2012 CMA Award Winners

Marketer of the Year
Robert Deluce, President & CEO, Porter Airlines

Best of the Best

**Company:** The Hospital for Sick Children  
**Campaign:** Pain Squad  
**Agency:** Cundari

**Credits:** Digital Strategy & Design: Mike Orr, Stuart Thom | Programmers: Patrick Lee, Jin Kim, Ali Asim | Chief Creative Officer: Brent Choi | Associate Creative Director, Copywriter: Cory Eisentraut | Associate Creative Director, Art Director: Mike Sipley | Production: Carol-Ann Granatstein, Cherie O'Connor | Digital Designer: Stuart Thom | Directors of Photography: Rob Dutchin, Kawal Singh | Sound Design: Ed Zych | Chief Technology Officer: Wayne Gomes

**Advertising**

**Automotive**

**Gold**

**Company:** BMW Canada  
**Campaign:** 1M Launch  
**Agency:** Cundari

**Credits:** Chief Creative Officer: Brent Choi | Associate Creative Director, Art Director: Raul Garcia | Associate Creative Director, Copywriter: Brian Murray Copywriter, Art Director: Alex Manahan, Andrew Bernardi | Account & Project Team: Daryn Sutherland, Ranjan Gill, Cecily Lo | BMW Brand Team: Kevin Marcotte, Marc Belcourt, Jonathan Thompson

**Silver**

**Company:** Volkswagen  
**Campaign:** Beetle AR  
**Agency:** Red Urban

**Credits:** Creative Director: Christina Yu | Writers: Matt Syberg-Olsen, Jon Taylor | Art Directors: Liam Johnstone, Damian Simev | Agency Producers: Andrea Hull, Sam Benson | Account Director: Nicole Milette | Brand Manager, Volkswagen: Lynne Piette | App Developer: Bully! Entertainment

**Bronze**

**Company:** Volkswagen  
**Campaign:** Drive Until  
**Agency:** Red Urban
2012 CMA Award Winners

Business Products & Services

Gold

Company: john st.
Campaign: Catvertising
Agency: john st.

Credits: Co-Creative Director, Partner: Angus Tucker | Co-Creative Director, Partner: Stephen Jurisic | Copywriter: Kurt Mills | Art Director: Kyle Lamb | Account Manager: Madison Papple | Agency Producer: Dale Giffen

Silver

Company: Cogeco Data Services
Campaign: We Speak I.T.
Agency: OgilvyOne Worldwide

Credits: Chief Creative Officer: Matt Hassell | Creative Group Head: Alex Furrer | Copywriter: Phil Coulter | Art Director: Ali Asfour | Senior Partner: Zemina Moosa | Senior Account Executive: Jacqueline Vale

Bronze

Company: National Advertising Awards
Campaign: Don't Be a Slash Hunter. Get to Cannes this year. Legitimately.
Agency: Y&R Toronto

Credits: Creative Director: Isreal Diaz | ACD, Copywriter: Jennifer Rossini | Art Director, Illustrator: Natee Likitsuwankool | Account Executive: Samantha Porter | Producers: Nicole Andrisevic, Christine Tsao | Director of Digital Production: David Chant | Director of Creative Technology: Rob Gee | Creative Curator: Alexis Victor | Animation: Crush Inc. | Music and Sound: Pirate

Consumer Products - Food & Beverage

Gold

Company: Wrigley Canada
Campaign: Skittles Touch the Rainbow
Agency: BBDO Canada

Credits: SVP, Executive Creative Directors: Carlos Moreno, Peter Ignazi | Writer: Chris Joakim | Art Director: Mike Donaghey | Agency Producer: Jennifer Morrison | Account Team: Chitty Krishnappa, Bhreagh Rathbun | Director: Jeff Low

Silver
2012 CMA Award Winners

Company: Kraft Canada  
Campaign: Make Your Face a Maynards  
Agency: The Hive

Credits: Chief Creative Officer: Simon Creet | Associate Creative Director: Brad Van Schaik | Associate Creative Director: Klint Davies | Group Account Director: Michelle Prowse | Account Director: Daniel Langer-Hack | Account Supervisor: Lauren Zigelstein

Bronze

Company: CARA Operations Limited  
Campaign: Swiss Chalet - The Rotisserie Channel  
Agency: BBDO Canada

Credits: SVP, Executive Creative Directors: Carlos Moreno, Peter Ignazi | Writers: Kurt Hagan, Frank Macera, Johnny Pavacic | Art Direction: Doug Bromah, Alic Blastorah, Jonathan Guy, Sungho So | Account Team: Brent Rivard, Michael McGee, Jordan Lane | Agency Producer: Tracey Azzopardi, Nicole Poon | Director: Craig Brownrigg

Consumer Products - General

Gold

Company: o.b. Tampons  
Campaign: A Personal Apology (Just For You)  
Agency: Lowe Roche


Silver

Company: Unilever Canada Inc.  
Campaign: Made For Men  
Agency: OgilvyOne Worldwide

Credits: Chief Creative Officers: Matt Hassell, Ian MacKellar | Associate Creative Director: Greg Shortall | Art Directors: Ali Asfour, Stefan D'Aversa | Copywriters: Noah Feferman, Phil Coulter | Account Managers: Rachel Connell, Ken Kircaliogli, Nigel Fick | Executive Director, Social Media: Terri McBay

Bronze

Company: BC Hydro  
Campaign: Power Smart  
Agency: DDB Canada / Vancouver

Credits: Creative Directors: Dean Lee, Cosmo Campbell | Copywriters: Neil Shapiro, Katie Ainsworth | Art Directors: John Larigakis, Lisa Chen-Wing, Sheldon Hui | Account Managers: Karen Martin, Amanda
2012 CMA Award Winners

Waye | Producers: Sue Bell, Courtney Smith, Zara Thomas, Alisen Salusbury | Technology Lead: Justin MacLeod

Consumer Services

Silver

Company: Canadian Tourism Commission
Campaign: Keep Exploring
Agency: DDB Canada / Vancouver

Credits: Creative Directors: Cosmo Campbell, Josh Fehr Copywriters: Geoff Vreeken, Kevin Rathgeber, Jon Mandell, Jessica Schnurr | Art Director: Murray Falconer, Brandon Thomas, Mark Mizgala | Account Managers: Michelle Kitchen, Geoff Wilton, Dana Rudelier, Bryce Sparks, Sara Caissie, Stephen Young | Producer: Kimberly Billan, Gayle Robson, Jenn Dunbar, Sue Bell, Daniella Sorrentino | Client: Greg Klassen

Financial

Gold

Company: Scotiabank
Campaign: You're richer than you think
Agency: Bensimon Byrne

Credits: SVP, Canadian Marketing, Scotiabank: Duncan Hannay | VP Marketing, Personal Banking, Scotiabank: Jeff Marshall | Director & Head, Brand Management & Creative Development, Scotiabank: Carolyn Saunders | Creative Director, Bensimon Byrne: Joseph Bonnici | Associate Creative Director, Bensimon Byrne: Hayes Steinberg | Associate Creative Director, Bensimon Byrne: Chris Harrison

Silver

Company: ING DIRECT
Campaign: Brand Relaunch
Agency: john st.

