CMA Awards Gala
Canada’s #1 Marketing Awards
50th Anniversary Edition
Canada’s Marketing Association

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THE 2017 CANADIAN MARKETING ASSOCIATION AWARDS

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About the CMA

The Canadian Marketing Association represents Canada’s leading business sectors and all marketing disciplines, channels and technologies through thought leadership, growth, development and education. CMA is the largest Canadian marketing association educator, championing the Chartered Marketer designation, a nationally-recognized program that allows for the top marketing talent in Canada to invest in their career development. As the marketing profession’s leading advocate on key public policy issues, CMA develops self–regulatory standards for its Members. For more information, please visit theCMA.ca

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Adrian Capobianco
President
Vizeum Canada

CHAIRS, SENIOR JUDGES:
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General Manager, Microsoft Office
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Published by:
Proudly produced by:
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Published November 2017
CANADIAN MARKETING ASSOCIATION
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Welcome to the 2017 CMA Awards Gala!

As Canada’s marketing association, we champion marketing as a key driver of business success. We are proud to celebrate and recognize the very best in our profession: the active voices who encourage leadership in this community.

With the Canadian Marketing Association celebrating its 50th Anniversary this year and launching the game-changing Chartered Marketer designation, the CMA Awards highlight the outstanding work produced through the partnership between client and agency.

Across 7 disciplines and 8 categories, we recognize the best, most innovative marketing campaigns created in Canada. We are also pleased to showcase the winners of our Special Awards:

- Canada Post INCITE Award
- Facebook Mobile Marketing Award
- Environics Analytics Data Marketing Award
- YouTube Creative Storytelling Award

In addition to our Special Awards, the CMA Awards Gala honours the Best of the Best for our profession as well as the Marketer of the Year.

Our CMA Award judges are experienced senior marketers who represent Canada’s top marketing talent. I would like to sincerely thank our judges for accepting the difficult task of evaluating the hundreds of entries. Together with CMA, the Senior Judge Co-Chairs oversee the judging process. The two senior executives who took on the Co-Chair roles this year are:

- Cheri Chevalier - General Manager, Microsoft Office, Microsoft Canada
- Peter Ignazi - Chief Creative Officer, Cossette

Finally, I would like to thank Danielle Graham, Anchor of CTV’s ETALK and host of this year’s CMA Awards Show for an unforgettable night.

Once again, our congratulations to all the winners of the 2017 CMA Awards and we look forward to seeing you again next year on November 23, 2018!

Sincerely,

John Wiltshire
President and Chief Executive Officer
Canadian Marketing Association
WHAT DOES IT TAKE TO WIN GOLD?

The CMA Awards honour the best, most innovative marketing solutions created in Canada; work that inspires our imagination and would do us proud, representing Canada on a global stage.

Gold is the pinnacle of success. It celebrates work that gets results, work that is exciting, creative, edgy, powerful, fresh and captures attention. Gold campaigns enrich the brand’s image and leave a meaningful impression on its audience. Gold represents a blend of innovative strategies, great creative, and measurable results. Gold is the result of powerful partnerships between agencies and clients.

To win Gold, the entry submissions must convince a panel of judges that the work meets the highest standards. Fourteen senior judges, all experts in their field, and more than 200 panel judges from across Canada are selected to evaluate entries in seven disciplines: Advertising, Community Engagement (PR & Social Media), Direct Engagement, Digital, Experiential and Innovative Media, Integrated and Promotion/Shopper Marketing. Notable special awards include:

- Canada Post INCITE Award
- Facebook Mobile Marketing Award
- Environics Analytics Data Marketing Award
- YouTube Creative Storytelling Award

Our judges set a high bar making a CMA Award a true mark of excellence.

Scores are tabulated and top entries moved on to a second round for another review by the senior judging panel. Entries that achieve the highest scores in both first and second round judging are awarded Gold, Silver and Bronze.

Best of the Best reveals the outstanding nature of the campaign and what the best and brightest creative and strategic teams in our profession can do.

Therein lies the real secret to winning Gold; the team of people involved in each project. Balancing strategy, creative, execution and results to produce a winning campaign requires a true partnership between agencies and clients. The enthusiasm, dedication and effort of all the people behind the scenes bring these great, funny, eye-catching and memorable ideas to life.

Tonight, we celebrate these ideas, these teams and their award-winning campaigns.

Congratulations to all of tonight’s winners!
STRATEGIC CHAIR AND SENIOR JUDGE CO–CHAIRS

STRATEGIC COMMITTEE CHAIR

Adrian Capobianco, President, Vizeum

Adrian is considered one of the top digitally experienced agency leaders in Canada. As President of Vizeum Canada, he uses his business and technology experience to help a diverse portfolio of clients leverage the changes in the digital economy.

He has been instrumental in building and transforming many businesses. His career began at IBM and has focused on the interchange of business, technology and advertising. From IBM, Adrian helped to establish the teams, processes and clients in the early days of the digital revolution at Rare Medium, Publicis and FUSE Marketing Group and later at Cundari and Proximity/BBDO. In 2008, he founded and launched the digital innovation agency Quizative, which would be acquired by Cundari where he went on to lead the combined globally acclaimed digital team.

Adrian is actively engaged in the marketing community and is sought after to contribute and speak at various Canadian and global events. He also serves as Board Vice-Chair of the Heart and Stroke Foundation’s Canadian Partnership for Stroke Recovery.

SENIOR JUDGE CO–CHAIR

Cheri Chevalier, General Manager, Microsoft Office, Microsoft Canada

Cheri Chevalier is the leader of the Microsoft Office Division at Microsoft Canada, responsible for marketing and operations for the complete Office portfolio which includes Office, O365, Unified Communications, Collaboration, Analytics, and Security & Compliance solutions. Her role spans across all segments, including commercial, consumer, and education. Prior to this role Cheri was the CMO at Microsoft Canada and leader of its Central Marketing Organization; responsible for marketing across Microsoft’s commercial and consumer audiences, including integrated marketing communications, digital and social marketing, data/analytics, events, and marketing operations.

Cheri has been awarded Microsoft’s Chairman Award, the highest award given to employees globally.

She has served as vice chair of Halton Food for Thought, a charity that helps kids develop to their full potential by providing inclusive access to nutritious foods throughout the school day, and has been active member of the Canadian Marketing Association (CMA) for the past 6 years serving both on its Brand Council and as a Senior Judge for the CMA Awards.

SENIOR JUDGE CO–CHAIR

Peter Ignazi, Chief Creative Officer, Cossette

Under his leadership, both BBDO and Cossette have been named Canadian “Agency of the Year” by Strategy Magazine - firsts for both agencies. He has twice been included in the Top Ten list of most awarded copywriters in the world by The Gunn Report. In 2013, he was ranked #1 creative director in Canada by Strategy Magazine. In the past decade he has won 21 Cannes Lions for 10 different clients in 8 categories ranging from film to cyber to integrated.

Peter earned a B.Sc. in Chemistry from McMaster University before enjoying a successful career as a research chemist with Dow Chemical in Germany. He also has an MBA from McGill University. Peter has worked as a Copywriter and Creative Director in Toronto and New York for such agencies as TAXI, McCann, and Downtown Partners DOB.
The Chartered Marketer (CM) designation recognizes the top marketing talent in Canada.

Commit to your professional growth, manage your skill development and invest in your career. Apply today!
ADVERTISING

SENIOR JUDGES

Arthur Fleischmann
Partner, President and CEO
Johnst

Trinh Tham

ADVERTISING

JUDGES

Dustin Brown
Partner, Head of Strategy
Elemental Inc.

Anja Bundze
Director, Marketing
NLogic

Matthew Cowling
Marketing Director
Bell Media

Christine Cruz-Clarke
Marketing Director
Mars Inc.

Gabe Dunlop
Country Manager, Canada
Varick Media (An MDC Company)

Cory Eisentraut
VP, Creative Director
Havas Canada
Andrea Dorfman  
Senior Copywriter/Content Strategist  
A4D4 Communications

Shannon E Davidson  
VP Marketing, Practice Lead  
NATIONAL

Kathleen Honey  
Associate Creative Director  
Sandbox Advertising Inc.

Ching Chiu  
Managing Director  
Megatone Media Corp.

Cheryl Grishkewich  
VP, Corporate Brand Marketing  
Loblaw Companies Limited

Melody Dover  
Creative Director  
Fresh Media Inc.

Travis Cowdy  
Executive Creative Director  
DentsuBos

Lynn Chambers  
VP, Corus Tempo  
Corus Entertainment

Andrea Dorfman  
Senior Copywriter/Content Strategist  
A4D4 Communications

Ching Chiu  
Managing Director  
Megatone Media Corp.

Travis Cowdy  
Executive Creative Director  
DentsuBos

Shannon E Davidson  
VP Marketing, Practice Lead  
NATIONAL

Cheryl Grishkewich  
VP, Corporate Brand Marketing  
Loblaw Companies Limited

Melody Dover  
Creative Director  
Fresh Media Inc.

Kathleen Honey  
Associate Creative Director  
Sandbox Advertising Inc.

Michael Dougherty  
Marketing Manager  
Captivate
JUDGES

Susan Irving
Senior Director of Marketing, Global Snacks Group | Doritos and Cheetos™
PepsiCo

Bilal Jaffery
Marketing Practice Leader
Deloitte Digital

Chadi Kandil
Marketing Professor
Centennial College

Bernie Malinoff
President
element54

Frederick Martel
Senior Manager, Product Development
(Smartmail Marketing)
Canada Post

Robert Martineau
President
Hamelin + Martineau

Zemina Moosa
Managing Partner
Ogilvy Canada

Neil Persaud
Business Development Manager
Candybox Marketing

Tim Peters
VP Americas
ScribbleLive
JUDGES

Brad Sherwin  
Director of Marketing  
Credit Counselling Society

Michael Shostak  
SVP and Chief Marketing Officer  
Economical Insurance

Sheng Sinn  
Business Director  
J. Walter Thompson Canada

Rafael Tercaroll  
Senior Manager, Digital Marketing  
Morneau Shepell

Daniel Westgate  
VP, Executive Creative Director  
RI

Chris Willoughby  
General Manager,  
Brand and Member Marketing  
Aimia
Tracey Stechyshyn
Brand Specialist
Farm Credit Canada

Randy Tait
Studio Manager
Manulife Financial

Andrew Temes
Senior Marketing Manager,
Customer Acquisition & New Products
Enercare Home Services
COMMUNITY ENGAGEMENT

SENIOR JUDGES

Tracey Cooke
Vice President, Communications and Marketing Excellence Nestlé

Marketa Krivy
Executive Creative Director Tribal Worldwide

Maxinne Abuyuan
Creative Director Mirum

Doyle Buehler
CEO Dept. Digital

Lauren Dineen-Duarte
Director of Public Affairs and Communications American Express Canada

Linda Forrest
Manager, Strategic Communications & Outreach Treasury Board Secretariat

Brendan Kenalty
CMO ItracMarketer

Kristi Knowles
Former VP Marketing Molson Coors
COMMUNITY ENGAGEMENT

JUDGES

Kelly Rusk
Digital Director/Partner
Banfield

Angela Sarino
Senior Director, Marketing Communications
CIBC

Jed Schneiderman
President and Co-Founder
Tapped Mobile

Laurel Taylor
Senior Consultant
NATIONAL Public Relations

Trent Thompson
VP, Creative Director
BBDO Toronto

John Worden
VP Marketing
Hakim Optical
**DIGITAL**

**SENIOR JUDGES**

Nick Bilodeau  
Head of Insurance  
American Express Canada

Guy Stevenson  
Chief Customer Engagement Officer  
Ogilvy Canada

**JUDGES**

Emily Baillie  
Professor  
Humber College

Brent Campbell  
Senior Manager, Product Innovation  
Rogers

Giles Crouch  
Managing Partner  
Well Researched

Dave Fleet  
Executive Vice President, National Practice Lead, Canada  
Edelman Digital

Carolina Gomez-Delatorre  
Senior Copywriter  
Jan Kelley

Chris Goward  
Founder & CEO  
WiderFunnel
JUDGES

Kirsten Homeniuk  
Vice President, Marketing  
Tourism Whistler

Mark Jordan  
Director, Digital Projects,  
Brand Strategy & Communications  
SickKids Foundation

Linda Kessler  
Country Manager, Canada  
Undertone

Tom Megginson  
Creative Director  
Acart Communications

Robert Meth  
VP, Growth and Partnerships  
EQ Works

Michael Palmer  
Executive Creative Director  
Quarry Integrated Communications

Jason Rumanek  
Group Leader, Customer Experience Management  
D+H

Bernie Schmidt  
Founder, Conversion Strategist  
Profitable Conversions

Blair Smith  
Professor of Marketing and Digital Media  
George Brown College
DIGITAL

JUDGES

Dave Stevenson
SVP, Creative Director
Ariad Communications

Mark Tempest
Senior Vice President
Ayima

Kyle Turk
Director of Marketing & Communications
Welch LLP
DIRECT ENGAGEMENT
(DIRECT, 1:1 & LOYALTY)

SENIOR JUDGES

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Vice-President, Integrated Marketing Planning, Customer Strategy and Channels
TD Bank Group

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Executive Creative Director
McCann

JUDGES

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Director
Wrigley Canada

Kathryn Ferguson
Senior Director, Marketing
SAP

Brian Langerfield
SVP, Executive Creative Director
NATIONAL Public Relations

Eric Belanger
Associate Creative Director
Sandbox

Kevin Hawley
Partner/Art Director
Barefoot Creative Inc

Michelle Lemmon
Senior Manager, Marketing and Strategy
Toronto International Film Festival (TIFF)
DIRECT ENGAGEMENT (DIRECT, 1:1 & LOYALTY)

JUDGES

Nancy Mancini  
Principal Consultant  
Marcom Blueprints Inc.

Kaksha Mehta  
Senior Manager, Marketing  
RBC

Laurence Metrick  
President  
Metrick System

James Smith  
Chief Compliance and Privacy Officer  
Environics Analytics

Mary Lynne Stewart  
National Director of Fund Development and Communications  
March of Dimes Canada

Paul Tedesco  
EVP, Managing Director  
TrackDD
INTEGRATED

JUDGES

Susan Meisels  
VP, Strategy  
KBS

Luke Moore  
VP, Managing Director, Media  
Cundari Group Ltd.

