  
Account Manager, Ariad Custom Communications: Stephanie Kaczorowski  
Senior Art Director, Ariad Custom Communications: James Palmer  
Head, Marketing Integration, RBC Royal Bank: Michelle Buchanan  
Senior Marketing Manager, RBC Royal Bank: Patricia Brady

**Health Care / Pharmaceutical**

**Company:** Shoppers Drug Mart  
**Campaign:** Very Important Baby Program (V.I.B)  
**Agency:** BIMM Direct and Digital

Senior Client Owner, Creative Officer: Roehl Sanchez  
Primary Client: Amy Ferguson  
Art Director: Niki Snjaric  
Copywriter: Meaghan Vigar  
Account Lead: Rosie Gentile
2011 CMA Award Winners

NFP/Fundraising/Public Service

Gold

Company: Fondation de l'Institut Nazareth et Louis-Braille
Campaign: The Show You Must See
Agency: Cossette

General Manager, Fondation de l'Institut Nazareth et Louis-Braille: Jocelyne Vautour
Chief Creative Officer, Cossette: Antoine Becotte
Creative Writer, Cossette: Richard Villeneuve
Executive Vice-President, Cossette: Melanie Dunn
Account Director, Cossette: Joumana Oweida
Electronic Producer, Cossette: Maryse Beauregard

Silver

Company: Moorelands Community Services
Campaign: Moorelands Christmas Letter
Agency: BIMM Direct and Digital

Senior Client Owner, Creative Director: Roehl Sanchez
Primary Client: Dagmar Schroeder
Primary Client: Patricia Jacobs
Art Director: Mark Rawlinson
Copywriter: Meaghan Vigar

Bronze

Company: World Vision
Campaign: Africa Water Campaign
Agency: Blue North Strategies Inc.

Art Director: Sajid Butt
Designer: Catherine Quinlan
Writer: Nancy Harper
Chief Executive Officer, World Vision U.S.: Cam Shapansky

Integrated

Consumer Products

Gold

Company: Mars Canada
Campaign: M&M's Find Red
Agency: Proximity Canada

Senior Vice-President, Executive
Creative Director: John Gagne
2011 CMA Award Winners

Associate Creative Director, Copywriter: Rene Rouleau
Associate Creative Director, Art Director: Ari Elkouby
Associate Creative Director, Art Director: Jonathan Ruby
Associate Creative Director, Copywriter: Jeff Da Silva
Account Director: Priyanka Goswami

Silver

**Company:** James Ready Brewing Company  
**Campaign:** Help Us, Help You  
**Agency:** Leo Burnett, Toronto

Chief Creative Officer, Creative Director: Judy John  
Creative Director: Lisa Greenberg  
Copywriters: Steve Persico, Sean Barlow  
Art Directors: Anthony Chelvanathan, Paul Giannetta  
Group Creative Directors: Paul Giannetta, Sean Barlow  
Illustrators: Josh Rachlis, Kimberley Pereira  
Print Producers: Gladys Bachand, David Eades  
Agency Producer: France Piacente

Bronze

**Company:** Hewlett-Packard  
**Campaign:** HP ePrint Live  
**Agency:** Proximity Canada

Senior Vice-President, Porter Novelli U.S.: Carolina Titmuss  
Senior Vice-President, Porter Novelli U.S.: McKaela Moran  
Media Strategist, O.M.G.: Lisa Hanauer  
Project Director: Jason Dick  
Associate Creative Director, Art Director: Ari Elkouby  
Account Supervisor: Sarah Brown

Financial

Silver

**Company:** Scotiabank  
**Campaign:** Let The Saving Begin  
**Agency:** Bensimon Byrne

Senior Vice-President Canadian Marketing, Scotiabank: Duncan Hannay  
Vice-President Brand & Marketing Management, Scotiabank: Jeff Marshall  
Vice-President, Business Development, Scotiabank: Rick White  
Associate Creative Director, Bensimon Byrne: Chris Harrison  
Associate Creative Director, Bensimon Byrne: Hayes Steinberg  
Vice-President, Group: Sandi Truffen  
Account Director, Bensimon Byrne