Credits: Co-Creative Director, Partner: Angus Tucker | Co-Creative Director, Partner: Stephen Jurisic | Associate Creative Director, Writer: Chris Hirsch | Associate Creative Director, Art Director: Nellie Kim | Agency Producer: Nicole Andrisevic | Group Account Director: Heather Crawley

Bronze

Company: TD Bank
Campaign: TD Forests
Agency: Twist Image / DraftFCB / Starcom

Credits:

VP, Global Brand & Advertising, TD Bank Financial Group: Dianne Smith-Sanderson | Executive Creative Director: Virginia Magaletta | Writer: Sarah Rutherford | Account Director: Adrienne Holthaus | Senior
2012 CMA Award Winners

Writer: Jeff MacGregor | Associate Creative Director: Mark Holden | Chief Creative Officer: Robin Heisey | VP Creative Group Head: Jeff Hilts | Art Director: Aya Refaeli | Krystle Mullin: Writer | Account Director: Roy Gruia | Account Manager: Eryn LeMes

NFP/Fundraising/Public Service

Gold

Company: Canadian Paralympic Committee
Campaign: Unstoppable
Agency: BBDO Canada

Credits: SVP, Executive Creative Directors: Peter Ignazi, Carlos Moreno | VP, Associate Creative Director, Writer: Michael Clowater, Craig McIntosh | VP, Associate Creative Director, Art Director: Linda Carte | Account Team: Lori Davison, Rebecca Flaman | Agency Producer: Terry Kavanagh | Director: Mark Zibert

Silver

Company: David Cornfield Melanoma Fund (DCMF)
Campaign: Dear 16 Year Old Me
Campaign: Evidently

Credits: Executive Creative Director: Daniel Zeff | Creative Director: Marisa Caple | Writer: Marisa Caple | Executive Producer: Alex McDonnell | Director: Boris Mojsovski | Editor: Frank Guidoccio

Bronze

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

Credits: Co-Creative Directors: Todd Mackie, Denise Rossetto | Associate Creative Directors: David Ross, Paul Wallace | Art Director: Yusong Zhang | Copywriter: Daniel Bonder | Account Managers: Carly Sutherland, Reshma Lalany

Retail

Gold

Company: IKEA
Campaign: Long Live the Home
Agency: Leo Burnett, Toronto

Credits: Creative Directors: Judy John, Lisa Greenberg | Group Creative Directors: David Federico, Morgan Kurchak | Digital Associate Creative Director, Art Director: Ian Kay | Copywriter: Morgan Kurchak, Stephen Stahl, Marcus Sagar, Matthew Williamson, Andrew Caie, Marty Hoefkes, Len Preskow | Art Directors: David Federico, Mike Cook, Noreel Asuro, Monique Kelley, Noel Fenn, Mike Morelli, Sean Perkins, Trevor Bell, Ian Kay | Producers: Franca Piacente, Melanie Palmer, Anne Peck, David Eades
2012 CMA Award Winners

Silver

Company: Type Books  
Campaign: The Joy of Books  
Agency: Lowe Roche

Credits: Creative Director, Cinematogarher, Editor: Sean Ohlenkamp | Audio Production: Tom Westin | Audio Production: Grayson Matthews

Bronze

Company: Subway Ontario  
Campaign: Sub of the Day  
Agency: Cundari

Credits: Account Director: Melissa Gallagher | Associate Creative Director, Copywriter: Brian Murray | Associate Creative Director, Art Director: Raul Garcia | Chief Creative Officer: Brent Choi | Producer: Cherie O’Connor | Engineer: Ed Zych

Community Engagement

Automotive

Gold

Company: Volkswagen  
Campaign: Art Heist  
Agency: Red Urban

Credits: Creative Director: Christina Yu | Writer: David Barber | Art Director: Joel Pylypiw | Agency Producer: Andrea Hull | Account Supervisor: Sonia Ruckemann | Brand Manager, Volkswagen: Lynne Piette | Account Coordinator: Lance Kowlessar

Silver

Company: BMW Canada  
Campaign: 1M Launch  
Agency: Cundari

Credits: Chief Creative Officer: Brent Choi | Associate Creative Director, Art Director: Raul Garcia | Associate Creative Director, Copywriter: Brian Murray | Account Team: Daryn Sutherland, Ranjan Gill | Project Management: Cecily Lo | BMW Brand Team: Kevin Marcotte, Marc Belcourt, Jonathan Thompson

Bronze

Company: Volkswagen  
Campaign: Drive Until  
Agency: Red Urban
2012 CMA Award Winners

Credits: Creative Director: Christina Yu | Writers: Matt Syberg-Olsen, Jon Taylor | Art Directors: Christina Yu, Damian Simev | Agency Producers: David Isaac, Anna Tricinci | Account Director: Caroline Kilgour | Account Supervisor: Sonia Ruckemann | Production Company: Untitled Films | Executive Producer: Lexy Kavluk | Director: Jean-Michel Ravon | Director of Photography: John Houtman

Consumer Products - Food & Beverage

Gold

Company: Labatt Breweries of Canada
Campaign: Budweiser - Flash Fans
Agency: Anomaly

Credits: Vice-President of Marketing, Labatt Breweries of Canada: Jorn Socquet | Marketing Director, Budweiser Canada: Kyle Norrington | Marketing Manager, Budweiser Canada: Ben Seaton | Manager, Corporate Communications: Briar Wells | Creative: Jessical Ghersi | Creative: Grant Mason

Silver

Company: CARA Operations Limited
Campaign: Swiss Chalet - The Rotisserie Channel
Agency: BBDO Canada

Credits: SVP, Executive Creative Directors: Carlos Moreno, Peter Ignazi | Writers: Kurt Hagan, Frank Macera, Johnny Pavacic | Art Direction: Doug Bromah, Alice Blastorah, Jonathan Guy, Sungho So | Account Team: Brent Rivard, Michael McGee, Jordan Lane | Agency Producer: Tracey Azzopardi, Nicole Poon | Director: Craig Brownrigg

Bronze

Company: Frito Lay Canada
Campaign: The End
Agency: BBDO Toronto / Proximity Canada

Credits: SVP, Executive Creative Directors: Carlos Moreno, Peter Ignazi | Writer: Ryan Spelliscy | Art Director, Designer: Karen Larmour, Nick Bujnak | Creative Technologists: Jeff Vermeersch, Darrin Patey | Agency Producer: Terry Kavanagh | Account Team: Tim Welsh, Stephanie Page, Kara Gilling

Consumer Products - General

Gold

Company: Gillette, a Division of Proctor & Gamble
Campaign: Wear It Like Wes
Agency: Proximity Canada

Credits: SVP, Executive Creative Director: John Gagné | Creative Director: Joshua Stein | Junior Designer: Eric Cicero | Senior Copywriters: Adrian Newbould, Lins Ricon | Senior Art Directors: Graham Ameron, Michael Katzikowski | Account Supervisor: Aaron Howell
2012 CMA Award Winners

Silver

Company: Unilever Canada Inc.
Campaign: Made For Men
Agency: OgilvyOne Worldwide

Credits: Chief Creative Officers: Matt Hassell, Ian MacKellar | Associate Creative Director: Greg Shortall | Art Directors: Ali Asfour, Stefan D'Aversa | Copywriters: Noah Feferman, Phil Coulter | Account Managers: Rachel Connell, Ken Kircaliogli, Nigel Fick | Executive Director, Social Media: Terri McBay

Bronze

Company: o.b. Tampons
Campaign: A Personal Apology (Just For You)
Agency: Lowe Roche


Consumer Services

Gold

Company: Newfoundland and Labrador Tourism
Campaign: 48 Half Hours
Agency: Target

Credits: Director of Marketing, Newfoundland and Labrador Tourism: Carmela Murphy | Manager of Advertising and Communications, Newfoundland and Labrador Tourism: Andrea Peddle | Advertising Officer, Newfoundland and Labrador Tourism: Denise Seach | Creative Director, Target: Tom Murphy | Senior Writer, Target: Terri Roberts | Digital Lead, Target: Matt Tucker