David Pereira  
President  
GET LIFT Agency

Kevin Simcock  
Creative Director  
Klick Inc

Jennifer Stahlke  
Vice President, Customer Marketing  
Walmart Canada

Fiona Tan  
Senior Marketing Manager  
Scotiabank
Christine Roche  
Senior Marketing Manager  
RBC

Annie Rowe  
VP, Head of Strategy  
Geometry Global

Christian Sauvageau  
President and CEO  
Luminor Medical Technologies Inc

Christine Wellenreiter  
Vice-President, Marketing and Communications  
GLC Asset Management Group Ltd.

Robin Whalen  
President  
The Tite Group
EXPERIENTIAL AND INTEGRATED MEDIA

SENIOR JUDGES

MICHAEL MOSER
Senior Director of Marketing Strategy, Finance, & Operations; Communications, Marketing, Brand and Research Department
CBC

SEBASTIEN RIVEST
EVP, Chief Creative Officer
DentsuBos

KERRI DAWSON
VP, Marketing
LCBO

ELAINE MCCULLOCH
Associate Marketing Director, Bell Media Youth & Lifestyle Brands
Bell Media

DAVID BARNES
Vice President Corporate Communications, Advertising and Sponsorship
American Express Canada

STACEY BLACK
Director of Marketing & Communications
Bulletproof Solutions

SARAH GRUNDY
Vice President, Creative
Fish Out of Water Design Inc.

STEPHEN ROUSE
Principal
Carouse Communications

JUDGES
JUDGES

Kate Torrance
Director, Brand Marketing
SickKids Foundation

Meaghan Vigar
Associate Creative Director
BIMM

Kaaren Whitney-Vernon
CEO/Founder
shift2
PROMOTION/SHOPPER MARKETING

SENIOR JUDGES

Nancy Marcus
Corporate Vice-President, Marketing
Kruger Products

Annette Waring
CEO
Dentsu Aegis Network Canada

JUDGES

Karen Blumel
President & Creative Director
Karen Blumel Consulting Inc.

Laura Graham-Prentice
Professor
George Brown College

Tanya Mark
Associate Professor
University of Guelph

Craig Bond
Chief Creative Officer
BSTREET Communications

Jamie Haggerty
Senior Manager, Direct Marketing
Canada Post

Lisa Mazurkewich
Director of Marketing and Digital Experience
Starbucks

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PROMOTION/SHOPPER MARKETING

JUDGES

Daniel Pilas
Head of Marketing
SC Johnson

Walter Hubert Rau
Senior Advisor
Barrett and Welsh Inc

Julia Sousa
Director, Integrated Marketing
LCBO
PROMOTION/SHOPPER MARKETING

Jeff Swystun
President & CMO
Swystun Communications

Renee Weekes
Account Director
High Road

Tara Wickwire
Director
NATIONAL Public Relations
CAROLINA POST INCITE AWARD

SENIOR JUDGES

Carolyn Rollins
General Manager, Enterprise Marketing
Canada Post

Scott Pinkney
VP, Executive Creative Director
Publicis Hawkeye

JUDGES

Eric Belanger
Associate Creative Director
Sandbox

Andrew MacEachern
President
Information Packaging

Andy Bruce
Co-founder, CEO
MobileX

John Rocca
Creative Director
Manulife
ENVIRONICS ANALYTICS DATA MARKETING AWARD

SENIOR JUDGE

Evan Wood
Senior Vice President,
Marketing and Sales Operations
Environics Analytics

JUDGES

Peter Boggs
Analytics Consultant
Environics Analytics

Larry Filler
Senior Vice President
Environics Analytics

Evan Wood
Senior Vice President,
Marketing and Sales Operations
Environics Analytics

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SVP, Strategy & Analytics
Wunderman/Blast Radius

Mark Goodman
CEO
Mirum

Rachel MacQueen
VP, Head of Marketing
LoyaltyOne / AIR MILES Reward Program

Brett Marchand
President & CEO
Cossette

Kaksha Mehta
Senior Manager, Marketing
RBC
FACEBOOK MOBILE MARKETING AWARD

SENIOR JUDGES

Andrea Van Leeuwen
Head of Marketing, Canada
Facebook

Claire Sweeney
Managing Director
Resolution Media (a division of Omnicom
Canada Corp.)

JUDGES

Josh Bloom
Industry Manager (Automotive)
Facebook

Sam Galanis
Industry Manager (Retail)
Facebook

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YOUTUBE CREATIVE STORYTELLING AWARD

YOUTUBE CREATIVE STORYTELLING

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Creative Lead
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Maxinne Abuyuan
Creative Director
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GroupM

Nancy McConnell
Head of Industry, Consumer Goods
Google Canada

D e v i d B a r n e s
Vice President Corporate Communications,
Advertising and Sponsorship
American Express Canada

T a y y a b R i z v i
Associate Product Marketing Manager
Google

J U D G E S
YOUTUBE CREATIVE STORYTELLING AWARD

Stacey Black
Director of Marketing and Communications
Bulletproof Solutions

Doyle Buehler
CEO
Dept. Digital

Kirsten Homeniuk
Vice President, Marketing
Tourism Whistler
MULTI-DISCIPLINE

JUDGES

Bryan Kane
President
Publicis

Peter Boggs
Analytics Consultant
Environics Analytics

Nathalie Cook
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National Director, Marketing, Communications & Brand
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Robert Lendvai
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Flixel Photos Inc.

Adam Luck
Head of Digital Growth and Innovation
IPG Mediabrands (Ansible)

Christine Lukewich
Direct Response Marketing Manager
CCFC (Christian Children’s Fund of Canada)
Mary Kreuk
Executive Director, Sales & Marketing
CBC Radio-Canada

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Response Innovations
MULTI-DISCIPLINE

JUDGES

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Chief Marketing Officer - Tim Hortons Canada
Tim Hortons

Eva Salem
Vice President Marketing
Canadian Tire

Erin Thomson
Consultant Sponsorship & Events
Aimia

Brent Wardrop
Partner, Chief Creative Officer
Elemental

Brenda Woods
VP Marketing
Visa Canada
LORI DAVISON
CANADA’S MARKETER
OF THE YEAR

For her relentless commitment to propel a compelling Canadian brand onto the global stage – and craft a strategic brand reinvention to represent the best of Canadian marketing – CMA is proud to name Lori Davison as the 2017 Marketer of the Year.

Lori Davison joined SickKids Foundation in 2014. As Vice President, Brand Strategy & Communications, Lori leads the strategic vision for SickKids brand communications. Under Lori’s leadership, the Foundation’s in-house team of marketers, content specialists and public relations practitioners develop and execute integrated marketing and communications programs to build brand equity, raise awareness of SickKids’ global leadership and reinforce the need for donor dollars.

With aggressive fundraising goals and tough demographics to reach, Lori and her team launched the SickKids VS campaign to grow brand awareness and expand their donor base. Using bold, intense and inescapable advertising, the SickKids brand was rejuvenated as a winning performance brand to draw in male and Millennial donors without alienating their traditional donor base. Under Lori’s leadership and her brand team’s efforts, the SickKids VS campaign reached all-time, record-breaking fundraising levels and generated stories around the world.

Prior to joining SickKids, Lori had roles on the senior management teams of leading advertising agencies such as Leo Burnett and BBDO, where she led brand strategy on some of Canada’s biggest blue chip brands including RBC and TD Bank.

Lori holds a Master of Arts degree from the University of Toronto as well as a Bachelor of Arts degree in English and Sociology from the University of Western Ontario.

The Canadian Marketing Association Marketer of the Year Award is presented annually to the Canadian individual who has continually displayed outstanding marketing acumen and leadership. Past recipients include: Judy John, CEO & Chief Creative Officer, Leo Burnett (2016), Duncan Fulton, Senior Vice-President, Canadian Tire Corporation (2015); Dominic Mercuri, Executive Vice-President Community, Environment & Chief Marketing Officer, TD Bank (2014); Dani Reiss, President and CEO, Canada Goose (2013); Robert Deluce, President and CEO, Porter Airlines (2012); and Christine Day, Chief Executive Officer, lululemon athletic (2011).
RUNNING IN STARK CONTRAST TO THE CATEGORY’S HISTORY OF HIGHLY SENTIMENTAL AND HEART-TUGGING TONALITIES, SICKKID’S HIGH VOLTAGE CAMPAIGN WAS AS AGGRESSIVE AS THEIR $1 BILLION FIVE-YEAR DONATION TARGET. CANADIANS EVERYWHERE TOOK NOTICE, AND DONORS WERE EAGER TO JOIN THIS EVER-IMPORTANT BATTLE.

THE CREATIVE SHIFT WAS INFLUENCED BY THE NEED TO EXPAND BEYOND THEIR TRADITIONAL DONOR BASE, WHICH HAD LEANED HEAVILY ON GEN X AND BABY BOOMER WOMEN. THE NEW STRATEGY PUT MEN AND CovETed MILLENIAL DONORS IN THEIR SIGHTS, SHIFTING THE FOCUS AWAY FROM BEING “SICK” AND TOWARDS THE COURAGEOUS “FIGHT” AND WILL TO WIN THAT ALL YOUNG PATIENTS POSSESS.

THE CAMPAIGN LAUNCHED WITH AN IMPOSSIBLE-TO-MISS 120s FILM DURING THE TORONTO MAPLE LEAFS’ HOME OPENER, EXTENDED THROUGH ONLINE CONTENT, OOH EXECUTIONS AND TRANSIT DOMINATIONS. EACH ITERATION OF THE CAMPAIGN FOCUSED ON A DIFFERENT BATTLE AND A SERIES OF ONLINE FILMS EXPLORED INDIVIDUAL PATIENT STORIES, SUCH AS GRACE – A CHILD WHO LOST HER BATTLE WITH CANCER, BUT INSPIRED SICKKID’S RESEARCH TEAM TO FIGHT FOR A CURE WITH SICKKIDS VS. CANCER.

THE CAMPAIGN’S MOST AMBITIOUS PUSH CAME IN THE FORM OF AN ACQUISITION PLATFORM TITLED “SICKKIDS VS 100 TODAY” THAT AIMED TO ATTRACT 100 MONTHLY DONORS EVERY DAY FOR 30 DAYS. A REAL-LIFE PATIENT NAMED HARTLEY BECAME THE FACE OF THIS CAUSE, DESCRIBING THE URGency FOR MORE OPERATION ROOMS IN A POWERFUL VIDEO SUPPORTED BY A WEBSITE DOMINATION, FACEBOOK ADS AND EMAILS TARGETING ONE-TIME DONORS. CONTEXTUAL OOH PLACEMENTS PUT THE MISSION INTO PERSPECTIVE WITH EXECUTIONS IN HIGH-TRAFFIC PLACES (I.E. “200,000 PEOPLE USE THIS STATION EVERY DAY – WE NEED 100 TO JOIN OUR FIGHT TODAY”). THE PLATFORM BEAT TARGETS BY 7%, REPRESENTING A $3 MILLION LIFE TIME VALUE AND A 41% YEAR-OVER-YEAR INCREASE IN DONOR ACQUISITION THROUGH SOCIAL AND DIGITAL.

SICKKIDS VS HELPED BREAK THE ORGANIZATION’S ALL-TIME FUNDRAISING RECORD WITH REVENUES OF $57.9 MILLION DURING THE PERIOD BETWEEN OCTOBER AND DECEMBER. ONLINE REVENUE ROSE BY 695% AND THE AVERAGE ONLINE DONATION REACH AN ALL-TIME HIGH OF $188, UP 63% FROM THE PREVIOUS YEAR. SICKKIDS ALSO SAW A 5% BOOST IN MILLENNIAL AND MALE DONORS RESPECTIVELY.

**BEST OF THE BEST**

**SICKKIDS VS (COSSETTE)**

**Company:** SickKids
**Campaign:** SickKids VS
**Agency:** Cossette

**Credits:**
Chief Creative Officer(s): Carlos Moreno, Peter Ignazi
Creative Director(s): Jaimes Zentil (AD), Craig McIntosh (CW)
Planner/Strategists: Jason Chaney, Fernando Aloise
Account Team: M.Perez, S.Groh, H.Vo, M.Levenberg, O.Figliomeni, D.Dolan
Agency Producer: Dena Thompson
Production House(s): Skin & Bones, Westside, Jam3. Music House: SNDWRX
Animation: The Vanity, The Mill, +a52
Clients: L.Davison, K.Torrance, L.Charendoff, S.Chiovitti, M.Jordan, T.Tieu
WD-40 is the “Kleenex” of household lubricants, with an ironclad brand history and long-held position in millions of Canadian homes but the product often goes unused for months. Research showed that 8 of 10 homes have creaky doors that simply go unfixed.

To regain Canadians’ attention, they attached themselves to the perfect occasion: Halloween. The average front door opens 50 times for trick-or-treaters – more than any other day of the year. So, they created WD-40’s “Haunted Door”, a motion-activated sound-effects app that sent out creepy creaks every time a door swings open.

The spooky smartphone app allowed users to choose from three different creaky-door sounds accompanied by a mailer piece that hung on door handles. Placed inside, the phone’s accelerometer triggered the SFX each time candy-givers opened a door.

Their small but selective mailing of 200 pieces to key influencers resulted in a 50% response rate, coverage by hundreds of media outlets, and more than $1.4 million in earned coverage. Sales saw a dramatic spike in the month of November following the campaign’s launch.
ETF BASED MUTUAL FUNDS

CTA: Take the 5-question quiz, visit BMOTHRIVE.COM and enter to win a $100 gift card

1. THRIVE Booklet – benefits of ETF-Based Mutual Funds
   - Direct mail package arrives 3 days after teaser email is disseminated
   - Blue metallic pouch containing:
     - MUTUAL FUNDS + ETFs =
     - ACCESS TO DIVERSIFIED MARKETS, REGIONS, AND ASSET CLASSES
     - THEY ARE SO INVESTMENT AS THERE’S NO...
     - THEY’RE BLEND A SPECIAL:
     - WHAT HAPPENS WHEN YOU BLEND A SPECIAL?
     - WHAT HAPPENS?
     - THE INVESTMENT UNIVERSE HAS... READY TO ADAPT …
     - THE BEST OF TWO WORLDS.
     - WHAT HAPPENS WHEN YOU BLEND A SPECIAL?
     - THE INVESTMENT UNIVERSE HAS...