Bronze
2011 CMA Award Winners

Company: ING DIRECT
Campaign: THRIVEtastic
Agency: Dashboard

Creative Directors: Julie Stolberg, Catherine Baird
Designer: Danica Enns
Account Director: Aniesha Mohammed
Account Executive: Sihan Shi
Social Media Strategist: Adam Brain
Head of Online Experience, ING DIRECT: Mark Nicholson
Art Directors: Catherine Baird, Danica Enns, Chris Obergfell, Martin Bregman
Copywriter: Julie Stolberg
Director of Technology: Ralph Reefke
Programming: Ted Sczelecki, David Blonski, Anthony Sapp
Animation: Thadeus Maximus Group
Account Director: Gayle Lunn
Public Relations: Maverick

NFP/Fundraising/Public Service

Silver

Company: Members of the BC Salmon Farmers Association
Campaign: BC Salmon Facts
Agency: DDB Canada Manager, Community Cultivation: Chris Walts

Creative Director: Cosmo Campbell
Account Executive: Maria-Carmen Abesamis
Copywriter: Neil Shapiro
Vice-President, DDB
Public Relations: Keka Dasgupta
Broadcast Producer: Sue Bell

Retail

Bronze

Company: LCBO
Campaign: Classic Cocktails
Agency: Blammo Worldwide

Director, Integrated Marketing, LCBO: Charan Bhogal
Marketing Manager: Tricia Gadsden
Assistant Manager, Special Events, LCBO: Karen McGee
Media Relations Consultant, LCBO: Trina Hendry
Creative Director, Blammo Worldwide: Andrew Simon
Art Director, Blammo Worldwide: Lisa McCoy

Media

Consumer Products
2011 CMA Award Winners

Gold

Company: Mars Canada
Campaign: M&M's Find Red
Agency: Proximity Canada

Senior Vice-President, Executive Creative Director: John Gagne
Associate Creative Director, Copywriter: Rene Rouleau
Associate Creative Director, Art Director: Ari Elkouby
Associate Creative Director, Art Director: Jonathan Ruby
Associate Creative Director, Copywriter: Jeff Da Silva
Associate Technical Director: Jeff Vermeersch

Silver

Company: James Ready Brewing Company
Campaign: Help Us, Help You
Agency: Leo Burnett, Toronto

Chief Creative Officer, Creative Director: Judy John
Creative Director: Lisa Greenberg
Copywriters: Steve Persico, Sean Barlow
Art Directors: Anthony Chelvanathan, Paul Giannetta
Group Creative Directors: Paul Giannetta, Sean Barlow
Illustrators: Josh Rachlis, Kimberley Pereira
Print Producers: Gladys Bachand, David Eades
Agency Producer: Franca Piacente

Bronze

Company: TELUS Mobility
Campaign: LGBT
Agency: Media Experts

Vice-President, Communications, TELUS: Patrick Corneau
Director, Marketing Communications, TELUS: Catherine Patry
Vice-President, Customer Service, Media Experts: Flavia D'Orazio
Account Planner, Media Experts: Sebastien Labelle
Account Director, TAXI: Carol Duhamel

Consumer Services

Gold

Company: Canadian Tourism Commission
Campaign: Twitter Wall
Agency: DDB Canada, Vancouver

Regional Managing Director, CTC: Siobhan Chretien
Social Media Officer, CTC: Carol Horne
Creative Director, DDB: Cosmo Campbell
2011 CMA Award Winners

Account Manager, DDB: Bryce Sparks
Account Manager, DDB: Geoff Wilton
Media Planner, OMD: Erin McWhinnie