Silver

Company: Fido Solutions
Campaign: Fido Casting Call
Agency: DentsuBos

Credits: Interactive Strategic Planner: Jean-François Deschamps | Vice-President Client Services: François Mailloux | Group Account Director: Katherine Ruiz | Senior Director: Steven Sarfin | National Communications Director: Guy Bourgois | Advertising Chief: Miguel Cabral | Interactive Director: Laurent-Thomas Gobeil | Marketing Program: Angie Camara

Bronze

Company: WIND Mobile
Campaign: Best Conversation Ever
Agency: Narrative PR
2012 CMA Award Winners

Credits: Managing Director, Narrative PR: Amanda Alvaro | Director of Public Relations & Lead Creative Strategist, Narrative PR: Lindsay Mattick Davidson | Account Manager, Narrative PR: Shelley Thomas | Account Director, Bensimon Byrne: Sasha Von Nickisch-Rosenegk | Strategist, Bensimon Byrne: Amanda Buchanan

Financial

Gold

Company: TD Bank
Campaign: TD Back to School
Agency: Diamond Marketing

Credits: Associate Manager, Digital Marketing: Joti Dhesi | Account Director: Ravi Sidhu | Account Manager: Cory Visser | VP Accounts: Josh Diamond | Art Director: Darryl Graham

Silver

Company: Scotiabank
Campaign: You're richer than you think
Agency: Bensimon Byrne

Credits: SVP, Canadian Marketing, Scotiabank: Duncan Hannay | VP, Marketing, Personal Banking, Scotiabank: Jeff Marshall | Director & Head, Brand Management & Creative Development, Scotiabank: Carolyn Saunders | Creative Director, Bensimon Byrne: Joseph Bonnici | Managing Director, Narrative: Amanda Alvaro | Director Public Relations, Narrative: Lindsay Mattick

Bronze

Company: Sun Life Financial
Campaign: BrighterLife.ca: Sharing Ideas about Money Health and Family
Agency: High Road Communications

Credits: AVP, Digital Communications, Sun Life Financial: Darin Diehl | Editor, BrighterLife.ca, Sun Life Financial: Brenda Spiering | Vice-President, Digital Strategy, Sun Life Financial: Bill McCollam | SVP, Senior Partner & Managing Director, High Road Communications: Katherine Fletcher | Vice-President: Adrienne Connell Vice-President: Brandy Fleming

NFP/Fundraising/Public Service

Gold

Company: Heart and Stroke Foundation of Canada
Campaign: Make Death Wait
Agency: Lowe Roche

Credits: Creative Director: Geoffrey Roche | Creative Director, Art Director: Steph Mackie | Creative Director, Copywriter: Mark Bienacki | Account Lead: Dave Carey | Account Manager: Amanda Gaspard | Agency Producer: Beth MacKinnon
2012 CMA Award Winners

Silver

Company: WWF Canada  
Campaign: Sweater Day Granny Call Centre  
Agency: john st.

Credits: Co-Creative Director, Partner: Angus Tucker | Co-Creative Director, Partner: Stephen Jurisic | Copywriter: Kurt Mills | Art Director: Kyle Lamb | Agency Producer: Mavis Huntley | Account Director: Melissa Tobenstein

Bronze

Company: TAXI  
Campaign: Pothole Season  
Agency: TAXI


Retail

Gold

Company: HBC Canada  
Campaign: Zellers Festive Finale  
Agency: john st.

Credits: Co-Creative Director, Partner: Angus Tucker | Co-Creative Director, Partner: Stephen Jurisic | Copywriter: Keri Zierler | Art Director: Hannah Smit | Agency Producer: Cas Binnington | Group Account Director: Heather Crawley

Silver

Company: Best Buy  
Campaign: Pass the Present  
Agency: DDB Canada / Tribal Vancouver

Credits: Creative Director: Josh Fehr | Copywriter: Jon Mandell | Art Director: Shawn McCann | Digital Strategists: BJ Vicks, Dan De Sosa | Producer: Zerlina Chan | Developer: Justin MacLeod

Bronze
2012 CMA Award Winners

Company: FGL Sports Ltd. (Sport Chek)
Campaign: Edmonton to Calgary: 300 km to Gold
Agency: North Strategic

Credits: Senior Manager, Marketing Innovation, FGL Sports Ltd.: Erika DeHaas | Account Coordinator, North Strategic: Martha Heeney

Customer Management

Automotive

Silver

Company: Audi Canada
Campaign: A6 Launch
Agency: BIMM Direct and Digital

Credits: VP Chief Creative Officer: Roehl Sanchez | Art Director: Debi De Santis | Copywriter: Chris Eaton | Account Executive: Prashanna Nadpurajah | Production Manager: Scott Keeling | Senior Account Supervisor: Jon Chiriboga

Bronze

Company: Nissan Canada Inc.
Campaign: “Keep Summer Rolling” Service Sweepstakes
Agency: The Marketing Store

Credits: Art Director: Anne Onn | Copywriter: Adrienne Jackson | Senior Production Manager: Ryan Lapidus | Account Supervisor: Stephanie Barbieri | Project Manager: Michelle Ferriman | Senior Manager, Studio Operations: Nando Gabriele

Business Products & Services

Gold

Company: Microsoft Canada
Campaign: Developer Movement
Agency: Wunderman

Credits: Associate Creative Director: Allen Kwong | Creative Group Head & Art Director: Dan Westgate | Writer: Greg Smart | Senior Manager, Marketing Analytics: Devi Soondarsingh | Senior Project Manager: Arthur Jastrzembski | Account Supervisor: Laura Gulia | Account Supervisor: Andrew Potts | Digital Media Supervisor: Scott Glitz | Sales Solutions Executive, Microsoft Canada: Eyal Zilnik | Integrated Marketing Communications Manager, Microsoft Canada: Michelle Agudera | Marketing Communications, Microsoft Canada: Kate Bergsma | Technical Audience Marketing Manager, Microsoft Canada: Mandy Kaur

Bronze
2012 CMA Award Winners

Company: Monster  
Campaign: Remote DM  
Agency: Proximity Canada

Credits: SVP, Creative Director: Scott Pinkney | Associate Creative Director: Rene Rouleau | Senior Art Director: Niki Snjaric | Senior Copywriter: Meaghan Vigar | Account Director: Nirmala Bahall | Senior Print Production Manager: Ellie Lee

Consumer Products - Food & Beverage

Gold

Company: James Ready  
Campaign: Spelling Bee Lottery  
Agency: Leo Burnett, Toronto


Bronze

Company: McDonald's Canada  
Campaign: McCafe Specialty Coffee Launch  
Agency: Cossette

Credits: SVP, Chief Marketing Officer: Joel Yashinsky | National Marketing Director: Hope Bagozzi | National Advertising Manager: Guylaine Hudon | Co-Chief Creative Officer: David Daga | Associate Creative Directors: Mario Cesareo, Pete McLeod | Brand Group Director: Carolyn Scharf | Brand Supervisor: Megan Van Vugt

Consumer Products - General

Gold

Company: o.b. Tampons  
Campaign: A Personal Apology (Just For You)  
Agency: Lowe Roche


Silver

Company: Procter & Gamble - Cheer  
Campaign: Dig It! Get It!  
Agency: Leo Burnett, Toronto
2012 CMA Award Winners

Credits: Chief Creative Officer: Judy John | Creative Directors: Judy John, Heather Chambers, Lisa Greenberg | Group Creative Directors: Kelly Zettel, Sam Cerullo | Copywriters: Steve Persico, Kelly Zettel, Jennifer Smith | VP Head of Broadcast, Executive Producer: Franca Piacente | Art Directors: Anthony Chelvanathan, Sam Cerullo, Mark Nilsen, Sean Perkins, Eugene Bak

Bronze

Company: Research In Motion Inc.
Campaign: RIM "Why BlackBerry" & "Trade-up"
Agency: Proximity Canada