2. Infographic – Engaging, client-facing tool to explain the phenomenon of ETFs and their accessibility through a Mutual Fund structure
   - ETFs: Pooled investments in assets (like a mutual fund) – track the value of an index, (like a stock); track on the stock exchange – exchange traded funds
   - MUTUAL FUNDS: Pooled investments in securities such as stocks (equity), bonds (fixed income) and money (interest), income) and money market securities (e.g. cash)
   - TWO THEY WHAT
   - WHAT HAPPENS?
   - THE INVESTMENT UNIVERSE HAS...
   - THE BEST OF TWO WORLDS.
   - WHAT HAPPENS WHEN YOU BLEND A SPECIAL?
   - THE INVESTMENT UNIVERSE HAS...

ETF net asset growth, Leader in Canadian Mutual Funds... Today, 2015. 7 of the top 10 Canadian-based ETFs grew by nearly 15% in 2015. 7 of the top 10... Growth in 2015 1

10  Bloomberg, December 31, 2015.
6  As of September 30, 2016. The FundGrade rating is used with permission from Fundata Canada Inc.
5  Annual Consistency in Monthly Returns, 2015.
4  Annual Consistency in Monthly Returns, 2014.
3  Clare O’Hara, The Globe And Mail, January 5, 2016.
2  The Investment Funds Institute of Canada, December 2015.
1  The Investment Funds Institute of Canada, December 2014.

• Asset diversification – broad range/global stock selection
• Strategic asset allocation – to help lower risk and enhance returns
• Discipline – defined structure and fund objective
• Liquid and transparent – you see the entire holdings of an ETF – bought when sold... for the active portfolio management of... of ETFs within a managed portfolio – previously the... of Canada –... of Canadian households own some... BMO (M-bar roundel symbol) is a registered trade-mark of Bank of Montreal.

Commissions, trailing commissions, management fees and expenses all may be associated with mutual fund investments. Please read the fund facts or the prospectus of the mutual fund before investing.

BMO Mutual Funds refers to certain mutual funds and/or series of mutual funds offered by

BMO Investments Inc., BMO Asset Management Corp. and BMO’s specialized investment management firms. This information should not be construed as providing specific or personalized investment, financial, legal, accounting or tax advice. This infographic is intended for general informational purposes only. This information should not be repeated.

Mutual funds are not guaranteed, their values change frequently and past performance may not be an indicator of future performance. Past performance does not... of return are the historical annual compounded total returns including changes in unit value and income. Please see a prospectus or other offering material for complete details including management fees and expenses.

Lipper-smart-beta-awards-1023.png

For Consistent Return in each category wins the Lipper Fund Award. Lipper Leader ratings change monthly. For more information, please visit www.fundata.com.

FundGrade “A” Rating identifies funds that have substantially outperformed their peers by finishing in the top 20% in a category. 100% of the Lipper Leader ratings... of return are the historical annual compounded total returns including changes in unit value and income. Please see a prospectus or other offering material for complete details including management fees and expenses.

Ratings for Consistent Return, which is a risk-adjusted performance measure calculated over 36, 60... of RDSPs in Canada.
As millennials flood the real-estate market, increasing numbers of young home-buyers are searching not just for the right house, but for the right neighbourhood. This inspired Royal LePage to design a new analytically-powered web application that refocused on lifestyle and cultural fit versus floor plans and square footage.

After analyzing more than 20,000 data points, Royal LePage segmented the market into 38 lifestyle archetypes - like “Shabby Chic” and “Busy In The Burbs” – that illustrated potential community qualities and guided users in their search for the perfect place to call home.

Following a quick background check, users could submit their own data points such as family and occupational details, as well as aspirational qualities that further guided the results. Based on this data, the application served up an exploration of ideal neighbourhoods along with contact info for a local Royal LePage agent who could help them take the next step.

In the first week of its launch, “Your Perfect Life” received over 10,000 unique visits and drove a strong increase in sales leads generated via web. Royal LePage also benefitted from improved SEO and longer website visit times – as well as a 5% increase in overall brand awareness.

Company: Royal LePage
Campaign: Your Perfect Life
Agency: Alaia Technologies
Credits: Product Manager, Royal LePage: Fred Lee
Director, Product Development, Alaia Technologies: Jon MacCall
Director, Software Development, Alaia Technologies: Richard Ding Au
Graphic Designer, Alaia Technologies: Bardia Doust
Director of Business Development, Environics Analytics: Emily Anderson
Lead Developer, Alaia Technologies: Laurynas Navidiauskas
Associate Marketing Director, Royal LePage: Roseline Joyal-Guillot
Marketing Manager, Royal LePage: Melissa Lewandowsk
SILVER
Company: Whirlpool Canada
Campaign: EveryDrop Water Filter, Fall 1:1 Campaign
Agency: RI
Credits: Team Lead: Janice Ryder
         Marketing Manager: Matt Ragno
         Planner/Strategists: Scot Riches
         Creative Director: Daniel Westgate
         Art Director: Lori Davidson
         Production Manager: Andrew Inshan
         Head of Technology & Analytics: Margaret Ngai
         Sr Analyst, Environics Analytics: Luke Forran

BRONZE
Company: Branded Cities
Campaign: Street Furniture Planning Tool
Agency: Branded Cities
Credits: President, Branded Cities: Adam Butterworth
         Director of Marketing, Branded Cities: Natalia Lafforgue
         Marketing Specialist, Branded Cities: Nathalie Rodriguez
         Vice President, Environics Analytics: Jim Green
         Senior VP and Practice Leader, Environics Analytics: Michele Sexsmith
         Director of Client Advocacy, Environics Analytics: Stephanie McIsaac
         Director of Client Advocacy, Environics Analytics: Claire Plaxton
FACEBOOK MOBILE MARKETING AWARD

GOLD
FACEBOOK MOBILE MARKETING AWARD
UNILEVER

After limited success in the category, Dove successfully launched a new line of Premium Baby Care Products under the label of Baby Dove, effectively leveraging the brand equity of their wildly popular “Real Beauty” campaign.

After conducting a global study to better understand motherhood, Dove discovered that 99% of moms feel pressure to be the “perfect parent” - and almost as many are unsure if they’re doing a good enough job.

Knowing their millennial target was most likely to be reached on their phones, they developed a mobile-first content strategy by commissioning world-class photojournalists to create provocative photo essays documenting the lives of 6 new moms over 3 days. The collections featured 360-degree photos as well as supporting video content and viewers were invited to share their own photos using #beautifullyrealmoms to show their support.

The social content drove 40,000 click-throughs, 143,000 web visits, and a 7% engagement rate – over twice their objective. In the first 90 days after launch, Dove achieved a 10.3% market share largely at the expense of their well-established competitor.

Company: Unilever
Campaign: Baby Dove “Beautifully Real Moms”
Agency: Ogilvy Toronto
Credits: Marketing Manager: Leslie Golts, Associate Brand Manager: Carolyn Kim
Director, Account Management: Aviva Groll
Chief Creative Officer: Brian Murray, Ian MacKellar
Group Creative Director: Julie Markle
Group Creative Director: Chris Dacyshyn
Management Supervisor: Ashley Shaffer
Account Executive: Emily Woods
Digital Strategist: Crystal Sales
FACEBOOK MOBILE MARKETING AWARD

SILVER

Company: McDonald’s Canada
Campaign: Employer Image
Agency: Cossette
Credits: SVP, Managing Director: Kathy McGuire
Chief Creative Officers: Carlos Moreno, Peter Ignazi
Creative Directors: Ed Morris
Associate Creative Directors: Tricia Piasecki, Tina Vahn
Creative Team: Michael Tung, Alexandra D’Aversa Corey Way, Elyse Noel
Planner/Strategists: Lynn Fletcher, Anna Nowak, Nico Wlock
Account Team: Heather McCann, Asmait Hailu, Lilian Mak
Clients: A. Benoit, H. Bagozzi, M. Courtois, M. Gamache, C. Pichette
Direct Engagement (Direct, 1 : 1 & Loyalty) Consumer Products - Food & Beverage

BRONZE

Company: FGL Sports (Sports Experts)
Campaign: Grab-A-Gift
Agency: Rethink
Credits: Account Leads: Josephine Allan, Suzie Tremblay, Dominique Gendron, Marie-Pier Léonard, Karl Morin, Patrick Lavalée
Creative Directors: Nicolas Quintal, Chris Staples, Ian Grais
Art Director: Maxime Sauté
Copywriter: Xavier Blais
Digital Strategist: Darren Yada
Account Lead: Alex Lefebvre
Production: Marie Noëlle Rosso
GOLD
YOUTUBE CREATIVE STORYTELLING AWARD
TOURISM TORONTO

Few cities experience the kind of cultural and economic boom that Toronto has enjoyed over the last decade. Between its pop stars, food scene, and unrivalled diversity, Tourism Toronto had no shortage of material to bring to life in their latest and most effective campaign to-date.

The communication strategy embraced the duality of “Views” to highlight the city’s cultural vibrancy and progressive mindset. The bold launch spot was a significant departure from the traditional look and feel of most tourism campaigns, reflecting Toronto’s unique swagger and reinforcing to the world that “In this city, beauty has many faces” “Views” was also expressed using simple messaging in snack-sized bumper content showcasing a number of Toronto’s cultural pillars. Six second pre-rolls ended immediately after the “skip ad” button appears, helping the spots achieve an impressive 39% view-through-rate on YouTube compared to industry benchmarks of 10-12%.

Within an hour of launch, the campaign began trending in Canada, spreading on social and earning more organic views than paid. It received over 44 million impressions, 12 million views, and overwhelmingly positive press coverage at home and abroad - including valuable earned media in key markets like USA, UK, and France. In the end, “Views” was deemed the most successful brand campaign in Toronto Tourism’s history.

Company: Tourism Toronto
Campaign: The Views Are Different Here
Agency: J. Walter Thompson Canada
Credits: Executive VP & Chief Marketing Officer, Tourism Toronto: Andrew Weir
Global Marketing Director, Tourism Toronto: Heidi Wallace
Sr Marketing Managers, Tourism Toronto: Jeremy Maunder, Stanton Singh
Marketing Coordinator, Tourism Toronto: Catalina Matamoros
Chief Creative Officer, JWT: Ryan Spelliscy
EVP, Managing Director, JWT: Darrell Hurst
Senior Producer, JWT: Kristen Neamtz
Director: Michael Lawrence
SILVER
Company: Shaw
Campaign: WideOpen Internet 150 – Fast & Cheap
Agency: Rethink
Credits: 
  Creative Directors: Chris Staples, Ian Grais, Rob Tarry
  Art Director: Eric Arnold
  Writer: Rob Tarry
  Broadcast Producer (in house): David Fraser-Winsby
  Strategic Planner: Darren Yada
  Account Services: Mitch McKamey, Glen Chalcraft
  Client Supervisors: Vanessa Barretto, Katherine Emberly, Tiffany Flynn, Kayla McNary

BRONZE
Company: Lexus of Canada
Campaign: Seize the Drive
Agency: DentsuBos
Credits: 
  VP, Executive Creative Directors: Travis Cowdy, Lyranda Martin Evans
  Art Director: Travis Cowdy
  Copywriter: Rich Cooper
  Account Lead: Caley Erlich
  Planner Strategists: Mak Kattan, Joshua Somer
  Account Team: Dawn Lacuesta Hau, Ilja Lukac
  Media Planners: Jonathan Wood
  Clients: Jennifer Barron, Ron Grant, Paul Harrison, Amber Ferreira
GOLD
DIRECT ENGAGEMENT - AUTOMOTIVE
VOLKSWAGEN

The automaker famous for “thinking small” flipped the script in support of their new 5-metre long, 7-seat Atlas SUV with a big-time email execution that became one of their most successful hand raiser initiatives to-date.

Defying long-held best practices, Volkswagen created a massive email that was as long as the Atlas itself. A to-scale ruler marked 5 metres of email content showcasing dozens of features, trivia and teasers that took users on a long-scrolling journey reinforcing the Atlas’ generous size and capabilities.

A number of tricks were required to keep file size down – including simple graphics, blank backgrounds, and user-triggered segment by segment loading.

The big email drove huge results – achieving a 29% open rate and 11% click-through. 16,500 recipients registered to receive future updates about the vehicle, which was double any previous campaign.
In a sea of photographers all hungry for work, it can be extremely hard to get recognized and hired by ad agencies. The path typically runs through agency art directors who routinely receive printed pieces featuring photographers’ work. Unfortunately, these postcards are just as routinely thrown in the trash.

Toronto photographer Aric Guité was inspired to develop a new strategy, bypassing traditional, often-ignored physical mail and focusing on the one place where all visual creatives love to congregate and showcase their talents: Instagram.

First, a list of 50 targeted art directors and their accompanying Instagram handles was developed. Aric combed through their profiles to select his favourite posts from each feed, and then created new accompanying tribute photos that were combined into single posts and sent back to the targeted AD to get their attention and demonstrate his creative capabilities.

His new approach led to big business. 65% of the art directors contacted responded – an enormous improvement over the 5% rate previously experienced via postcards. 20% of the contacts led to jobs. Best of all, the only investment on Aric’s end was his time spent searching and creating each post.

#CollabWithAric

To demonstrate his talent, commercial photographer, Aric Guité went to the one place where all art directors care the most about photography – Instagram.

Photographer Aric Guité needed to find a new way to showcase his talent and artistic range to advertising professionals. Rather than creating another direct mail postcard that would inevitably end up in the recycling bin, we created #CollabWithAric. Armed with a list of the top 50 art directors he had always wanted to work with, Aric chose one Instagram photo from each and created a customized response featuring their work alongside his complete with a fun invitation to collaborate.
GOLD
DIRECT ENGAGEMENT: CONSUMER SERVICES
AIR CANADA

As our neighbours to the south struggled with a highly divisive political climate, the search term “How to move to Canada” was trending at an all-time high – and Air Canada saw an opportunity to connect with their priority growth markets in California and Northeastern USA.