Silver

**Company:** Soulpepper Theatre Company
**Campaign:** Soulpepper Presents Glengarry Glen Ross
**Agency:** Proximity Canada

Vice-President, Creative Director: Ben Chandler
Associate Creative Director, Copywriter: Trent Thompson
Senior Art Director: Joe Dunning

Bronze

**Company:** TELUS Mobility
**Campaign:** Hippo Christmas Song
**Agency:** Media Experts

Marketing Communications, TELUS Mobility: JJ Hochrein Planning
Account Director, Media Experts: Kareem Boulos
Director, Radio Services, Media Experts: Mary Federici
Creative Director, TAXI: Jordan Doucette

Financial

Bronze

**Company:** TD
**Campaign:** Open Sunday Campaign
**Agency:** Starcom

Vice-President, Marketing Communications, TD Bank Group: Heather Sutton
Senior Manager, Marketing Communications, TD Bank Group: Mark Forsyth
Associate Marketing Manager, Digital Marketing, TD Bank Group: Roz Bristoll
Manager, Digital Solutions, Starcom: Cesar Hervieux
Group Account Director, Team Lead, Twist Image: Gillian Ross
Agency of Record, Campaign, Creative Development: DraftFCB

NFP/Fundraising/Public Service

Silver

**Company:** Tourette Syndrome Foundation of Canada
**Campaign:** @Random - The Documentary Project for Tourette Syndrome
**Agency:** Saatchi & Saatchi Canada

Executive Creative Director, Art Director: Helen Pak
Executive Creative Director, Copywriter: Brian Sheppard
Executive Creative Director: Brett Channer
2011 CMA Award Winners

Agency Producer: Matt Shipp
Pixel Publishers, Lunch Inc.: Andrew Harris, Stephen Lo, Amy Miranda, Lily-Ann Lee
Director & Chair Marketing, Tourette Syndrome Foundation of Canada: Kirk O'Brien

Bronze

Company: Tourette Syndrome Foundation of Canada
Campaign: @Random - The Documentary Project for Tourette Syndrome
Agency: Saatchi & Saatchi Canada

Executive Creative Director, Art Director: Helen Pak
Executive Creative Director, Copywriter: Brian Sheppard
Executive Creative Director: Brett Channer
Agency Producer: Matt Shipp
Pixel Publishers, Lunch Inc.: Andrew Harris, Stephen Lo, Amy Miranda, Lily-Ann Lee
Director & Chair Marketing, Tourette Syndrome Foundation of Canada: Kirk O'Brien

Promotion

Consumer Products

Gold

Company: James Ready Brewing Company
Campaign: Blank Cap Recall
Agency: Leo Burnett, Toronto

Chief Creative Officer, Creative Director: Judy John
Creative Director: Lisa Greenberg
Copywriter: Steve Persico
Art Director: Anthony Chelvanathan
Print Producer: Gladys Bachand
Editor: David Nakata

Silver

Company: James Ready Brewing Company
Campaign: Help Us, Help You
Agency: Leo Burnett, Toronto

Chief Creative Officer, Creative Director: Judy John
Creative Director: Lisa Greenberg
Copywriters: Steve Persico, Sean Barlow
Art Directors: Anthony Chelvanathan, Paul Giannetta
Group Creative Directors: Paul Giannetta, Sean Barlow
Illustrators: Josh Rachlis, Kimberley Pereira

Bronze
2011 CMA Award Winners

Company: Mars Canada
Campaign: M&M's Find Red
Agency: Proximity Canada

Senior Vice-President, Executive Creative Director: John Gagne
Associate Creative Director, Copywriter: Rene Rouleau
Associate Creative Director, Art Director: Ari Elkouby
Associate Creative Director, Copywriter: Jonathan Ruby
Associate Creative Director, Art Director: Jeff Da Silva
Senior Project Manager: Joanne Sincich

Consumer Services

Silver

Company: Canadian Tourism Commission
Campaign: Twitter Wall
Agency: DDB Canada, Vancouver