Consumer Services

Gold

Company: Boston Pizza
Campaign: The Joy of Finger Cooking
Agency: TAXI Toronto

Credits: Executive Creative Director: Darren Clarke | Associate Creative Director: Niall Kelly | Associate Creative Director, Digital: Dave Luxton | Designer & Illustrator: Brooke Hennessy | Group Account Director: Edith Rosa | Account Manager: Tamara Gervais

Silver

Company: Edward Pond
Campaign: Edward Pond's Creative Chef
Agency: TAXI 2

Credits: Creative Director, Design N.A.: Dave Watson | Designer, Typographer, Illustrator: Tyler Adam Smith | Designer: Kammy Singh | Writers: Jacob Greer, Mike Blackmore | Mac Artist: Dave Kinsella | Print Producer: Tara Greguric

Bronze

Company: Rogers Communications
Campaign: Rogers Home Phone DRTV
Agency: Rosetta

Credits: SVP, Brands and Marketing Communications: Shelagh Stoneham | Director, Direct Acquisition: Alisa MacKay | Creative Director: Mike McGovern | Associate Creative Director: Curtis Wolowich | Senior Writer: Ben Benchitrit | Studio Manager: Danny Adda

Financial
2012 CMA Award Winners

Gold

Company: Royal Bank of Canada  
Campaign: RBC Got It  
Agency: MacLaren McCann

Credits: Creative Director: Mike Halminen | Group Creative Director: Chris Seguin | Art Directors: Steven Davenport, Chris Paleczny | Copywriters: Jason Levine, Chris Seguin | Account Directors: Mary Ruf, Jaime Gomez | RBC Marketing: Tracy Hackett, Kellie Bellmore, Grace Chan | Producers: Lisa Smiley, Sandy Cole, Glenn Graham

Silver

Company: Scotiabank  
Campaign: SCENE 3D  
Agency: RAPP Canada

Credits: Senior Manager, Direct Marketing, Scotiabank: Teresa Papaleo | Director, Direct Marketing, Scotiabank: Chris Bhang | Manager, Direct Marketing, Scotiabank: Leanne MacDonald | Copywriter, RAPP Canada: Dana Kingstone | Art Director, RAPP Canada: Jake Ritter | Account Supervisor, RAPP Canada: Cathy Jarochowski | Senior Manager, SCENE Scotiabank: Ava Irani | Director, SCENE Scotiabank: Andrzej Metcalfe | Product Manager, Scotia Card Services, Scotiabank: Rita Hunter | Senior Manager, Scotia Card Services, Scotiabank: Milai Santos | Creative Director, RAPP Canada: Barb Williams | Senior Account Executive, RAPP Canada: Katie Burke

Bronze

Company: Scotiabank  
Campaign: Mobile Banking  
Agency: RAPP Canada

Credits: Senior Manager, Direct Marketing, Scotiabank: Teresa Papaleo | Manager, Direct Marketing, Scotiabank: Fiona Tan | Director, Direct Marketing, Scotiabank: Chris Bhang | Art Director, RAPP Canada: Loretta Lau | Copywriter, RAPP Canada: Jordana Rapuch | Account Supervisor, RAPP Canada: Cathy Jarochowski | Director, Self Service Sales & Channel Optimization, Scotiabank: Adam Swinemar | Manager, Channel Marketing, Scotiabank: Angela Coddett | Creative Director, RAPP Canada: Barb Williams | Senior Account Executive, RAPP Canada: Katie Burke

NFP/Fundraising/Public Service

Gold

Company: The Hospital for Sick Children  
Campaign: Pain Squad  
Agency: Cundari

Credits: Digital Strategy & Design: Mike Orr, Stuart Thom | Programmers: Patrick Lee, Jin Kim, Ali Asim | Chief Creative Officer: Brent Choi | Associate Creative Director, Copywriter: Cory Eisentrut | Associate Creative Director, Art Director: Mike Sipley | Production: Carol-Ann Granatstein, Cherie O'Connor | Digital
2012 CMA Award Winners

Designer: Stuart Thom | Directors of Photography: Rob Dutchin, Kawal Singh | Sound Design: Ed Zych | Chief Technology Officer: Wayne Gomes

Bronze

Company: Stratford Shakespeare Festival
Campaign: Jesus Christ Superstar Promotional Sales Campaign
Agency: Aimia

Credits: Director of Marketing and Audience Development: Lisa Middleton | Associate Director of Marketing and Audience Development: Trudy Watson | Direct Marketing Manager: Paula Muncaster Walker | Graphic Designer: Lindsay Molenhuis | Graphic Design and Print Production Manager: Andy Foster | Promotions Managers: Carly Douglas, Maria Simonelli | Application Development Manager: James Walker | Web and Social Media Content Specialists: Marc Raffa | Web and Social Media Content Specialists: Jason Clarke

Retail

Gold

Company: o.b. Tampons
Campaign: A Personal Apology (Just For You)
Agency: Lowe Roche


Bronze

Company: Canadian Tire Corporation
Campaign: ‘Money’ Advantage Launch
Agency: Havas Discovery

Credits: Manager, Customer Programs, Canadian Tire Corporation: Marni Steele | Manager, Customer Programs, Canadian Tire Corporation: Tyrone Balthazaar | VP/Group Account Director, Havas Discovery: Lori Steiner | Managing Director, Loyalty, Havas Discovery: Chris Oliver | Creative, Havas Discovery: Dave Wright | Copywriter, Havas Discovery: Shelley Sutherland

✔Digital

Automotive

Gold

Company: BMW Canada
Campaign: 1M Launch
Agency: Cundari
2012 CMA Award Winners

Credits: Chief Creative Officer: Brent Choi | Associate Creative Director, Art Director: Raul Garcia | Associate Creative Director, Copywriter: Brian Murray | Account Team: Daryn Sutherland, Ranjan Gill | Project Management: Cecily Lo | BMW Brand Team: Kevin Marcotte, Marc Belcourt, Jonathan Thompson

Silver

Company: Volkswagen
Campaign: Drive Until
Agency: Red Urban

Credits: Creative Director: Christina Yu | Writers: Matt Syberg-Olsen, Jon Taylor | Art Director: Christina Yu, Damian Simev | Agency Producers: David Isaac, Anna Tricinci | Account Director: Caroline Kilgour | Account Supervisor: Sonia Ruckemann | Production Company: Untitled Films | Executive Producer: Lexy Kavluk | Director: Jean-Michel Producer | Director of Photography: John Houtman

Bronze

Company: Mitsubishi Motor Sales of Canada Inc.
Campaign: Electriphobia
Agency: john st.

Credits: Co-Creative Director, Partner: Angus Tucker | Co-Creative Director, Partner: Stephen Jurisic | Copywriter: Kurt Mills | Copywriter: Keri Zierler | Art Director: Kyle Lamb | Art Director: Hannah Smit

Business Products & Services

Gold

Company: FedEx Canada
Campaign: Dominoes
Agency: BBDO Canada

Credits: SVP, Executive Creative Directors: Peter Ignazi, Carlos Moreno Writer: Chris Joakim | Art Director: Mike Donaghey | Agency Producer: Beatrice Bodogh | Director: Jeff Low | Account Team: Martina Ivask, Jaya Gothi

Silver

Company: OgilvyOne Worldwide
Campaign: Source Code
Agency: OgilvyOne Worldwide

Credits: Chief Creative Officer: Matt Hassell | Copywriter: Marc Levesque | Art Director: Mark Ovsey | Creative Developer: Sebastian Barrotta

Bronze

Company: Boston Scientific
Campaign: Progeny iPad App
Agency: Olson
2012 CMA Award Winners