They did it by joining the #MoveToCanada conversation on Twitter, developing hundreds of personalized tweets and videos that were used to respond in real-time to frustrated Americans. Embracing a classically Canadian tongue-in-cheek tone, the campaign resonated with ordinary citizens while also earning celebrity shoutouts from the likes of Conan O’Brien and Jimmy Fallon.

Reach was extended through Facebook, pre-roll, search, and highly targeted video content tailored to user interests. It was also embraced domestically as six different tourism partners contributed to the campaign, significantly boosting media budget and reach.

“Test Drive Canada” resulted in an unprecedented 20% year-over-year lift in US sales on their website. It also drove 16 million earned media impressions and a 58% increase in American social media mentions - 95% of which had positive sentiment.
GOLD

DIRECT ENGAGEMENT: CONSUMER PRODUCTS – FOOD & BEVERAGE

LABATT BREWING COMPANY LTD.

With the 2016 World Cup of Hockey coming to Toronto and Montreal, Budweiser was aiming to follow-up on the massive success of their previous “Red Light” campaign with a new digitally connected promotion that united fans from coast-to-coast.

Announced through a 60-second Super Bowl spot, Budweiser created “Canada’s Goal Light”: a 25-foot fully functioning goal siren that lit up whenever Team Canada hit twine. The installation made its way across the country on a two-month journey and 20,000 lucky fans had their name engraved on the light alongside their hockey heroes.

But it was inside fans’ homes where things got interesting. The siren was also synced up to 500,000 connected beer glasses – distributed for free in specially marked cases of Budweiser – that paired with their Red Light App to illuminate at the same time, setting off a massive celebratory chain reaction each time Canada scored.

The effort drove 95 million earned media impressions, making it Budweiser’s most successful hockey campaign to-date. Perhaps even more impressively, some of the goal siren glasses began to pop up on eBay, fetching upwards of $100. Not bad for a branded premium.

Company: Labatt Brewing Company Ltd.
Campaign: Budweiser “Light Up The Nation”
Agency: Anomaly
Credits: Executive Creative Directors: Pete Breton, Dave Douglass
        Creative Directors: Jamie Marcovitch, Todd Cornelius
        Creative Team/Design: Max Bingham, Brendon Scullion, Andy Slater
        Managing Director: Candace Borland
        Account Director: Matt Holton
        Planner/Strategist: Paul Lipson
        VP Marketing: Kyle Norrington
        Brand Director: Andrew Oosterhuis
WD-40 is the “Kleenex” of household lubricants, with an ironclad brand history and long-held position in millions of Canadian homes but the product often goes unused for months. Research showed that 8 of 10 homes have creaky doors that simply go unfixed.

To regain Canadians’ attention, they attached themselves to the perfect occasion: Halloween. The average front door opens 50 times for trick-or-treaters – more than any other day of the year. So, they created WD-40’s “Haunted Door”, a motion-activated sound-effects app that sent out creepy creaks every time a door swings open.

The spooky smartphone app allowed users to choose from three different creaky-door sounds accompanied by a mailer piece that hung on door handles. Placed inside, the phone’s accelerometer triggered the SFX each time candy-givers opened a door.

Their small but selective mailing of 200 pieces to key influencers resulted in a 50% response rate, coverage by hundreds of media outlets, and more than $1.4 million in earned coverage. Sales saw a dramatic spike in the month of November following the campaign’s launch.
DIRECT ENGAGEMENT: FINANCIAL

RBC

After a decade of spending millions on low-engagement printed welcome kits, RBC successfully developed a new, modernized, highly personalized solution to address their mortgage on-boarding strategy.

New homeowners were greeted by videos customized in real-time using individual customer data hosted in a secure cloud. The dynamic content recapped their mortgage situation, triggering scenes based on the products they owned while offering relevant advice on how to pay it off faster.

In addition to the personalized welcome videos, the campaign was supported by website content, online surveys, and email blasts that drove clickthroughs to the bespoke videos.

The intuitive 1:1 approach drove huge lifts in customer engagement including a 50% increase in email open rates, 10x rise in click-throughs, and an overall engagement rate of 93% — all at a cost saving of approximately half their previous program expenses.
GOLD

DIRECT ENGAGEMENT: NFP/FUNDRAISING/PUBLIC SERVICE

SICKKIDS FOUNDATION

 Shortly after the launch of their provocative new Sick Kids Vs. brand platform, the organization set out on one of their most ambitious donor acquisition strategies to-date, aiming to attract 100 monthly donors every day for 30 days.

The face of the direct engagement campaign was a real life patient named Hartley, who was featured in videos describing the urgency for more operation rooms in a powerful video. The creative was leveraged for a series of Facebook ads and emails targeting one-time donors who had purchased other SickKids products in the past, and the cause became the sole focus on FundTheFight.ca during the campaign run.

Contextual OOH placements put the mission into real perspective with executions in high-traffic places (i.e. “200,000 people use this station every day — we need 100 to join our fight today”). To further the sense of urgency, SickKids updated their OOH and TSA executions daily with real numbers showing how many more donors were needed to reach that goal.

The aggressive recruitment campaign was a success, beating acquisition targets by 7%. These new donors represented $3 million in life time value to the organization, and a 41% year-over-year increase in donor acquisition through social and digital.

Company: SickKids Foundation
Campaign: Sick Kids vs 100 Today
Agency: Cossette
Credits: VP Brand Director: Michelle Perez
Chief Creative Officer(s): Carlos Moreno, Peter Ignazi
Creative Director: Trent Thompson
Associate Creative Director/AD: Mario Cesareo
Senior Writer: Sarah Rutherford
Planner/Strategists: Jason Chaney, Fernando Aloise
Account Team: Melissa Levenberg, Lindsay Hill
Clients: H. Clark, N. de la Mothe, T. Tucker, G. Eleusiniotis, J. Kim
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ONEMETH GOODS
CANADIAN APPAREL

ONEMETH Goods, the edgy fashion line child of agency OneMethod, was aiming to take advantage of Canada’s 150th birthday by celebrating their citizenship in a memorable way. They made it happen by hijacking one of the most famous U.S. retail spaces in Toronto’s fashion district.

In a convenient twist of fate, an iconic American Apparel location just around the street had recently closed up shop after the company filed for bankruptcy. ONEMETH smartly took over the space and launched a three-day pop-up shop dubbed “Canadian Apparel” – appropriating every aspect of the space to reflect their roots and inviting nine other Canadian brands to share the space with them.

The brick and mortar location was supported by a unique Shopify e-commerce site and connected email campaign. They also developed a series of social content that reflected the brand hijack taking place inside the store.

Foot traffic flooded into the pop-up – approximately one customer every 34 seconds during its one-weekend-only opening. It was the brand’s strongest ever weekend of sales, earning a 400% spike in web traffic and coverage from international fashion authorities, culture bloggers and national news channels.

ONEMETH GOODS

Campaign: Canadian Apparel
Agency: OneMethod (A Division of Bensimon Byrne)
Credits: Chief Creative Officer: Amin Todai
Creative Director: Steve Miller
ACDs: John Hotts, Max Sawka
Art Director: Paul De La Merced
Copywriter: Dario Petruzzi
Business Lead (Bensimon Byrne): Nathan Strawn
Project Manager: Natasha Gomes
Community Manager: Rebecca M

Community Engagement (PR and Social Media) Business Products & Services – Gold
Promotion/Shopper Marketing Business Products & Services – Gold
Promotion/Shopper Marketing Consumer Products – General – Gold
Community Engagement (PR and Social Media) Consumer Products – General – Silver
Integrated Business Products & Services – Silver
Experiential and Innovative Media Business Products & Services – Bronze
Experiential and Innovative Media Retail – Bronze
SCOTIABANK

HOCKEY DREAMS

SCOTIABANK

Campaign: Hockey Dreams
Agency: Bensimon Byrne
Credits: Scotiabank: Clinton Braganza, Lisa Hartley, Jacqueline Ryan, Melanie Smith
Creative Director & Partner: Joseph Bonnici
Creative Director: Dan Strasser
Associate Creative Directors: Gints Bruveris, David Mueller
Art Director: Cam Hopkins
Copywriter: Matthew Valenzano
VP, Group Account Director: Erin O’Connor
PHD Media: Angie Genovese, Paul Paterson, Michelle Pilling

Community Engagement (PR and Social Media) Financial – Silver
Advertising Financial – Bronze
Advertising Retail – Bronze
Community Engagement (PR and Social Media) Retail – Bronze
Direct Engagement (Direct, 1 : 1 & Loyalty) Financial – Bronze
Integrated Financial – Bronze
Integrated Retail – Bronze
WINNING CAMPAIGNS

SICKKIDS FOUNDATION

SICKKIDS VS

Firing up their audiences with a truly ground-breaking and conversation-starting campaign, SickKids brought the fight to the forefront. With a $1 billion fundraising target to meet in five years, they knew they had to come out swinging.

Looking to gain ground beyond their existing donor base, SickKids took aim at men and millennial donors with a campaign that focused on the courage, strength and will of their patients. They decided to operate as a “performance brand” rather than a typical fundraising cause.

They redefined the word ‘sick’ by instead focusing on the fierce fighting spirit and will to win that children with severe illness possess. This empowered their patients but also reframed SickKids as a competitive performance brand with an unrelenting goal – to fight until every kid is a healthy kid. Patients, doctors, nurses and researchers were shown as if they were star athletes – tough, resilient, and unyielding.

It worked. Canadians took notice – it was impossible to miss the takeover of Toronto’s Dundas Square, the 2-minute film shown during the Maple Leafs’ home opener game, the transit dominations and so many other OOH executions.

SickKids Vs. helped break the organization’s all-time fundraising record with revenues of $57.9 million during the period between October and December. Online revenue rose by 695% and the average online donation reach an all-time high of $188, up 63% from the previous year. SickKids also saw a 5% boost in millennial and male donors respectively.

<table>
<thead>
<tr>
<th>Campaign</th>
<th>SickKids VS</th>
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<tbody>
<tr>
<td>Agency</td>
<td>Cossette</td>
</tr>
</tbody>
</table>
| Credits       | Chief Creative Officer(s): Carlos Moreno, Peter Ignazi  
 Creative Director(s): Jaimes Zentil (AD), Craig McIntosh (CW)  
 Planner/Strategists: Jason Chaney, Fernando Aloise  
 Account Team: M.Perez, S.Groh, H.Vo, M.Levenberg, O.Figliomeni, D.Dolan  
 Agency Producer: Dena Thompson  
 Production House(s): Skin & Bones, Westside, Jam3  
 Music House: SNDWRX  
 Animation: The Vanity, The Mill, a52  
 Clients: L.Davison, K.Torrance, L.Charendoff, S.Chiovitti, M.Jordan, T.Tieu |

Advertising NFP/Fundraising/Public Service – Gold  
Community Engagement (PR and Social Media) NFP/Fundraising/Public Service – Gold  
Digital NFP/Fundraising/Public Service – Gold  
Integrated NFP/Fundraising/Public Service – Gold  
Promotion/Shopper Marketing NFP/Fundraising/Public Service – Gold
SICKKIDS VS 100 TODAY

SICKKIDS FOUNDATION
Campaign: Sick Kids vs 100 Today
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Senior Writer: Sarah Rutherford
Planner/Strategists: Jason Chaney, Fernando Aloise
Account Team: Melissa Levenberg, Lindsay Hill
Clients: H. Clark, N. de la Mothe, T. Tucker, G. Eleusiniotis, J. Kim

Advertising NFP/Fundraising/Public Service – Bronze
According to a blind test conducted by Tim Hortons, 61% of customers preferred the taste of their new lattés compared to the competition - but only 37% claimed to feel that way. Canadians just couldn’t believe that Tim Hortons could make a “real” latté.

It was clear that trial - and perception - was the challenge. So, the iconic coffee chain made sure Canadians were giving their latest offering a fair chance by opening a new, completely unbranded cafe in the hipster-friendly, coffee-obsessed community of Queen West in downtown Toronto.

The cafe had all the markings of a high-brow barista boutique, but in reality, they were serving up just one item: Tim’s new perfectly uncomplicated latté. The reviews started pouring in and after a couple of weeks the truth was revealed. Guest reactions were filmed for TV and video content, and the campaign was supported by OOH, POP, radio, digital, social, sampling, and PR activations across the country.

Tim Hortons experienced a 300% increase in latté sales compared to pre-campaign figures, and the XM stunt garnered hundreds of media stories with an estimated reach of 48.3 million impressions. All proceeds from the faux café were donated to the Tim Hortons’ Children’s Foundation.
Most Canadians who purchase coffee from the Tim Hortons restaurant, do so in the Drive Thru. So the solution was to create the familiar feeling of the Drive Thru in the grocery store, to sample the Tim Hortons single serve product, and introduce the idea that it tastes the same as the coffee they buy in the Drive Thru. The Cart Thru installation was built right into the shelving of the coffee aisle in Canada’s second-largest grocery retailer, Sobey’s. It replicated the Tim Hortons Drive Thru experience, in that people ordered through a two-way speaker box, and picked up their order at the Cart Thru window in the coffee aisle. The signage, speaker system and Cart Thru window were identical replicas of those found in Tim Hortons Drive Thru windows across Canada.

TIM HORTONS
Campaign: CART THRU
Agency: J. Walter Thompson
Credits: Chief Creative Officer: Ryan Spelliscy
Creative Director: Matt Syberg-Olsen
Art Director: Jessica Nichols
Copywriter: Ryan Hanson
Account Lead: Darrell Hurst
Planner/Strategist: Dean Foerter
Account Lead: Jessie Sweeney
Team Lead: Tammy Sadinsky

Experiential and Innovative Media Consumer Products – Food & Beverage – Bronze
Promotion/Shopper Marketing Consumer Products – Food & Beverage – Bronze
How do you make a product that literally hasn’t changed in decades feel relevant to a new generation of customers? That was the existential challenge facing McDonald’s Canada as they sought to rejuvenate the Big Mac brand and connect with choice-wise millennials.