Regional Managing Director, CTC: Siobhan Chretien
Social Media Officer, CTC: Carol Horne
Creative Director, DDB: Cosmo Campbell
Art Director, DDB: Brandon Thomas
Account Manager, DDB: Bryce Sparks
Account Manager, DDB: Geoff Wilton

Bronze

Company: Transat
Campaign: Reserved Seats Contest
Agency: Cossette

eMarketing Director, Transat: Sophie Desjardins
Vice-President Client Lead, Cossette: Sebastien David
Account Director, Cossette: Stephanie Vallee
Vice-President Social Media, Cossette: Guillaume Brunet
Social Media Account Executive, Cossette: Mikael Theimer

Financial

Gold

Company: Invesco Trimark
Campaign: Intactive - "Little Blue Pill"
Agency: Leo Burnett, Toronto Chief

Creative Officer, Creative Director: Judy John
Creative Directors: Lisa Greenberg, Shirley Ward-Taggart
Group Creative Director, Art Director: Sam Cerullo
Associate Creative Director: Ian Kay
Copywriters: Dave Delibato, Andrew Chisholm, Len Preskow
2011 CMA Award Winners

Designers: Lisa Greenberg, Scott Leder, Tracy Ma
Digital Designer: Michael Morton
Art Buyers: Leila Courey, Donna Wilding
Print Producer: Anne Peck
Agency Producer: Jacqueline Bellmore

Silver

Company: TD
Campaign: Back To School
Agency: Diamond Integrated Marketing

Associate Vice-President, Marketing Communications: Jeff Smith
Senior Manager, Marketing Communications: Tracey Kribs
Associate Marketing Manager, Marketing Communications: Joti Dhesi
Associate Marketing Manager, Marketing Communications: Gale Wong
Senior Manager, Advertising: Jennifer Matto
Account Director, Diamond Marketing: Ravi Sidhu

Bronze

Company: Amex Bank Of Canada
Campaign: American Express Digital Canvas
Agency: OgilvyOne Worldwide

Senior Client Owner: David Barnes
Primary Client: Tina Santoro
Creative Directors: Dennis Lewis, Arthur Parshotam, Carlos Garavito, Matt Hassell
Art Director: Jamie George
Copywriter: Nimo Awil
Account Lead: David Brooks
Account Team Member: Jennifer Jones

NFP/Fundraising/Public Service

Silver

Company: TVO
Campaign: Tiger Cage
Agency: Leo Burnett, Toronto

Chief Creative Officer, Creative Director: Judy John
Creative Director: Lisa Greenberg
Group Creative Director: Kelly Zettel
Copywriter: Matthew Williamson
Art Director: Rob Trickey
Print Producers: Anne Peck, David Eades
Art Buyer: Leila Courey

Bronze
2011 CMA Award Winners

Company: Stratford Shakespeare Festival
Campaign: Show Time Season Launch
Agency: Aimia

Director of Marketing & Audience Development: Lisa Middleton
Direct Marketing Manager: Paula Muncaster Walker
Associate Director, Audience Development: Trudy Watson
Web and Social Media Content Coordinator: Marc Raffa
Advertising and Promotions Manager: Carly Douglas
Producer, Creator: Game Records

Retail

Silver

Company: The Home Depot
Campaign: Kung Hei Fat Choy! From The Home Depot
Agency: Publicis Diversity

Director Advertising, The Home Depot: Gaye Mandel
Senior Manager, Advertising Integration & Media, The Home Depot: Sonia Draper
Vice-President Specialised Communications Services, Publicis Diversity: Helena Lazar
Art Director, Publicis Diversity: Chrisdin Ma
Writer, Publicis Diversity: Betty Choi
Account Executive, Publicis Diversity: Silvia Parkinson

Bronze

Company: LCBO
Campaign: goLOCAL - It's Seriously Cool
Agency: Up Inc.