Consumer Products - Food & Beverage

Gold

Company: Wrigley Canada
Campaign: Skittles Touch the Rainbow
Agency: BBDO Canada

Credits: SVP, Executive Creative Directors: Carlos Moreno, Peter Ignazi | Writer: Chris Joakim | Art Director: Mike Donaghey | Agency Producer: Jennifer Morrison | Account Team: Chitty Krishnappa, Bhreagh Rathun | Director: Jeff Low

Silver

Company: Labatt Breweries of Canada
Campaign: Budweiser - Flash Fans
Agency: Anomaly

Credits: Vice-President of Marketing, Labatt Breweries of Canada: Jorn Socquet | Marketing Director, Budweiser Canada: Kyle Norrington | Marketing Manager, Budweiser Canada: Ben Seaton | Creative: Grant Mason | Creative: Jessica Gheresi | Manager, Marketing Communications, Labatt Breweries of Canada: Brian Tod

Bronze

Company: Frito Lay Canada
Campaign: The End
Agency: BBDO Toronto / Proximity Canada

Credits: SVP, Executive Creative Directors: Carlos Moreno, Peter Ignazi | Writer: Ryan Spelliscy | Art Director, Designer: Karen Larmour, Nick Bujnak | Creative Technologists: Jeff Vermeersch, Darrin Patey | Account Team: Tim Welsh, Stephanie Page, Kara Gilling | Agency Producer: Terry Kavanagh

Consumer Products - General

Gold

Company: o.b. Tampons
Campaign: A Personal Apology (Just For You)
Agency: Lowe Roche


Silver
**2012 CMA Award Winners**

**Company:** Procter & Gamble - Cheer  
**Campaign:** Dig It! Get It!  
**Agency:** Leo Burnett, Toronto  

**Credits:** Chief Creative Officer: Judy John | Creative Directors: Judy John, Heather Chambers, Lisa Greenberg | Group Creative Directors: Kelly Zettel, Sam Cerullo | Copywriters: Steve Persico, Kelly Zettel, Jennifer Smith | Art Directors: Anthony Chelvanathan, Sam Cerullo, Mark Nilsen, Sean Perkins, Eugene Bak | VP Head of Broadcast, Executive Producer: Franca Piacente

**Bronze**

**Company:** Unilever Canada Inc.  
**Campaign:** Made For Men  
**Agency:** OgilvyOne Worldwide  

**Credits:** Chief Creative Officers: Matt Hassell, Ian MacKellar | Associate Creative Director: Greg Shortall | Art Directors: Ali Asfour, Stefan D’Aversa | Copywriters: Noah Feferman, Phil Coulter | Account Managers: Rachel Connell, Ken Kircaliogli, Nigel Fick | Executive Director, Social Media: Terri McBay

**Consumer Services**

**Gold**

**Company:** Canadian Tourism Commission  
**Campaign:** Keep Exploring  
**Agency:** DDB Canada / Vancouver  

**Credits:** Creative Directors: Cosmo Campbell, Josh Fehr | Copywriters: Geoff Vreeken, Kevin Rathgeber, Jon Mandell, Jessica Schnurr | Art Directors: Murray Falconer, Brandon Thomas, Mark Mizgala | Account Managers: Michelle Kitchen, Geoff Wilton, Dana Rudelier, Sara Caissie, Stephen Young, Bryce Sparks | Producer: Kimberly Billian, Gayle Robson, Jenn Dunbar, Sue Bell, Daniella Sorrentino | Client: Greg Klassen

**Silver**

**Company:** Workopolis  
**Campaign:** The Candidate  
**Agency:** Zulu Alpha Kilo  

**Credits:** Creative Directors: Zak Mroueh, Joseph Bonnici | Art Director: Sean Granann | Writer: George Ault | Account Team: Dic Dickerson, Laura Robinson, Jennifer Christen | Clients: Kelly Dixon, Jason Karsh, Jennifer Posnikoff | Agency Producer: Caroline Wrinch

**Bronze**

**Company:** LoyaltyOne  
**Campaign:** AIR MILES App  
**Agency:** Plastic Mobile
2012 CMA Award Winners

**Financial**

**Gold**

**Company:** TD Canada Trust  
**Campaign:** Pump It Up 3  
**Agency:** Twist Image

**Credits:** VP, Direct & Marketing Services, TD Bank Financial Group: Heather Sutton | Technology Developer: Adrien Montpellier | Senior Writer: Jeff MacGregor | Art Director: Corey Litvak | Executive Creative Director: Virginia Magaletta | Account Supervisor: Jeff Burton

**Silver**

**Company:** TD Bank  
**Campaign:** TD Forests  
**Agency:** Twist Image

**Credits:** VP, Global Brand & Advertising, TD Bank Financial Group: Dianne Smith-Sanderson | Executive Creative Director: Virginia Magaletta | Senior Writer: Jeff MacGregor | Associate Creative Director: Mark Holden | Account Director: Adrienne Holthaus | Technology Director: Adrien Montpellier

**Bronze**

**Company:** Scotiabank  
**Campaign:** You're richer than you think  
**Agency:** Mighty Digital

**Credits:** SVP, Canadian Marketing, Scotiabank: Duncan Hannay | VP Marketing, Personal Banking, Scotiabank: Jeff Marshall | Director & Head, Brand Management & Creative Development, Scotiabank: Carolyn Saunders | Creative Director, Bensimon Byrne: Joseph Bonnici | Associate Creative Director, Bensimon Byrne: Hayes Steinberg | Associate Creative Director, Bensimon Byrne: Chris Harrison

**NFP/Fundraising/Public Service**

**Gold**

**Company:** TAXI  
**Campaign:** Pothole Season  
**Agency:** TAXI

**Credits:** Advertising Campaign Executive Creative Director: Dominique Trudeau | Creative Director: Jean-François Houle | Art Direction: Frédéric Roux | Copywriters: Martin Charron, Jean-François Dalsylvia-LaRue | Project Manager: Nada Debay | Agency Producers: Maxime Boivin, Jacques Latreille | Photography: Alain Desjean | Retouching: Visual Box | Mac Artist: Patrick Saunders | Print Producer: Hélène Joannette | Coordinator: Anne Gouin | Media: Média Experts | Video and Sound Editing: Minh
2012 CMA Award Winners

Tran and Studio La Majeure | Social Media: Rock&Social | Public Relations: Morin Relations Publiques | Stunt: ALT | Mobile App and Website | Conception: TAXI | Production: QuatreCentQuatre et The Barn&Co

Silver

Company: The Hospital for Sick Children  
Campaign: Pain Squad  
Agency: Cundari

Credits: Digital Strategy & Design: Mike Orr, Stuart Thom | Programmers: Patrick Lee, Jin Kim, Ali Asim | Chief Creative Officer: Brent Choi | Associate Creative Director, Copywriter: Cory Eisentraut | Associate Creative Director, Art Director: Mike Sipley | Production: Carol-Ann Granatstein, Cherie O'Connor | Directors of Photography: Rob Dutchin, Kawal Singh | Sound Design: Ed Zych | Chief Technology Officer: Wayne Gomes

Bronze

Company: Canadian Olympic Committee  
Campaign: Give Your Everything  
Agency: Proximity Canada

Credits: Creative Direction: John Gagné, Jon Webber, Dave Stevenson | Copywriting: Jonathan Weiss, Ed Malyon | Art Direction: Fernando Salvador, Andrew Mowbray, Stuart Thursby | Account Management & Planning: Ricky Jacobs, Allison Hill, Dave Passmore, David Jones | Project Management: Kristie Filippopoulos | COC Clients: Derek Kent, Rob Pashko | Art Director: Nick Bujnak

Retail

Gold

Company: Type Books  
Campaign: The Joy of Books  
Agency: Lowe Roche

Credits: Creative Director, Cinematographer, Editor: Sean Ohlenkamp | Audio Production: Tom Westin, Grayson Matthews