They found their answer - and a new question - in the form of delicious, crispy bacon.

The simple ingredient tweak wasn’t as straight-forward as it may seem. Knowing that many patty purists would argue it completely changes the item’s identity, McDonald’s turned the conversation back to Canadians, asking them “is a Big Mac with bacon still a Big Mac?”

Launched through a 60s online video and shorter TV spots, the conversation quickly took on a life of its own in the social sphere, and a YouTube masthead poll was created to let customers have their hungry voices heard.

The campaign delivered over 700 million impressions and strong segment performance amongst millennials, as well as 32 million interactions on the YouTube poll alone. The controversial Big Mac Bacon edition sales were 37% above forecast – and the original Big Mac also saw a 14% boost.
ALL DAY BREAKFAST

MCDONALD’S CANADA

Campaign: All Day Breakfast
Agency: Cossette
Credits: SVP, Managing Director: Kathy McGuire
Chief Creative Officers: Carlos Moreno, Peter Ignazi
Creative Directors: Ed Morris
Associate Creative Directors: Tricia Piasecki, Tina Vahn
Creative Team: Michael Tung, Alexandra D’Aversa Corey Way, Elyse Noel
Planner/Strategists: Lynn Fletcher, Anna Nowak, Nico Wlock
Account Team: Heather McCann, Asmait Hailu, Lilian Mak
Clients: A. Benoit, H. Bagozzi, M. Courtois, M. Gamache, C. Pichette

Integrated Consumer Products – Food & Beverage – Bronze

EMPLOYER IMAGE

MCDONALD’S CANADA

Campaign: Employer Image
Agency: Cossette
Credits: SVP, Managing Director: Kathy McGuire
Chief Creative Officers: Carlos Moreno, Peter Ignazi
Creative Directors: Ed Morris
Associate Creative Directors: Tricia Piasecki, Tina Vahn
Creative Team: Michael Tung, Alexandra D’Aversa Corey Way, Elyse Noel
Planner/Strategists: Lynn Fletcher, Anna Nowak, Nico Wlock
Account Team: Heather McCann, Asmait Hailu, Lilian Mak
Clients: A. Benoit, H. Bagozzi, M. Courtois, M. Gamache, C. Pichette

Direct Engagement (Direct, 1:1 & Loyalty) Consumer Products – Food & Beverage – Bronze
Even after multiple years of saying thanks, TD was still finding new ways to pay tribute to their loyal customers with this best-in-class appreciation campaign. The 2016 edition spread the love across even more social channels to fit with shifting attentions and screen times.

On their Customer Appreciation Day, TD’s customer accounts were turned into “Thank Accounts” triggering many highly personalized surprises in-branch, over the phone, at ATMs, pop-ups, online, and through their apps.

Local staff helped select customers who deserved even bigger rewards and their moments were filmed using hidden cameras, later turned into online videos, TV, and social executions. Over 100 pieces of social content in various formats from GIFs to cinemagraphs and photos helped this year’s campaign achieve extended engagement across every social channel.

This year’s edition of “TD Thanks You” was the most successful yet, delivering 195 million impressions (10x the 2014 campaign), 124 million engagements, and 20 million video views. Google’s Brand Lift Report awarded the campaign best-in-class status, citing a 13% increase in brand favourability and 54% in ad recall.
TD BACK TO SCHOOL

TD CANADA TRUST

Campaign: TD Back to School
Credits: Agency: Diamond Integrated Marketing
Team Lead: Jenna Metcalfe
Account Leads: David Diamond, Josh Diamond
Creative Director: Sean Davison
Art Directors: Lorraine Sit, Julie Bisson, Jackie Musial
Account Leads: Maria Naimark, Sonia Houle
Animator: Kirill Popov
Director: Mark Graham
Producer: Lindsey Burges
Production: Candice Dixon & Cameron Williams

Experiential and Innovative Media Financial – Bronze
Parents preparing for a child with Down syndrome are understandably desperate for information. But there was a serious disconnect between the volume of questions they had and the kind of human perspective answers that were available online. The Canadian Down Syndrome Society addressed this divide by turning to those most qualified to provide answers: people living with Down Syndrome.

Having identified that these parents are heavy online search users, the organization focused their efforts on Google Adwords, compiling highly targeted video answers to the 40 most-searched questions parents had about Down syndrome.

The information came straight from real people, providing a much-needed element of human empathy amidst the sea of cold, clinical information typically found online. The videos were launched during Canadian Down Syndrome Awareness Week, supported by individual landing pages to address the most popular questions.

By blending a human approach with data-driven targeting, the organization effectively reached their niche audience with over 240,000 video views and 591 million media impressions. Google named it a best-in-class case example for search based marketing.
CMA's Government & Consumer Affairs team represents members' and the marketing profession's interests at all levels of government.

As a CMA Member, receive exclusive guidance on CASL, Compliance, AdChoices, Accessibility, Marketing to Children, Privacy and more.
Cyber security has never been more topical, and for good reason. A recent wave of hacks and data breaches have forced people to become hyper-aware of internet security – but HP wanted to bring up a rarely considered point of vulnerability: network connected business printers.

IT decision makers usually focus their energies on securing smart phones, tablets, and computers. HP wanted to wake them up to the very real threat of unprotected printer networks, and they did it by hiring one of Canada’s most prolific real-life hackers to take consumers inside the mind of an internet criminal.

Michael “MafiaBoy” Calce - who was infamously arrested at 15 years of age for hacking the likes of Amazon, CNN, Yahoo, and eBay - became the unlikely spokesperson for HP as the feature subject in a 20-minute short documentary that revealed the abilities and motives of other hackers.

The documentary became the first-ever branded film to be accepted into the prestigious Hot Docs International Documentary Film Festival, where screenings sold out in days. The campaign scored millions of views and helped deliver a 174% sales funnel increase for HP. It also earned a Bronze Lion at the 2017 Cannes Festival of Creativity.
For decades, the Jeep brand has been synonymous with rugged performance. But it was beginning to feel like the competition was making all-too similar claims. The iconic automaker needed to re-establish their coveted leadership position and once again separate themselves from the adventurous pack.

They did it by partnering with Discovery Channel to create an authentically Jeep-inspired original content series aligned to their “Life is Calling” brand platform. The docu-series followed the harrowing journey of two Canadian thrill-seekers – top climber Gabriel Filippi and adventure filmmaker Elia Saikaly – as they prepared for a world-first expedition up two unclimbed peaks in Nepal. The ten-minute episodes were distributed using a bilingual cross-screen strategy, leveraging digital, social, and broadcast channels that drove to full-length videos on Jeep’s website. Reach was further amplified by media placements on social networks, TV segments, and editorial integrations on Daily Planet, eTalk, and L’Antichambre.

It was an effective and engaging reminder about everything Jeep stands for. “Unclimbed” delivered a powerful ROI, including 346 million impressions (220% year over year increase) and 64,000 contest entries. Digital engagement was equally impressive, resulting in nearly 1 million new visits to Jeep.ca and 24% online community growth.
Drawing inspiration from their own namesake, Huggies partnered with the Canadian Association of Paediatric Health Centres (CAPHC) to explore the powerful medical benefits of human touch during early newborn development – which can help stabilize heart rate, oxygen saturation, pain control, weight gain, and brain development.

This led to the creation of “No Baby Unhugged”: an inventive birth plan centred around an in-hospital volunteer program, where volunteers administered hugs to newborns whose own mothers were recovering from difficult births, freeing up doctors and nurses to focus on sicker babies.

This “Hug Plan” was designed in conjunction with paediatric experts and supported through a Canadian media tour as well as paid social posts, print, and digital executions. Mothers could also download the plan online and commit themselves to the cause by sharing a photo to trigger a $5 donation match made by Huggies.

During the campaign, sales of Huggies Newborn Diapers jumped by almost 30% and over 68,000 mothers registered to the brand’s database. “No Baby Unhugged” earned over 2 million likes, comments, shares and retweets, and an invaluable level of goodwill and trust amongst protective mothers across Canada.
Tired of familiar sights like Niagara Falls and the CN Tower, the Ontario Tourism team wanted Canadians to refocus on the beauty that lies beneath the province’s surface, and start exploring the places that they thought they knew but had yet to truly discover.

Understanding that social-savvy travelers are looking for something new and untouched, they developed a campaign that challenged Canadians to identify beautifully unfamiliar and intriguing destinations during a virtual game of “Where Am I”.

The game was launched through a 60s TV spot, digital video, and social content, driving to a microsite that presented people, places, and experiences from Ontario that were void of any recognizable landmarks or attractions. Players made their guess using a “hot and cold” interface that plugged into Google Maps, aided by new clues released each day.

The game was as popular as it was tricky. The microsite received over 60,000 visits during its ten-day teaser period but only 13% of people could correctly identify the hidden gems. Following the campaign, summer trips within Ontario nearly doubled and overnight visits tripled. “Where Am I” has now been introduced across the US and the UK.
CANADIAN TIRE CORPORATION
WE ALL PLAY FOR CANADA RIO

Few brands are better equipped to cheer on our Olympians than Canadian Tire. The long-time supporter of all levels of sport instilled a new sense of national pride and inclusivity with this fully integrated and emotionally touching campaign during the Rio Games.

Their guiding strategy was to focus on character instead of ability, celebrating the Canadian values that are built through sport. A patriotic “Pedestal” launch spot established the theme and introduced the #StepUpStandTall rally cry. Two other spots followed it; “Outsider” and “Wheels” – the latter receiving nearly 200 million views.

Instead of telling athletes to wear their logo, they invited Olympians to help them design a new one, which linked together everything from staff uniforms to broadcast graphics. Their “Leaf App” allowed everyone back home to create their own personalized Leaf and use it as their social profile. Inside the athletes’ village, they installed a “Red Door To Rio”, which connected athletes to fans and family in Canada via real time video feeds. They also developed a co-branded CBC program that curated stories of sports inclusivity as they happened, simultaneously fueling social content.

The campaign was ranked #1 amongst all Canadian Olympic sponsors in terms of emotional connectivity and enjoyment of advertising. The brand also ranked #1 in net positive sentiment within the social space and had more hashtag mentions during the Games than all other Canadian sponsors combined.

CANADIAN TIRE CORPORATION
Campaign: We All Play For Canada Rio
Agency: cleansheet communications
Credits: Chief Creative Officer: Neil McOstrich
Associate Creative Director: Scott Shymko
Graphic Design: Dennis Fuentes, JP Spanbauer
COO/Strategist: Catherine Frank
Agency Producers: Deb Flippance, Johnny Chambers
Media: Touché!
Client: Susan O’Brien, Eva Salem, Cindy Graham, Aubrey Loyer
Production: Frank Content, NYB Media, Partners Film, Pirate Group

Advertising Retail – Gold
Digital Retail – Gold
Integrated Retail – Gold
Canadian Tire’s “Red Door to Rio”

Behind every Olympic athlete is a massive support system of family, friends, and fans. But only a select few get to make the trip to the Games to cheer them on in person. Canadian Tire set out to bridge this gap and inspire global inclusivity with “Red Door To Rio”, their flagship activation during the 2016 Summer Games in Rio.

“Red Door” was a digitally-driven experience inside the Canada Olympic House that connected teammates and fans in Rio to their home country supporters through a real-time audio/video feed. The second door back in Canada was mobile, and moved around to multiple markets during its 19-day activation window.

Most of the interactions were organic but special appearances by Canadian Tire partner athletes Rosie MacLennan and Damian Warner were orchestrated to take place in their hometowns. The resulting, emotionally-charged video earned half a million views in just 24 hours.

It generated 18.5 million earned media impressions, and hundreds of Olympians, including every Canadian gold medalist, paid a visit to the door. Relative to other sponsors, “Red Door” helped Canadian Tire earn top-ten aided (57%) and unaided (9%) awareness ratings in Canada for the second consecutive Olympics.

Canadian Tire Corporation

Campaign: Canadian Tire’s “Red Door to Rio”
Agencies: wonderMakr, Influxis
Credits: SVP, Marketing and Communications; Susan O’Brien
VP, Communications: Jane Shaw
Manager, Communications: Leah Gaucher
Advisor, Communications: Julia Wilkinson
President and Chief Innovation Officer, wonderMakr: Mark Stewart
Producer, wonderMakr: Rasheed Hussain

Experiential and Innovative Media Retail – Gold
With the 2016 World Cup of Hockey coming to Toronto and Montreal, Budweiser was aiming to follow-up on the massive success of their previous “Red Light” campaign with a new digitally connected promotion that united fans from coast-to-coast.

Announced through a 60-second Super Bowl spot, Budweiser created “Canada’s Goal Light”: a 25-foot fully functioning goal siren that lit up whenever Team Canada hit twine. The installation made its way across the country on a two-month journey and 20,000 lucky fans had their name engraved on the light alongside their hockey heroes.

But it was inside fans’ homes where things got interesting. The siren was also synced up to 500,000 connected beer glasses – distributed for free in specially marked cases of Budweiser – that paired with their Red Light App to illuminate at the same time, setting off a massive celebratory chain reaction each time Canada scored.

The effort drove 95 million earned media impressions, making it Budweiser’s most successful hockey campaign to-date. Perhaps even more impressively, some of the goal siren glasses began to pop up on eBay, fetching upwards of $100. Not bad for a branded premium.

LABATT BREWING COMPANY LTD.

BUDWEISER “LIGHT UP THE NATION”

Campaign: Budweiser “Light Up The Nation”
Agency: Anomaly
Credits: Executive Creative Directors: Pete Breton, Dave Douglass
Creative Directors: Jamie Marcovitch, Todd Cornelius
Creative Team/Design: Max Bingham, Brendon Scullion, Andy Slater
Managing Director: Candace Borland
Account Director: Matt Holton
Planner/Strategist: Paul Lipson
VP Marketing: Kyle Norrington
Brand Director: Andrew Oosterhuis

Advertising Consumer Products – Food & Beverage – Gold
Digital Consumer Products – Food & Beverage – Gold
Integrated Consumer Products – Food & Beverage – Silver
WINNING CAMPAIGNS

BUDWEISER “RED LIGHT GLASS”

LABATT BREWING COMPANY LTD.