Director, Integrated Marketing, Marketing & Customer Insights: Trina Truszyk
Marketing Manager, Marketing & Customer Insights: Krista Moriarity
Marketing Coordinator, Marketing & Customer Insights: Harpreet Bhogal
Production Coordinator, Marketing & Customer Insights: Judy Haverkort
ICE Director, Marketing & Customer Insights: Ewan McNeill
Principal and Creative Director, Up Inc.: Carey George

Public Relations

Automotive

Silver

Company: Trader Corporation
Campaign: Autos.ca Free Parking Day
Agency: john st.

Creative Director, Partner: Angus Tucker
Creative Director, Partner: Stephen Jurisic
2011 CMA Award Winners

Copywriter: Kurt Mills
Art Director: Kyle Lamb
Group Account Director: Melissa Tobenstein
Account Manager: Sarah Frackowiak

Bronze

Company: BC Honda Dealers Association
Campaign: BC Honda Civic Launch
Agency: Elvis Communications/Jungle Media/Dare

Account Services, Elvis Communications: Suzanne Carrier, Melissa Guillergan
Creative Directors, Dare Vancouver: Rob Sweetman, Bryan Collins
Copywriter, Dare Vancouver: Jarrod Banadyga
Art Directors, Dare Vancouver: Eric Arnold, Mark Mizgala
Producer, Dare Vancouver: Wendy Moriarty
Group Director, Jungle Media: Peter Kambo
Producer, Dare Vancouver: Wendy Moriarty
Illustrator: Desmond Montague

Business Products & Services

Gold

Company: Bombardier
Campaign: Olympic Torch
Agency: Media Experts

Director, Communications, Public Affairs, Bombardier: Isabelle Rondeau
Executive Chairman, Media Experts: Mark Sherman
Vice-President, Customer Service, Media Experts: Flavia D'Orazio
Vice-President, Nationale de la Strategie, TAXI: Anne-Marie Leclerc Group
Account Director, TAXI: Julie Simon

Silver

Company: john st.
Campaign: Pink Ponies: A Case Study
Agency: john st.

Creative Director, Partner: Angus Tucker
Creative Director, Partner: Stephen Jurisic
Art Director: Andrew Livingston
Copywriter: Simon Bruyn
Agency Producer: Michelle Orlando
Production House: Sons and Daughters

Consumer Products

Gold
2011 CMA Award Winners

**Company:** Stanfield's Ltd  
**Campaign:** The Guy at Home in his Underwear  
**Agency:** Environics Communications

Vice-President, Environics PR: Jennifer Duggan  
Senior Consultant, Environics PR: Anne Locke  
Consultant, Environics PR: Jordana Wolch  
Consultant, Environics PR: Alison Dresser

**Silver**

**Company:** James Ready Brewing Company  
**Campaign:** Blank Cap Recall  
**Agency:** Leo Burnett, Toronto

Chief Creative Officer, Creative Director: Judy John  
Creative Director: Lisa Greenberg  
Copywriter: Steve Persico  
Art Director: Anthony Chelvanathan  
Print Producer: Gladys Bachand  
Editor: David Nakata

**Consumer Services**

**Gold**

**Company:** Workopolis  
**Campaign:** Work From Home Day  
**Agencies:** Environics Communications/Zulu Alpha Kilo

Account Director, Environics: Amy Greenshields  
Senior Vice-President, Strategy, Environics: Josh Cobden  
Group Manager, Marketing Communications, Workopolis: Jennifer Posnikoff  
Content Manager, Workopolis: Peter Harris  
Brand & Advertising Manager, Workopolis: Leanne Kirkby  
Creative Director, Zulu Alpha Kilo: Zak Mroueh

**Silver**

**Company:** Canadian Tourism Commission  
**Campaign:** Locals Know Campaign - Gold Medal Getaways  
**Agency:** DDB Canada, DDB PR Toronto