Silver

Company: Canadian Tire Corporation  
Campaign: Christmas Spirit Tree  
Agency: Tribal DDB, Toronto

Credits: Creative Director: Louis-Philippe Tremblay | Art Director: Mara Binudin | Copywriter: Ryan Lawrence | Technical Director: Joe Dee | Interactive Developer: Paul Sham | Senior Consultant, DDB: Greg Vallentin | Business Unit Director: Kaezad Nallaseth

Bronze
2012 CMA Award Winners

**Company:** Sobeys  
**Campaign:** Moodie Foodi  
**Agency:** Leo Burnett, Toronto

**Credits:** Chief Creative Officer: Judy John | Creative Directors: Judy John, Lisa Greenberg, Shirley Ward-Taggart | Associate Creative Director: Ian Kay | Copywriter: Jennifer Smith | Art Director: Mark Nilsen | Director, Creative Technology: Felix Wardene

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**Experiential and Innovative Media**

**Automotive**

**Silver**

**Company:** Volkswagen  
**Campaign:** Art Heist  
**Agency:** Red Urban

**Credits:** Creative Director: Christina Yu | Writer: David Barber | Art Director: Joel Pylypiw | Agency Producer: Andrea Hull | Account Supervisor: Sonia Ruckemann | Brand Manager, Volkswagen: Lynne Piette

**Bronze**

**Company:** Volkswagen  
**Campaign:** Beetle AR  
**Agency:** Red Urban

**Credits:** Creative Director: Christina Yu | Writers: Matt Syberg-Olsen, Jon Taylor | Art Directors: Liam Johnstone, Damian Simev | Agency Producers: Andrea Hull, Sam Benson | Account Director: Nicole Milette | Brand Manager, Volkswagen: Lynne Piette | App Developer: Bully! Entertainment

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**Consumer Products - Food & Beverage**

**Gold**

**Company:** CARA Operations Limited  
**Campaign:** Swiss Chalet - The Rotisserie Channel  
**Agency:** BBDO Canada

**Credits:** SVP, Executive Creative Directors: Carlos Moreno, Peter Ignazi | Writers: Kurt Hagan, Frank Macera, Johnny Pavacic | Art Direction: Doug Bromah, Alice Blastorah, Jonathan Guy, Sungho So | Account Team: Brent Rivard, Michael McGee, Jordan Lane | Agency Producers: Tracey Azzopardi, Nicole Poon | Director: Craig Brownrigg

**Silver**
2012 CMA Award Winners

Company: Wrigley Canada
Campaign: Skittles Touch the Rainbow
Agency: BBDO Canada

Credits: SVP, Executive Creative Directors: Carlos Moreno, Peter Ignazi | Writer: Chris Joakim | Art Director: Mike Donaghey | Agency Producer: Jennifer Morrison | Account Team: Chitty Krishnappa, Bhreagh Rathbun | Director: Jeff Low

Bronze

Company: Wendy's Restaurants of Canada Inc.
Campaign: The Poutition
Agency: MacLaren McCann

Credits: Creative Directors: Mike Halminen, Sean Davison | Group Creative Directors: Dave Stubbs, Marc Melanson, Duncan Porter | Copywriter: Aaron Woolfson | Art Director: Isabelle Santiago | Account Director: Sandra Stinchcombe-Avey | Regional Marketing Director, Wendy's Canada: Lisa Deletroz | Account Executive: Auggie Sennis | Strategic Planner: Zach Lieberman | Editor (Rooster): Ernie Mordak | Animation Director (Hatch): Richard Rosenman

Consumer Products - General

Gold

Company: Company: o.b. Tampons
Campaign: A Personal Apology (Just For You)
Agency: Lowe Roche


Silver

Company: BC Hydro
Campaign: Power Smart
Agency: DDB Canada / Vancouver

Credits: Creative Directors: Dean Lee, Cosmo Campbell | Copywriters: Neil Shaprio, Katie Ainsworth | Art Directors: John Larigakis, Lisa Chen-Wing, Sheldon Hui | Account Managers: Karen Martin, Amanda Waye | Producers: Sue Bell, Courtney Smith, Zara Thomas, Alisen Salusbury | Technology Lead: Justin MacLeod

Bronze

Company: Dell Canada
Campaign: Try + Fly
Agency: Diamond Marketing
2012 CMA Award Winners


Consumer Services

Gold

Company: Edward Pond
Campaign: Edward Pond's Creative Chef
Agency: TAXI 2

Credits: Creative Director, Design N.A.: Dave Watson | Designer, Typographer, Illustrator: Tyler Adam Smith | Designer: Kammy Smith | Writers: Jacob Greer, Mike Blackmore | Mac Artist: Dave Kinsella | Print Producer: Tara Greguric

Silver

Company: Global Television
Campaign: Touch Phone Skipping
Agency: In House

Credits: Vice-President, Marketing, Shaw Media: Jamie Schouela | Sr. Director, Marketing, Global Television: Jason Keown | Brand Manager, Global Television: Nadia Niccoli | Coordinators, Global Television: Denym Dupont, Kaitlin Sylvester | Media Strategy Manager, Global Television: Karen Geller | Manager, GlobalTV.com: Karen Wilkinson

Bronze

Company: Fido Solutions
Campaign: Fido Casting Call
Agency: DentsuBos

Credits: Interactive Strategic Planner: Jean-François Deschamps | Vice-President Client Services: François Mailloux | Group Account Director: Katherine Ruiz | Senior Director: Steven Sarfin | National Communication Director: Guy Bourgois | Advertising Chief: Miguel Cabral | Interactive Director: Laurent-Thomas Gobeil | Marketing Program: Angie Camara

Financial

Silver

Company: TD Bank
Campaign: TD Jazz - Keep the Music Going!
Agency: Diamond Marketing

Credits: Associate Manager, Digital Marketing: Joti Dhesi | Manager, Experiential Marketing: Alicia De Lauro | Senior Manager, Experiential Marketing: Richard Kwong | Manager, Global Brand and Corporate:
2012 CMA Award Winners

Ashna Lall | Accounts: Josh Diamond, Lisa Rowe, Hollis Sinker, Cory Visser | Creative: Mark Vandervoet, Darryl Graham, Mark Graham

Bronze

Company: CIBC
Campaign: International Indian Film Academy (IIFA) Sponsorship
Agency: FUSE Marketing Group

Credits: Account Director: Michelle Perez | Experiential Director: Laura Fisher | Account Supervisor: Carrie Roi | VP, Creative Director: Brenda McNeilly | Creative Solutions Specialist: John Rocca | Senior Art Director: Mark Evans | Copywriter: Shawn Malone | Production Director: Lou Belsito

NFP/Fundraising/Public Service

Gold

Company: The Hospital for Sick Children
Campaign: Pain Squad
Agency: Cundari

Credits: Digital Strategy & Design: Mike Orr, Stuart Thom | Programmers: Patrick Lee, Jin Kim, Ali Asim | Chief Creative Officer: Brent Choi | Associate Creative Director, Copywriter: Cory Eisentraut | Associate Creative Director, Art Director: Mike Sipley | Production: Carol-Ann Granatstein, Cherie O'Connor | Digital Designer: Stuart Thom | Directors of Photography: Rob Dutchin, Kawal Singh | Sound Design: Ed Zych | Chief Technology Officer: Wayne Gomes

Silver

Company: TAXI
Campaign: Pothole Season
Agency: TAXI


Bronze

Company: Canadian Stage
Campaign: Experience Red
Agency: Zulu Alpha Kilo
2012 CMA Award Winners