Campaign: Budweiser “Red Light Glass”
Agency: Anomaly
Clients: Brand Director: Candace Borland
Creative Directors: Pete Breton, Dave Douglass, Jamie Marcovitch, Todd Cornelius, Craig McIntosh, Jaimes Zentil
Art Director: Max Bingham
Copywriter: Brendan Scullion
Planner/Strategist: Paul Lipson
Account Lead: Matt Holton
Account Executive: Thomas Gaylor

Promotion/Shopper Marketing Consumer Products – Food & Beverage – Gold
ONTARIO MINISTRY OF TRANSPORTATION

IT HAPPENS FAST

ONTARIO MINISTRY OF TRANSPORTATION

Campaign: It Happens Fast
Agency: john st.
Credits: Account Lead: Debra Merowitz
        Creative Directors: Stephen Jurisic, Angus Tucker
        Art Directors: Andrew Bernardi, Denver Eastman
        Copywriters: Sanya Grujicic, Jacob Greer
        Planner/Strategist: Colin Carroll
        Account Team: Cheryl Carty, Zalona Caruso
        Producer: Sharon Langlotz
        Director: Nicolas Monette

Advertising NFP/Fundraising/ Public Service – Silver
Experiential and Innovative Media NFP/Fundraising/ Public Service – Silver
Digital NFP/Fundraising/ Public Service – Bronze
Integrated NFP/Fundraising/ Public Service – Bronze
The CMA Morning Event Series provides strategic insights, thought leadership, networking and proven engagement opportunities for marketing professionals.

Plan on registering early since 95% of recent attendees have indicated that their experience has met or exceeded their expectations!
WINNING CAMPAIGNS

AIR CANADA
TEST DRIVE CANADA

As our neighbours to the south struggled with a highly divisive political climate, the search term “How to move to Canada” was trending at an all-time high – and Air Canada saw an opportunity to connect with their priority growth markets in California and Northeastern USA.

They did it by joining the #MoveToCanada conversation on Twitter, developing hundreds of personalized tweets and videos that were used to respond in real-time to frustrated Americans. Embracing a classically Canadian tongue-in-cheek tone, the campaign resonated with ordinary citizens while also earning celebrity shoutouts from the likes of Conan O’Brien and Jimmy Fallon.

Reach was extended through Facebook, pre-roll, search, and highly targeted video content tailored to user interests. It was also embraced domestically as six different tourism partners contributed to the campaign, significantly boosting media budget and reach.

“Test Drive Canada” resulted in an unprecedented 20% year-over-year lift in US sales on their website. It also drove 16 million earned media impressions and a 58% increase in American social media mentions - 95% of which had positive sentiment.

@_RabiaRaees

When I move to Canada I'll be trading in hot Cheetos (unless they have some by now) for ketchup chips and idk how to feel about that

12:02 AM – 2 Jun 2016

AIR CANADA

Campaign: TEST DRIVE CANADA
Agency: J. Walter Thompson Canada
Credits:
   Team Lead: Selma Filali
   Account Lead: Scott Miskie
   Creative Directors: Josh Budd, David Federico
   Art Directors: David Federico, Anton Mwewa
   Copywriters: Josh Budd, Alec Carluen
   Planners: Sarah Stringer, Rebecca Brown, Kaiti Snell, Matthew Stasoff
   Account Lead: Andrew Rusk
   Chief Creative Officer: Ryan Spellicsy

Community Engagement Consumer Services – Gold
Promotion/Shopper Marketing – Gold
Digital Consumer Services – Bronze
When it comes to cancer, donor campaigns have predominantly focused on awareness and prevention. But what do you say or do for someone who’s just been diagnosed?

Rethink Breast Cancer set out to answer this question by speaking with over 500 young women in treatment. From their responses, it was clear that people didn’t know how to react – a key insight from which a new kind of campaign was born.

“Give-A-Care” reframed the conversation through a collection of 22 hand-crafted products that positively contribute to the treatment process. These items were made available for gifting to patients by anyone in their support network, distributed exclusively through the organization’s website. Users could build a custom care package featuring items like lemon candies that mask the metallic taste of chemo, and front-zip hoodies that are easy to put on and off after surgery.

All the items were donated and the funds from purchases went directly back to the charity. The program attracted shoppers from over 115 countries and garnered 120 million earned media impressions. Average donations during the holiday campaign season exploded by 565%.

**Credits:**
- Creative Directors: Chris Hirsch, Nellie Kim, Claude Auchu
- Art Director: Zachary Bautista
- Copywriter: Ariel Riske
- Graphic Designer: Élise Cropsal

**Experiential and Innovative Media Consumer Products General – Gold**

**Pro Bono – Gold**

**Advertising Consumer Products General – Silver**
Canadians love going to the movies, but they don’t necessarily share the same affinity for the actual theatres they frequent. Cineplex sought to build a stronger emotional connection to their customers, building off the success of their “See The Big Picture” brand platform, launched last year with a viral short film “Lily & The Snowman”.

If anyone can appreciate how difficult it is to make a great sequel, it’s Cineplex. But by drawing inspiration from their core message of taking time for the things you love, they were able to strike again with a second touching short about “A Balloon For Ben”.

Underscored by a beautiful cover of Fleetwood Mac’s “Everywhere”, the animated film tells the tale of a movie-loving son and his hard-working father who initially struggles to balance work and family commitments.

“A Balloon For Ben” was played across theatres before feature films and supported through lobby posters, interactive screens, and a website with colouring books and themed gift cards.

The film quickly smashed originally set objectives, surpassing 1 million views in just 24 hours, eventually reaching over 13 million views and 35,000 shares throughout the campaign. The video boosted web traffic to Cineplex.com by 300%, and overall brand affinity increased by 77%.

Campaign: A Balloon for Ben
Agency: Zulu Alpha Kilo
Credits: Chief Creative Officer, Zulu Alpha Kilo: Zak Mroueh
Executive Creative Director, Zulu Alpha Kilo: Allen Oke
Art Director, Zulu Alpha Kilo: Guilherme Bermejo
Copywriter, Zulu Alpha Kilo: Nick Doerr
Planner, Zulu Alpha Kilo: Heidi Philip
Account Lead, Zulu Alpha Kilo: Roy Gruia
Account Team, Zulu Alpha Kilo: Kendal Saby
Client: Susan Mandryk, Darren Solomon, Maxine Chapman

Advertising Consumer Services – Gold
OSCARS 2016

CINEPLEX ENTERTAINMENT INC.

Campaign: Oscars 2016
Agency: In house
Credits: Team Lead: Greg Ambrose
Analyst: Zahid Rangwala
Manager eCRM & Loyalty: Daniel Ritchie
Loyalty Marketing Coordinator: Carlyle Cadith
Campaign Reporting Coordinator: Abi Moosa

Direct Engagement Consumer Products General – Bronze

LIGHTNING POPCORN

CINEPLEX ENTERTAINMENT INC.

Campaign: Lightning Popcorn
Agency: Zulu Alpha Kilo
Credits: Chief Creative Officer, Zulu Alpha Kilo: Zak Mroueh
Executive Creative Director, Zulu Alpha Kilo: Allen Oke
Art Director, Zulu Alpha Kilo: Andrea Romanelli
Copywriter, Zulu Alpha Kilo: Jon Taylor
Planner, Zulu Alpha Kilo: Heidi Philip
Account Lead, Zulu Alpha Kilo: Roy Gruia
Account Team, Zulu Alpha Kilo: Kendal Saby
Client: Susan Mandryk, Darren Solomon, Maxine Chapman, Peter Furnish

Promotion/Shopper Marketing Consumer Services – Bronze
WINNING CAMPAIGNS

MOLSON CANADIAN
ROOFTOP RINK

Last year, Molson Canadian created one of the prettiest shinny rinks the world had ever seen, beautifully nestled atop the Rocky Mountains. For the follow up, they found an equally impressive urban venue in the sky-high heart of Canada’s biggest city.

Built on the rooftop of a 32-floor skyscraper in downtown Toronto, the rink generated huge buzz online before it was even completed. Once things were ready for puck drop, Molson invited fans to submit their story of hockey obsession using #AnythingForHockey for a chance to play against some NHL legends on the one-of-a-kind rink.

Five winners were selected to participate in a game that was filmed and later turned into 30s TV and long-format online video spots. The rooftop rink was so popular, Molson kept it open for an extra month allowing thousands more fans to make a visit.

During its construction alone, over 75 media outlets covered the “mysterious rink” leading to 52 million earned media impression on its first day. That total later increased to over 169 million, and 30,000 fans tried access the rink in just 12 days. According to Nielsen’s Brand Lift Study, Molson achieved a 3% boost in fan association with Canada’s favourite sport.

MOLSON CANADIAN
Campaign: Rooftop Rink
Agency: Rethink
Credits: Account Leads: Christine Jakovic, Chris Blackburn
Creative Directors: Mike Dubrick, Joel Holtby, Aaron Starkman, Chris Staples, Dre Labre, Ian Grais
Art Directors: Vic Bath, Joel Holtby, Nicolas Quintal, Leia Rogers
Copywriters: Bob Simpson, Mike Dubrick, Aaron Starkman, Xavier Blais, Morgan Tierney
Planner/Strategists: Maxine Thomas, Darren Yada
Account Leads: Cheryl Munroe, Barrett Holman, Alex Lefebvre

Community Engagement Consumer Products Food & Beverage – Gold
Experiential and Innovative Media Consumer Products Food & Beverage – Gold
WELCOME PARTY

MOLSON CANADIAN

Campaign: Welcome Party
Agency: Rethink
Credits: Creative Directors: Mike Dubrick, Joel Holtby, Aaron Starkman, Chris Staples, Nicolas Quintal, Ian Grais
Art Director: Joel Holtby
Copywriters: Mike Dubrick, Xavier Blais
Account Leads: Alex Lefebvre, Barrett Holman, Caleb Goodman
Digital Strategist: Darren Yada
Broadcast Producers: Monika Ghobrial, Marie Noëlle Rosso
Production Company: Lulo Films

Community Engagement Consumer Products Food & Beverage – Silver
UNILEVER CANADA

BABY DOVE

“BEAUTIFULLY REAL MOMS”

After limited success in the category, Dove successfully launched a new line of Premium Baby Care Products under the label of Baby Dove, effectively leveraging the brand equity of their wildly popular “Real Beauty” campaign.

After conducting a global study to better understand motherhood, Dove discovered that 99% of moms feel pressure to be the “perfect parent” - and almost as many are unsure if they’re doing a good enough job.

Knowing their millennial target was most likely to be reached on their phones, they developed a mobile-first content strategy by commissioning world-class photojournalists to create provocative photo essays documenting the lives of 6 new moms over 3 days. The collections featured 360-degree photos as well as supporting video content and viewers were invited to share their own photos using #beautifulrealmoms to show their support.

The social content drove 40,000 click-throughs, 143,000 web visits, and a 7% engagement rate – over twice their objective. In the first 90 days after launch, Dove achieved a 10.3% market share largely at the expense of their well-established competitor.

UNILEVER CANADA

Campaign: Baby Dove “Beautifully Real Moms”
Agency: Ogilvy Toronto
Credits: Marketing Managers: Leslie Golts, Associate Brand Manager: Carolyn Kim
Chief Creative Officers: Brian Murray, Ian MacKellar
Group Creative Director: Julie Markle
Group Creative Director: Chris Dacyshyn
Director, Account Management: Aviva Groll
Management Supervisor: Ashley Shaffer
Account Executive: Emily Woods,
Digital Strategist: Crystal Sales

Community Engagement Consumer Products & Services – Gold
DOVE #INSPIRECONFIDENCE

UNILEVER CANADA
Campaign: DOVE #InspireConfidence
Agencies: Team Unilever Shopper | Geometry Global
Credits: Account Director: Jason Trudel
EVP, Executive Creative Director: Nuala Byles
Art Director: Greg Muhlbock
Writer: Gillian Newing
VP, Head of Strategy: Annie Rowe
Strategic Planner: Kristina Komhyr
Account Supervisor: Marta Juszczak
Senior Media Manager: Christina Theopahlacou

Promotion/Shopper Marketing Retail – Silver

DOVE SELF ESTEEM PROJECT
“LOOK HOW FAR WE’VE COME”

UNILEVER CANADA
Campaign: Dove Self Esteem Project “Look How Far We’ve Come”
Agency: Ogilvy Toronto
Credits: Brand Team: Leslie Golts, Robyn Kennedy, Maya Atallah
Chief Creative Officers: Brian Murray, Ian MacKellar
Group Creative Director: Julie Markle
Group Creative Director: Chris Dacyshyn
Director, Account Management: Aviva Groll
Management Supervisor: Ashley Shaffer
Account Executive: Emily Woods
Digital Strategist: Crystal Sales

Advertising Consumer Products General – Bronze
WINNING CAMPAIGNS

ADIDAS

ADIDAS AVENUE A SUBSCRIPTION PROGRAM

adidas wanted to re-establish its notoriety with women runners across North America in a saturated category already dominated by Nike and Under Armour. adidas also wanted to push the brand forward, creating an Innovation Group to explore new technologies and techniques to bring their products to market.

We built adidas Avenue A from the ground up as a premium, quarterly subscription for women runners. We developed the positioning, came up with the name and created the brand identity for Avenue A. We then developed all creative guidelines, designed the intuitive eCommerce experience, and customized each curator’s box design, to motivate, convey strength and inspire.

Campaign: adidas Avenue A Subscription Program
Agency: Mirum
Credits:
- Chief Product Officer: Mick Kanfi
- Associate Creative Director: Alex Korobova
- Associate Creative Director: Scott W. Gray
- Account Director: Victor Davoine
- Account Supervisor: Catherine Blais
- Senior Art Director: Annasara Geva
- Designer: Thibaud Marque
- Copywriter: Michelle Cantin-Reid

Community Engagement Retail – Silver
Digital Retail – Silver
Community Engagement Consumer Products – General – Bronze

BOOM97.3

MIXTAPE OF YOU

BOOM97.3

Campaign: Mixtape of You
Agency: No Fixed Address
Credits:
- Account Lead: Anika Chabra
- Creative Directors: Shawn James, Dhaval Bhatt
- Art Director: Randy DeMelo
- Copywriter: Dhaval Bhatt
- Designer: Randy DeMelo
- Planner/Strategists: Rachel Lai
- Account Team: Camille Blais, Samantha Macleod
- Production: Makers inc.