Managing Director: Martine Levy  
Vice-President: Keka DasGupta  
Manager: Sharon Hayward  
Manager: James Loftus  
Senior Consultant: Emily Ward

**Bronze**
2011 CMA Award Winners

Company: Harlequin
Campaign: Harlequin Office for the Preservation of the Kiss
Agencies: NATIONAL Public Relations & Sonic Boom

Creative Media Vice-President, Public Relations, Harlequin: Katherine Orr
Chief Kissing Officer, Senior Manager, Public Relations, Harlequin: Michelle Renaud
Vice-President, NATIONAL Public Relations: Sarah Tuite
Senior Consultant, NATIONAL Public Relations: Jeffrey Spivock
Director, Client Services, Sonic Boom
Creative Media: Natasha Wookey
Associate Creative Director, Sonic Boom
Creative Media: Helcne Larochelle Financial

Gold

Company: Scotiabank
Campaign: Let The Saving Begin
Agency: Narrative Advocacy Media, a division of Bensimon Byrne

Vice-President Brand & Marketing Management, Scotiabank: Jeff Marshal
Director of Marketing Planning for Canadian Marketing, Scotiabank: Krista Vriend
Senior Manager, Media Communications, Scotiabank: Jane Shannon
Director of Public Relations, Narrative Advocacy Media: Lindsay Mattick Davidson
Account Supervisor, Public Relations, Narrative Advocacy Media: Tricia Soltys
Senior Art Director, Mighty Digital: Andrew Kontra

Retail

Silver

Company: Canadian Tire Corporation
Campaign: Welcome Home Agency: North Strategic Associate

Vice-President, Communications: Liz Hamilton
Communications Manager: Michelle Ghandour
Communications Advisor: Leah Gaucher
Social Media Specialist: Megan Wilton
Creative Lead, PR & Social, North Strategic: Justin Creally
Media Relations, North Strategic: Chris Dionne

Bronze

Company: The Body Shop
Campaign: Stop Sex Trafficking of Children and Young People
Agency: Strategic Objectives

Co-Founder and Executive Vice-President, Strategic Objectives: Judy Lewis
Vice-President, Strategic Objectives: Adriana Lurz
General Manager, The Body Shop, Canada: Bonnie MacDonald
Vice-President Brand and Values, The Body Shop, Canada: Diane Sonnenberg
PR Manager, The Body Shop, Canada: Stacey Keenan
2011 CMA Award Winners

Student Awards

Marketing

Gold

School: Mohawk College
Campaign: Eco Auto Share
Instructor: Janice Warren
Instructor: Cathy Ozols
Student: Jennifer Gerard

Silver

School: Mohawk College
Campaign: Eco Auto Share
Instructor: Janice Warren
Instructor: Cathy Ozols
Student: Hannah Collis
Student: Rosslyn Howden
Student: Emma Lisson
Student: Angelica Smith

Bronze

School: Mohawk College
Campaign: Eco Auto Share
Instructor: Janice Warren
Instructor: Cathy Ozols
Student: Jenn Barrett
Student: Jim Griffin
Student: Mathew Marsh
Student: Richard Stewart

Creative

Gold

Company: Mohawk College
Campaign: GoGetters Travel
Instructor: Jef Petrossi
Student: Catherine Adcock
Student: Margaret Cameron
Student: Michael Ferrier
Student: Lucyed Hernandez

Silver

School: Mohawk College
Campaign: GoGetters Travel
Instructor: Jef Petrossi
2011 CMA Award Winners

**Student:** Matt Mantle
**Student:** Natalie Mathers
**Student:** Luke Skinner
**Student:** Ryan Speziale

**Bronze**

**School:** Mohawk College
**Campaign:** GoGetters Travel
**Instructor:** Jef Petrossi
**Student:** Jean-Marc Douville
**Student:** Corey Lepp
**Student:** Josh Noble
**Student:** Sean Simons Print