Retail

Silver

Company: IKEA
Campaign: Moving Day
Agency: Leo Burnett, Toronto

Credits: Chief Creative Officer: Judy John | Creative Directors: Judy John, Lisa Greenberg | Group Creative Directors: David Federico, Morgan Kurchak | Copywriter: Morgan Kurchak | Art Designer, Designer: David Federico | Producer: Anne Peck

Bronze

Company: Canadian Tire Corporation
Campaign: Christmas Spirit Tree
Agency: Tribal DDB, Toronto

Credits: Creative Director: Louis-Philippe Tremblay | Art Director: Mara Binudin | Copywriter: Ryan Lawrence | Technical Director: Joe Dee | Interactive Developer: Paul Sham | Senior Consultant, DDB Public Relations: Greg Vallentin | Business Unit Director: Kaezad Nallaseth

Integrated

Automotive

Gold

Company: BMW Canada
Campaign: 1M Launch
Agency: Cundari

Credits: Chief Creative Officer: Brent Choi | Associate Creative Director, Art Director: Raul Garcia | Associate Creative Director, Copywriter: Brian Murray | Copywriter, Art Director: Alex Manahan, Andrew Bernardi | Account & Project Team: Daryn Sutherland, Ranjan Gill, Cecily Lo | BMW Brand Team: Kevin Marcotte, Marc Belcourt, Jonathan Thompson

Silver

Company: Volkswagen
Campaign: Art Heist
Agency: Red Urban
2012 CMA Award Winners

Credits: Creative Director: Christina Yu | Writer: David Barber | Art Director: Joel Pylypiw | Agency Producer: Andrea Hull | Account Supervisor: Sonia Ruckemann | Brand Manager, Volkswagen: Lynne Piette | Account Coordinator: Lance Kowlessar

Bronze

Company: Volkswagen
Campaign: Drive Until
Agency: Red Urban

Credits: Creative Director: Christina Yu | Writers: Matt Syberg-Olsen, Jon Taylor | Art Directors: Christina Yu, Damian Simev | Agency Producers: David Isaac, Anna Tricinci | Account Director: Caroline Kilgour | Account Supervisor: Sonia Ruckemann | Production Company: Untitled Films

Consumer Products - Food & Beverage

Gold

Company: Labatt Breweries of Canada
Campaign: Budweiser - Flash Fans
Agency: Anomaly

Credits: Vice-President of Marketing, Labatt Breweries of Canada: Jorn Socquet | Marketing Director, Budweiser Canada: Kyle Norrington | Marketing Manager, Budweiser Canada: Ben Seaton | Creative: Grant Mason | Creative: Jessica Ghersi | Manager, Marketing Communications, Labatt Breweries of Canada: Brian Tod

Silver

Company: Loblaw Companies Ltd.
Campaign: Recipe to Riches
Agency: In-House

Bronze

Company: Wendy's Restaurants of Canada Inc.
Campaign: The Poutition
Agency: MacLaren McCann

Credits: Creative Directors: Mike Halminen, Sean Davison | Group Creative Directors: Dave Stubbs, Marc Melanson, Duncan Porter | Copywriter: Aaron Woolfson | Art Director: Isabelle Santiago | Account Director: Sandra Stinchcombe-Avey | Regional Marketing Director, Wendy's Canada: Lisa Deletroz | Account Executive: Auggies Sennis | Strategic Planner: Zach Lieberman | Editor (Rooster): Ernie Mordak | Animation Director (Hatch): Richard Rosenman

Consumer Products - General

Gold
2012 CMA Award Winners

Company: BC Hydro
Campaign: Power Smart
Agency: DDB Canada / Vancouver

Credits: Creative Directors: Dean Lee, Cosmo Campbell | Copywriters: Neil Shapiro, Katie Ainsworth | Art Directors: John Larigakis, Lisa Chen-Wing, Sheldon Hui | Account Managers: Karen Martin, Amanda Waye | Producers: Sue Bell, Courtney Smith, Zara Thomas, Alisen Salusbury | Technology Lead: Justin MacLeod

Silver

Company: Unilever Canada Inc.
Campaign: Made For Men
Agency: OgilvyOne Worldwide

Credits: Chief Creative Officers: Matt Hassell, Ian MacKellar | Associate Creative Director: Greg Shortall | Art Directors: Ali Asfour, Stefan D'Aversa | Copywriters: Noah Feferman, Phil Coulter | Account Managers: Rachel Connell, Ken Kircaliogli, Nigel Fick | Executive Director, Social Media: Terri McBay

Financial

Gold

Company: Scotiabank
Campaign: You're richer than you think
Agency: Bensimon Byrne

Credits: SVP, Canadian Marketing, Scotiabank: Duncan Hannay | VP, Marketing, Personal Banking, Scotiabank: Jeff Marshall | Director & Head, Brand Management & Creative Development, Scotiabank: Carolyn Saunders | Creative Director, Bensimon Byrne: Joseph Bonnici | Associate Creative Director, Bensimon Byrne: Hayes Steinberg | Associate Creative Director, Bensimon Byrne: Chris Harrison

Silver

Company: TD Bank
Campaign: TD Back to School
Agency: Diamond Marketing, DraftFCB and Twist Image

Credits: Manager, Experiential Marketing: Alicia De Lauro | Associate Manager, Marketing Digital: Joti Dhesi | Manager, Advertising: Rebecca Stutley | Accounts: Josh Diamond, Ravi Sidhu, Corry Visser, Ian Kapasi | Creative: Darryl Graham, Mark Graham, Andrew Patterson

Bronze

Company: TD Bank
Campaign: TD Forests
Agency: Twist Image / DraftFCB / Diamond Marketing / Starcom

Credits: VP, Global Brand & Advertising, TD Bank Financial Group: Dianne Smith-Sanderson | Executive Creative Director: Virginia Magaletta | Group Account Director: Gillian Ross | Associate Creative Director:
2012 CMA Award Winners

Mark Holden | Strategy Director: Paul McEnany | Technology Director: Adrien Montpellier | Chief Creative Officer: Robin Heisey | VP Creative Group Head: Jeff Hilts | Art Director: Aya Refaeli | Krystle Mullin: Writer | Account Director: Roy Gruia | Account Manager: Eryn LeMes

NFP/Fundraising/Public Service

Gold

Company: SickKids Foundation  
Campaign: Do The Happy for SickKids  
Agency: Oxygen Design Agency

Credits: Vice-President, Communications : David Estok | Director, Marketing: Lori Abbott | Senior Specialist, Marketing Communications: Lindsey Hodgson | Senior Specialist, Digital Communications: Laura Bradley | Creative Director, Oxygen Design Agency: Alex Wigington | Account Director, Oxygen Design Agency: Samantha Brightling | Writer: Andrew Payne

Silver

Company: Trillium Gift of Life Network  
Campaign: beadonor.ca  
Agency: Bensimon Byrne

Credits: Vice-President, Operations: Versha Prakash | Director of Communications, Interim: Karyn Hyjek | Communications Manager: Mary Ellen Armstrong | Senior Vice-President, Creative Director: Ian MacKellar | Associate Creative Director: Hayes Steinberg | Associate Creative Director: Chris Harrison

Bronze

Company: TAXI  
Campaign: Pothole Season  
Agency: TAXI


Retail

Bronze

Company: LCBO  
Campaign: Whisky Rocks  
Agency: Parcel Design
2012 CMA Award Winners

Credits: Director Integrated Marketing, LCBO: Charan Bhogal | Marketing Manager, LCBO: Tricia Gadsden | Senior Account Executive, Parcel Strategist: Erin Brand | Account Director, Zenith Optimedia: Jacqueline Murdoch | Marketing Coordinator, LCBO: Matt Wade | The Agency Group, Concert/Competition Consultant: Colin Lewis

Pro Bono

Gold

Company: Rethink Breast Cancer
Campaign: Your Man Reminder
Agency: john st.