Digital Consumer Services – Silver
Promotion/Shopper Marketing Consumer Services – Silver
Community Engagement Consumer Services – Bronze
RBC

RBC MAKE 150 COUNT

RBC

Campaign: RBC Make 150 Count
Agency: Grip Limited
Credits: Creative Directors: D. Chiavegato, C. Craig
        Creative & Design: J. Wei, J. Barnes, D. Giancroce, M. McGrath
        Strategy: S. Henderson, G. Fong, C. Thompson O’Brien
        Account: N. Leduc, D. Norwood, A. Gaspar
        Producers: L. Crofton, T. Lapidario, S. Walker-Wells, A. Heikamp
        Editors: D. Vandermuelen, R. Fiora, M. D’Amico
        Interactive Production: J. Larocque, L. Moniz, M. Dabrowski, A. Pilger
        Clients: M. Stewart, J. Sestito, C. Cook, L. Beattie, J. Slighte

Integrated Financial – Silver
Community Engagement Financial – Bronze

RBC REWARDS

RBC

Campaign: RBC Rewards
Agency: Grip Limited
Credits: Creative Directors: D. Chiavegato, R. Pryce-Jones
        Associate Creative Directors: T. Gourley, J. Morra
        Creative: T.J. Arch, L. Cole, A. Bonder, J. Byrne, S. Deluz
        Design: D. Giancroce, T. Dean, M. McGrath, B. Hodgkinson
        Strategy: S. Henderson, G. Fong
        Account: N. Leduc, D. Norwood, F. Zavarella, J. Rutledge

Direct Engagement Financial – Silver
Harley-Davidson was battling a long-held perception of what its riders looked like: older, heavily tattooed, and lacking diversity. In the hopes of attracting a younger and wider customer base, they refocused on the brand’s substance and artisanal values, harkening back to its founding over a century ago.

This came to life in the form of “1903” - an authentic coffee shop that paid tribute to Harley’s founding year, as well as the 50s and 60s tradition of café racer culture. Alongside their hogs, the shop was filled with hammered metal, leather, and weathered barn board interior touches. Everything from the staff uniforms to the coffee sleeves were handcrafted.

The café was promoted through geo-targeted social posts and hand-printed wild postings using ink made from the same coffee grinds being served at the café. Inside, vintage rider photos and historical artifacts were used to design murals and wallpapers, and local artists were commissioned to create works paying tribute to the company’s 114-year history.

During its 16-week run at the height of riding season, the café generated more than 50 million natural impressions and another 27 million earned media impressions. The impact was most noticeable on social, where Facebook engagement increased by 390% and followers under the age of 35 ballooned by over 400%.
There’s a very real and unfortunate side-effect that could accompany the fast-growing rise of autonomous vehicles: the visceral experience of commanding the open road may soon cease to exist.

This was the impetus for Lexus’ new platform promoting their latest luxury IS model, which encouraged their passionate auto-lover demographic to “enjoy the thrill of driving while you still can.”

Over 50 creative executions were deployed across TV, OOH, display, YouTube, search and social. On LinkedIn, targets received messages from their future-selves, urging them to make the most of real driving before it was too late. The brand’s owned social channels went dark for a week to encourage drivers to hit the road, sharing a bucket list of the country’s greatest drives upon return.

“Seize The Drive” contributed to 5 point rises in product awareness and familiarity, and helped Lexus achieve a #1 share of voice on social during the month of January. In a declining segment, the Lexus IS experienced a 16% sales increase.

LEXUS OF CANADA
Campaign: Seize the Drive
Agency: DentsuBos
Credits: VP, Executive Creative Directors: Travis Cowdy, Lyranda Martin Evans
Art Directors: Travis Cowdy, Kristen Chamberlain
Copywriters: Rich Cooper, Carla Krempien
Planner/Strategists: Mak Kattan, Joshua Somer
Account Lead: Caley Erlich
Account Team: Dawn Lacuesta Hau, Ilja Lukac, Chloe Gravelle
Media Planner: Jonathan Wood
Clients: Jennifer Barron, Ron Grant, Paul Harrison, Amber Ferreira

Integrated Automotive – Gold
Direct Engagement Automotive – Silver
Mortgages aren’t easy. It’s why approximately two-thirds of Canadian homeowners act on autopilot, quickly renewing with their current providers without really exploring their options.

It was time to break through “borrower inertia”. Going up against Big Lenders, Manulife took on a disruptive persona to open the eyes of Canadians and show them there was a better choice out there in the form of their Manulife One Mortgage solution.

The creative came to life in the form of uncharacteristically edgy, theatre-quality videos that told the story of a consumer awakened by the “mortgage truth”. Taking cues from high production sci-fi thrillers, the ominous narrative-driven spots stood out from the sea of stereotypically sunny competitor messaging.

In keeping with their theme of resistance, the campaign was 100% digital, avoiding all traditional channels. The videos earned 14 million views, resulting in a 32% increase in site traffic and a 31% lift in year-over-year sales.
WINNING CAMPAIGNS

TOYOTA CANADA INC.

THE TOYOTA SESSIONS

TOYOTA CANADA INC.

Campaign: The Toyota Sessions
Agency: Saatchi & Saatchi Canada
Credits: Executive Creative Director: Brian Sheppard
         Art Director: Lena Lee
         Copywriter: Naeem Ghafari
         Planner/Strategists: Keith Witham, Ryan Erdelyi
         Account Lead: John Roumelis, Andreas Doerig,
                        Kristin Meier
         Media Planners: Kari Flanders, Jessica Stinchcombe,
                         Sharnelle Khan
         Music: Dustin Anstey – RMW

Digital Automotive – Bronze

TOYOTA CANADA INC.

Campaign: Project 86
Agency: Saatchi & Saatchi Canada
Credits: Executive Creative Director: Brian Sheppard
         Associate Creative Directors: Rob Gendron, Christian Buer
         Copywriter: Luke Skinner
         Art Director: Jon Ciordas
         Head of Production: Michelle Orlando
         Producer/Director of Photography: Rob Butterwick
         Editor: Dylan O’Donnell
         Music: Apollo

Digital Automotive – Silver
WINNING CAMPAIGNS

FCB/SIX
CANNES MEOW

FCB/SIX
Campaign: Cannes Meow
Agency: FCB/SIX
Credits: Account Lead: Andrea Cook
Executive Creative Director: Ian Mackenzie
Art Directors: Rob Dean, Pedro Ramos, Francesca DiVesti, Joel Lee
Copywriters: Krystle Mullin, Kari King, Adrianna Casuga
VP, Data & Technology: Jacob Ciesielski
Project Coordinator: Khizra Arshad
Sr. Technical Architect: Valerian Nasqidashvili
Campaign Managers: Paul Kalinowski, Andrew Yang

Community Engagement Business Products & Services – Silver
Digital Business Products & Services – Silver

IKEA
IKEA COOK THIS PAGE

IKEA
Campaign: IKEA Cook This Page
Agency: Leo Burnett, Toronto
Credits: Chief Creative Officer: Judy John
Creative Director: Lisa Greenberg
Group Creative Director, Art Director: Anthony Chelvanathan
Group Creative Director, Copywriter: Steve Persico
Agency Producers: Franca Piacente, Alexandra Postans
Print Producers: Gord Cathmoir, Anne Peck, Carly Price
Chief Strategy Officer: Brent Nelsen
VP, Group Planning Director: Tahir Ahmad

Experiential and Innovative Media Consumer Products Food & Beverage – Silver
Promotion/Shopper Marketing Consumer Products Food & Beverage – Silver
YELLOW PAGES
LEMONADE STAND

YELLOW PAGES

Campaign: Lemonade Stand
Agency: Leo Burnett, Toronto
Credits: Chief Creative Officer: Judy John
        Creative Director: Lisa Greenberg, Sean Ganann
        Group Creative Director: Ryan Crouchman
        Copywriter: Marty Hoefkes
        Art Director: Mike Morelli, Dejan Djuric
        Agency Producer: Franca Piacente, Milena Malovic, Gord Cathmoir
        Chief Strategy Officer: Brent Nelsen
        Planner: Trevor Thomas

Advertising Business Products & Services – Silver
Experiential and Innovative Media Business Products & Services – Silver
WINNING CAMPAIGNS

BMO

BALL ACCESS

Campaign: Ball Access
Agency: FCB Canada
Credits: Chief Creative Officer: Nancy Crimi-Lamanna/Jeff Hilts
Group Creative Directors: Jeremiah McNama/Andrew MacPhee
Art Directors: Gira Moin/Naeem Walji
Copywriters: Nimy Leshinski/Steve Sloane
Chief Strategy Officer: Shelley Brown
Account Lead: Tracy Little

Experiential and Innovative Media – Silver
Digital Financial – Bronze

ELEVATION PICTURES

SNOWDEN CCTV

Campaign: Snowden CCTV
Agency: DentsuBos
Credits: VP, Executive Creative Directors: Travis Cowdy, Lyanda Martin Evans
Art Directors: Travis Cowdy, James Leake
Copywriters: Lyanda Martin Evans, Jamie Spears
Account Lead: Natalie Tom-Yes, James Sauter
Account Team: Catherine Field, Hailey Filler
Media Planners: Jordan Blagdon, Lucas Steinman
Creative Technologist, Cieslok: Oleg Paikoff

Experiential and Innovative Media Consumer Services – Silver
Advertising Consumer Services – Bronze
WINNING CAMPAIGNS

INFINITI CANADA
STANDOFF

INFINITI CANADA
Campaign: Standoff
Agency: UNION
Credits: Creative Director: Lance Martin
Art Director: Alicia Outschoorn
Copywriter: Alex Scott
Planner/Strategist: Michelle Campbell
Account Lead: Tyler Brown
Account Team: Jamie Kerr
VP Integrated Production: Jen Dark
Sr. Integrated Producer: Lisa Fournier

Promotion/Shopper Marketing Automotive – Silver
Experiential and Innovative Media Automotive – Bronze

PEPSICO FOODS CANADA
QUAKER PARENTS’ REPORT CARD

PEPSICO FOODS CANADA
Campaign: Quaker Parents’ Report Card
Agency: BBDO
Credits: SVP, Chief Creative Officer: Todd Mackie
SVP, Chief Creative Officer: Denise Rossetto
VP, Executive Creative Director: Mike Kasprov
Associate Creative Director: Mike Schonberger
Associate Creative Director: Matt Hubbard
Sr. Account Planner: Travis St. Denis
SVP, Director of Account Planning: Ed Caffyn
Group Account Director: Melanie Ball

Direct Engagement Consumer Products Food & Beverage – Silver
Digital Consumer Products Food & Beverage – Bronze
WINNING CAMPAIGNS

DRUG FREE KIDS CANADA
THE CALL THAT COMES AFTER

Campaign: The Call That Comes After
Agency: FBC/SIX
Credits: Executive Creative Director: Ian Mackenzie
ACD/Art Director: Graham Tingle
ACD/Copywriter: Krystle Mullin
Planner/Strategist: Anna Percy-Dove
Account Team: Vicki Waschkowski, Shannon Harvey
VP Data & Technology: Jacob Ciesielski
President: Andrea Cook
Project Manager: Gillian Largey

Direct Engagement NFP/Fundraising/Public Service – Bronze
Experiential and Innovative Media NFP/Fundraising/Public Service – Bronze

WD-40 COMPANY (CANADA) LTD.
HAUNTED DOOR

Campaign: Haunted Door
Agency: BIMM
Credits: Creative Director: Roehl Sanchez
Creative Director: Rene Rouleau
Copywriter: Sarah Cody
Copywriter: Rene Rouleau
Art Director: Noel Naguia
Art Director: Roehl Sanchez
Account Lead: Mike Da Ponte
Account Executive: Alia Kuksis

Digital Consumer Products General – Bronze
Experiential and Innovative Media Consumer Products General – Bronze
Social Mixers

Delivering Engaging Business Socials

Learn More
CMAcalendar.ca

CMA Social Mixers bring members together to connect, learn and grow through a fun night out in the spirit of building relationships.

These casual evening socials will provide the opportunity to reconnect with colleagues, clients and business associates.
INTERAC ASSOCIATION AND ACXSYS CORPORATION

STORY OF FLASH

For years, INTERAC has been encouraging Canadians to “Be In The Black” by using their own money to make purchases. But getting lost in this story was their commitment to payment innovation and the availability of INTERAC Flash – their contactless payment system.

With cash becoming a thing of the past, INTERAC shifted their focus towards the adoption of Flash technology, competing for attention against other emerging players like Apple Pay and PayPal. Instead of blanketeting their massive customer base with a single message, they segmented their users into three groups according to where they sat on the adoption curve.

“Mysterious Man” targeted Early Tech Adopters with a story showcasing the brand’s ability to keep up with modern lives. A long-form online film titled “Life In Beeps” spoke to Late Tech Adopters with a higher-order lifestyle message. And geo-targeted OOH executions aimed at millennials were contextually placed outside merchant partner locations like Starbucks. The campaign also included “The Flash Box”, an XM activation in town squares that let people see the technology in action and win free gifts.

INTERAC’s multi-messaging approach allowed them to effectively reach contrasting audiences, leading to a 5.4% lift in transactions compared to the previous year – equivalent to 265 million purchases – and a 124% increase in contactless Flash transactions.