Credits: Co-Creative Director, Partner: Angus Tucker | Co-Creative Director, Partner: Stephen Jurisic | Art Director: Denver Eastman | Copywriter: Lucy Foster-Friesen | Digital Producer: Cas Binnington | Team Leader: Stephanie Hurst

Silver

Company: Edward Pond
Campaign: Edward Pond's Creative Chef
Agency: TAXI 2

Credits: Creative Director, Design N.A.: Dave Watson | Designer, Typographer, Illustrator: Tyler Adam Smith | Designer: Kammy Singh | Writers: Jacob Greer, Mike Blackmore | Mac Artist: Dave Kinsella | Print Producer: Tara Greguric

Bronze

Company: PFLAG
Campaign: Stories to share and inspire
Agency: DraftFCB

Credits: Associate Creative Director: Lauren Miller | Art Director: Elma Karabegovic | Producer: Anna Neilson | Account Director: Cynthia Roach | Project Manager: Michelle Simpson | CCO: Robin Heisey

Promotion

Automotive

Bronze

Company: Audi Canada
Campaign: Winter Tires
Agency: BIMM Direct and Digital

Credits: VP Chief Creative Officer: Roehl Sanchez | Associate Creative Director: Chris Davies | Associate Creative Director: Agostino Guastella | Senior Account Executive: Samira Dossani | Senior Account Supervisor: Jon Chiriboga
2012 CMA Award Winners

Consumer Products - Food & Beverage

Gold

Company: Unilever Canada Inc.
Campaign: Magnum Heir
Agency: Ogilvy


Silver

Company: James Ready
Campaign: Spelling Bee Lottery
Agency: Leo Burnett, Toronto

Credits: Chief Creative Officer, Creative Director: Judy John | Creative Director: Lisa Greenberg | Group Creative Directors: Anthony Chelvanathan, Steve Persico | Copywriter, Illustrator, Director: Steve Persico | Art Director, Director, Illustrator: Anthony Chelvanathan | Producers: Franca Piacente, Gladys Bachand, Kim Burchiel

Bronze

Company: Kraft Canada
Campaign: Caramilk Key to the Secret
Agency: The Hive

Credits: Chief Creative Officer: Simon Creet | Associate Creative Director: Paul Parolin | Associate Creative Director: Jess Willis | Group Account Director: Michelle Prowse | Account Director: Daniel Langer-Hack | Account Supervisor: Lauren Zigelstein

Consumer Products - General

Bronze

Company: 3M - Scotch Brite™ Brand
Campaign: Dirty Little Cleaning Secrets
Agency: TraffikGroup


Consumer Products - General

Silver
2012 CMA Award Winners

**Company:** HarperCollins Canada  
**Campaign:** This Dark Endeavour AR Campaign  
**Agency:** DentsuBos

**Credits:** Director, Publicity & Communications: Rob Firing | Marketing Director: Cory Beatty | VP, Sales & Marketing: Leo MacDonald | Marketing Specialist and Outreach: Vikki Van Sickle

**Consumer Services**

**Silver**

**Company:** Travelocity.ca  
**Campaign:** Roam with the Gnome  
**Agency:** ePrize

**Credits:** Product Manager, Travelocity.ca: Andy Lee | Marketing Principal, Travelocity.ca: Bruce Horner | Operations & Media Relations Manager, Travelocity.ca: Brian Jimpson | Account Director, ePrize: Whitney Facione | Account Manager, ePrize: Sarah Hanna | Associate Producer: Casey Brandenburg

**Bronze**

**Company:** Rogers Communications  
**Campaign:** Rogers Sales & Service Store Rebrand  
**Agency:** Quinine Design Ltd

**Credits:** SVP, Brands and Marketing Communications: Shelagh Stoneham | SVP, Consumer Segment: Phil Hartling | Sr. Director, Retail Design and Merchandising: Patricia Brown | Sr. Manager, GTM Marketing Planning: Margareta Mahlstedt | Planner, Strategist: Ian Johnston | Senior Designer: Alex Whitlow

**Financial**

**Gold**

**Company:** MasterCard Canada  
**Campaign:** Stylicity - Spring 2012 Launch Campaign  
**Agency:** MacLaren McCann

**Credits:** Creative Directors: Sean Davison, Mike Halminen | Art Directors: Robert Kingston, Jeremy Lenz, Simon Tuplin, Matt Howe | Copywriters: Jason Levine, Ron MacDonald | VP, Group Account Director: Ryan Timms | Account Supervisor: Emily MacLaurin-King | Head of Marketing, MasterCard Canada: Lilian Tomovich | VP, Business Leader Merchant & Sponsorship Marketing, MasterCard Canada: Milos Vranesevic | Account Executives: Lindsay Fellows, Taryn Lipschitz

**Bronze**

**Company:** CIBC  
**Campaign:** PanAm Branch  
**Agency:** Cundari / Inventa
2012 CMA Award Winners

Credits: Chief Creative Officer: Brent Choi | Creative Directors: Mike Dietrich, Jerry Huckins (Inventa) | Copywriters: Alex Manahan, Appanna Chetandra | Art Directors: Mike Dietrich, Andrew Bernardi, Aaron Kwapasinski | Account Management: Jennifer Steinmann, Lindsay MacGregor, Charlene Huckins (Inventa) | Project Planning: Chris Yang, Andrea Sampson | CIBC Brand Team: Monique Giroux, Sean Beharry, Amia Persaud, Amber Coghill

Retail

Gold

Company: IKEA
Campaign: Moving Day
Agency: Leo Burnett, Toronto

Credits: Chief Creative Officer: Judy John | Creative Directors: Judy John, Lisa Greenberg | Group Creative Directors: David Federico, Morgan Kurchak | Copywriter: Morgan Kurchak | Art Director, Designer: David Federico | Producer: Anne Peck

Silver

Company: IKEA
Campaign: Ottawa Interior Beautification Plan
Agency: Leo Burnett, Toronto

Credits: Chief Creative Officer: Judy John | Group Creative Directors: David Federico, Morgan Kurchak | Digital Associate Creative Director: Ian Kay | Copywriters: Morgan Kurchak, Stephen Stahl, Len Preskow | Art Director: David Federico, Sean Perkins, Trevor Bell | Producer: Anne Peck, Melanie Palmer

Bronze

Company: LCBO
Campaign: Whisky Rocks
Agency: Parcel Design

Credits: Director Integrated Marketing, LCBO: Charan Bhogal | Marketing Manager, LCBO: Tricia Gadsden | Creative Director, LCBO: Brad Maclver | Senior Account Executive, Parcel Strategist: Erin Band | Special Events Manager, LCBO: Karen McGee | Marketing Coordinator, LCBO: Matt Wade

✔️ Student Awards

Creative

Gold

Company: Mohawk College
Campaign: WebStream

Credits: Instructor: Jef Petrossi | Students: Ruth Cachero, Yan Chaymann, Sarah Quinto, Jennifer Rienties
2012 CMA Award Winners

Silver

Company: Algonquin College  
Campaign: WebStream

Credits: Instructor: Jake Volt | Students: Tom Jansen, Andrew Gilbank, Temina McCormack, Ankit Verma

Bronze

Company: Algonquin College  
Campaign: WebStream

Credits: Instructor: Jake Volt | Students: Megan Goudie, Jessica Joiner, Adam Knowles

Marketing

Silver

Company: Mohawk College  
Campaign: SickKids Foundation

Credits: Instructor: Janice Warren | Students: Tara Bryk, Kayla Ciccone, Kirstie Ciccone

Bronze

Company: St. Lawrence College  
Campaign: SickKids Foundation

Credits: Instructor: Laura Kittner | Students: Alisha Ferguson, Chang Sun, Ashley LeTourneau, Katie McLean