INTERAC ASSOCIATION AND ACXSYS CORPORATION

Campaign: Story of Flash
Agency: Zulu Alpha Kilo
Credits: Chief Creative Officer, Zulu Alpha Kilo: Zak Mroueh
       Executive Creative Director, Zulu Alpha Kilo: Allen Oke
       Creative Director, Zulu Alpha Kilo: Jon Webber
       Art Director, Zulu Alpha Kilo: Gail Pak (ACD/AD), Brendan McMullen
       Copywriter, Zulu Alpha Kilo: George Ault (ACD/Writer), Jacob Pacey
       Planners, Zulu Alpha Kilo: Heidi Philip, Emma Brooks, Heather Segal
       Client Services Director, Zulu Alpha Kilo: Rob Feightner
       Interac: Andrea Danovitch, Jennifer Lee, Lauren McKay, Hizola Toovi

Advertising Financial – Gold
For decades, the Froster brand struggled under the shadow of their competitor’s iconic “Slurpee”, who had gone as far as to trademark the term “brain freeze”. Mac’s Convenience/Couche Tard knew a radically different approach was required to level the playing field - and they found it in the form of a wacky, authentically-branded social experience that resonated with expressive teens.

Turning away from traditional radio and point-of-purchase tactics, they refocused on teens’ favourite place to share: Snapchat. They created a pair of “Frosterize Your Face” filters that allowed users to augment their selfies using zany, colourful imagery that effectively transformed them into humanized versions of different Froster flavours.

The filters were amongst the first of their kind with Snapchat Canada, and the campaign was supported by 30s radio spots, bus posters, social content, in-store POS and cashier t-shirts.

The filter drove nearly 12 million interactions on Snapchat – 200% the benchmark for a branded filter – and helped double contest entries. Sales improved by 40% and the summer of the campaign was Froster’s best sales period in five years.

MAC’S CONVENIENCE/CIRCLE K

FROSTERIZE YOUR FACE ON SNAPCHAT

**MAC’S CONVENIENCE/CIRCLE K**

**Campaign:** Frosterize Your Face on Snapchat

**Agency:** Giants & Gentlemen

**Credits:**
- VP & Head of Client Services: Steve Waugh
- Creative Directors: Natalie Armata, Alanna Nathanson
- Art Directors: Jorden Heidendahl, JP Spanbauer
- Copywriter: Brandon Tralman-Baker
- Account Managers: Ally Dwyer-Joyce, Carlyn Anderson
- Media Planners/Buyers: Media Experts

Community Engagement Retail – Gold
Mazda wanted to make a splash with the launch of their new MX-5 RF – a progressive fastback two-seater in their iconic MX-5 (Miata) lineup. The vehicle was specifically catered to a small niche of urban drivers with discerning design sensibilities, and required a special execution that would build buzz ahead of the country’s biggest car show.

To demonstrate its eye-catching appeal and drive traffic to their booth at the Toronto International Auto Show, Mazda created a digitally connected billboard that used custom software to count every person who looked at it, displaying a real-time count of “heads turned”.

The execution marked the first time a billboard has employed facial recognition technology. It was exactly the kind of technological innovation that their target audience respected, and very much befitting of the vehicle’s future-forward design.

Mazda’s “phygital” execution turned over 130,000 heads in person, along with 7+ million earned media impressions that included coverage in the Globe and Mail, a segment on Discovery Channel’s “Daily Planet”, and a prestigious feature on the cover of Adweek magazine.

MAZDA CANADA
Agency: J. Walter Thompson
Credits: Chief Creative Officer: Ryan Spellicsy
Creative Director: Ari Elkouby
Art Director: Fiorella Martinez
Copywriter: Darya Klymenko
Account Lead: Dave Collis
VP, Creative Director: Matt Syberg-Olsen
Copywriter: Nick Asik
Team Lead: Neal Bouwmeester

Experiential and Innovative Media Automotive – Gold
Ever the Canadians, Tourisme Montréal couldn’t help but apologize for their extravagant 375th birthday celebrations with this neighbourly campaign targeted at two key markets: Toronto and New York.

Playing up the national stereotype, the campaign said “Sorry” to nearby cities for all the noise and hooplah they’d be making in 2017. The integrated campaign featured online videos, wild postings, radio spots, newspaper dominations, door hangers, and even aerial advertising – not to mention a convincing cameo by famous Montréaler William Shatner.

A cheeky XM execution came to life at street level, where brand ambassadors handed out earmuffs and earplugs to help cancel out the noise, along with a chance to win free flights to Montréal via Air Canada.

Their apology was quickly accepted to the tune of 15+ million video views and a 10x increase in Google searches linked to the city. Thanks in part to the campaign, Montréal projected 2017 to become one of its busiest years for tourism since the 1976 Olympics.
WINNING CAMPAIGNS

ALBERTA SECURITIES COMMISSION
ONE GOOD SCAM

Campaign: One Good Scam
Agency: Edelman
Credits: Creative Directors: Andrew Simon, Ryan Semeniuk
         Account Lead: Jessica Fralick
         Art Director: Dol Imnamkhao
         Copywriter: Adrian Cunningham
         Account Leads: Amanda Schaufele, Carla Beynon,
                        Maddie Handy
         General Manager: John Larsen
         Deputy General Manager: Megan Spoor
         Vice-President, Digital: Neil Mohan

Integrated NFP/Fundraising/Public Service – Silver

DESTINATION CANADA
FOUND IN CANADA

IT’S ALL FOUND IN CANADA
KEEPEXPLORING.CA

Campaign: Found in Canada
Agency: DDB Canada
Credits: Chief Creative Officer: Cosmo Campbell
         Executive Creative Director: Dean Lee
         Creative Director: Ryan Leeson
         Art Director: Fred Mazzola
         Copywriter: Geoff Vreeken
         Account Team: Bridget Westerholz, Tanya Hudson,
                       Sara Caissie
         Producers: Kim Billan, Zerlina Chan, Julia Chiu,
                    Karen Brown
         Strategy: Natalie Godfrey, Marty Yaskowich

Direct Engagement Consumer Services – Silver
EASY PERIOD

NO SHAME

Campaign: No Shame
Agency: Cossette
Credits: CEO: Alyssa Bertram
Chief Creative Officers: Peter Ignazi, Carlos Moreno
Art Director: Natalie Mathers
Copywriter: Simon Rogers
Planners Strategists: Michaela Charette, Jason Chaney
Account Team: Michelle Perez, Dane Armstrong,
Olivia Figliomeni
Director, Connection Strategy: Tim Beach
Photographer: Chloë Ellingson

Promotion/Shopper Marketing Consumer Products General – Silver

LOBLAWS

EAT TOGETHER

Campaign: Eat Together
Agency: john st.
Credits: Client Team: Charlie Clark, Cheryl Grishkewich, Ashley McGill
Creative Directors: Stephen Jurisic, Angus Tucker
Art Director: Gerardo Agbuya
Copywriter: Jesse Wilks
Planner/Strategists: Colin Carroll
Account Lead: Lindsay Lalonde
Producer: Britanni Wilcox
Director: Michael Clowater

Advertising Consumer Products Food & Beverage – Silver
WINNING CAMPAIGNS

MICROSOFT CANADA
OFFICE VR

Watch the videos

CEO | CMO | CIO

AKA.MS/C
OLAB
RTIONVR

MICROSOFT CANADA

Campaign: Office VR
Agency: Intercept Group
Credits: Team Lead: Shaheen Yazdani, VP
Sr. Project Manager: Richard Pay
President, Intercept Group: Andrew Au
Founder, Corbin Visual: John Corbin
Director of Integrated Marketing, Microsoft Canada: Kal Irani
Sr. Office 365 Product Marketing Mgr. Microsoft Canada: Marc Aube
Sr. Office 365 Product Marketing Mgr. Microsoft Canada: Ash Chaudhury
Sr. Integrated Marketing Comms Mgr, Microsoft Canada: Gaelan Love

Direct Engagement Business Products & Services: Silver

PROCTER & GAMBLE/GAIN
FOUND IN CANADA

PROCTER & GAMBLE/GAIN

Campaign: Gain by Gain
Agency: Leo Burnett, Toronto
Credits: Chief Creative Officer: Judy John
Creative Director: Heather Chambers
Copywriter: Dave Barber
Art Director: Jason Lee
Agency Producer: Julie Caniglia, Sabrina DeLuca
Director: Matt Piedmont
Chief Strategy Officer: Brent Nelsen
Planner: Mike Coulson

Integrated Consumer Products General – Silver
SCENE LP

SCENE SHOW-OFF

SCENE LP
Campaign: SCENE SHOW-Off
Agency: Elemental
Credits: Director of Marketing, SCENE: Lindsay Norton
Senior Marketing Manager CRM, SCENE: Ryan Hegarty
Marketing Assistant, SCENE: Jennifer Wong
Partner, Elemental: Dustin Brown
Partner, Elemental: Brent Wardrop
Associate Creative Director, Elemental: Scott Fess
Account Director, Elemental: Justin Haberman
Copywriter, Elemental: Matt Sadowski

Integrated Consumer Services – Silver

SCOTTS CANADA

PRICKLY

SCOTTS CANADA
Campaign: Prickly
Agency: Rethink
Credits: Creative Directors: Aaron Starkman, Mike Dubrick,
Joel Holtby, Dre Labre, Ian Grais, Chris Staples, Mark Scott
Art Director: Mark Scott
Copywriters: Aaron Starkman, Dan Szczepanek,
Peter Gardiner
Account Leads: Scott Lyons, Marie Lunny
Account Leads (Client): Glenn Martin, Lindsay Lemierzewicz
Broadcast Producers: Monika Ghobrial, Vanessa Birze
Production Company: Alter Ego

Digital Consumer Products General – Silver
WHIRLPOOL CANADA
EVERYDROP WATER FILTER, FALL 1:1 CAMPAIGN

WHIRLPOOL CANADA
Campaign: EveryDrop Water Filter, Fall 1:1 Campaign
Agency: RI
Credits: Team Lead: Janice Ryder
Marketing Manager: Matt Ragno
Planner/Strategists: Scot Riches
Creative Director: Daniel Westgate
Art Director: Lori Davidson
Production Manager: Andrew Inshan
Head of Technology & Analytics: Margaret Ngai
Sr Analyst, Environics Analytics: Luke Forran

Direct Engagement Business Products & Services – Silver

BRANDED CITIES
(FORMERLY CLEAR CHANNEL)
STREET FURNITURE PLANNING TOOL

BRANDED CITIES
(FORMERLY CLEAR CHANNEL)
Campaign: Street Furniture Planning Tool
Agency: Branded Cities
Credits: President, Branded Cities: Adam Butterworth
Director of Marketing, Branded Cities: Natalia Lafforgue
Marketing Specialist, Branded Cities: Nathalie Rodriguez
Vice President, Environics Analytics: Jim Green
Senior VP and Practice Leader, Environics Analytics: Michele Sexsmith
Director of Client Advocacy, Environics Analytics: Stephanie McIsaac
Director of Client Advocacy, Environics Analytics: Claire Plaxton

Direct Engagement Business Products & Services – Bronze
To combat the endless array of negative, sexist messages that girls are exposed to every day we created #GirlPowered. But actually, we didn’t create it – the girls themselves did. This 100% crowd-sourced campaign was featured on billboards, transit ads, television, magazines, newspapers, social media and even in other languages. And due to its media flexibility, #GirlPowered was displayed in more than 40 cities. In the end this grassroots initiative has generated over 185 million media impressions and has become Canada’s most talked about campaigns.

**Canadian Women’s Foundation**

**Campaign:** #GirlPowered

**Agency:** Havas Canada

**Credits:**
  - Canadian Women’s Foundation: Beth Malcolm
  - Account Lead: Sarah Rosen
  - Creative Directors: Helen Pak, Cory Eisentraut
  - Art Directors: James Pacitto, Brian Allen
  - Copywriter: Charlie Glassman
  - Planner/Strategist: Zeb Barret
  - Account Executive: Erin O’Reilly
  - Media Planners/Buyers: Elizabeth Brennan, Jordan Hui

**Community Engagement NFP/Fundraising/Public Service – Bronze**

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**Carly Fleischman**

**Speechless**

**Carly Fleischman**

**Campaign:** Speechless

**Agency:** john st.

**Credits:**
  - Executive Creative Directors: Stephen Jurisic, Angus Tucker
  - Creative Director: Niall Kelly
  - Design Director: Mooren Bofill
  - Copywriter: Carly Fleischmann
  - Senior Team Lead: Melissa Tobenstein
  - Designer: Andrew Passas
  - Producers: Aimee DeParolis, Erin Feldman, Syd Fleischmann
  - DOP: Alex Lehmann, Steve Paul

**Pro Bono – Bronze**
WINNING CAMPAIGNS

CIESLOK MEDIA
TEXT & DRIVE

CIESLOK MEDIA
Campaign: Text & Drive
Agency: john st.
Credits: Account Lead: Jorg Cieslok
Creative Directors: Angus Tucker, Stephen Jurisic, Niall Kelly
Art Director: Sébastien Lafaye
Copywriter: Cedric Audet
Account Lead: Mylène Savoie
Account Team: Ian Brooks, Cheryl McKenzie, Tamara Staines, Sasha Abrams, Sarah Ramage, Laura McLellan, Natacha Nicol
Agency Producer: Kimberley Mullen

Advertising Business Products & Services – Bronze

EXPEDIA
EXPEDIA.CA – VEGAS YOU

EXPEDIA
Campaign: Expedia.ca – Vegas You
Agency: Grip
Credits: Director, Brand Marketing, Expedia.ca: Adam Francis
Senior Marketing Manager, Expedia.ca: Gianni Santin
Creative Partner, Grip: David Chiavegato
Creative Partner, Grip: Rich Pryce-Jones
Associate Creative Director, Grip: Julia Morra
Associate Creative Director, Grip: Trevor Gourley
Group Account Director, Grip: Martin McClurey
Director, Business, Grip: Justine Leetham

Direct Engagement Consumer Services – Bronze
FGL SPORTS (SPORTS EXPERTS)
GRAB-A-GIFT

LCBO
2016 READY TO DRINK
WINNING CAMPAIGNS

ROYAL LEPAGE
YOUR PERFECT LIFE

Campaign: Your Perfect Life
Agency: Alaia Technologies
Credits: Product Manager, Royal LePage: Fred Lee
         Director, Product Development, Alaia Technologies: Jon MacCall
         Director, Software Development, Alaia Technologies: Richard Ding Au
         Graphic Designer, Alaia Technologies: Bardia Doust
         Director of Business Development, Environics Analytics: Emily Anderson
         Lead Developer, Alaia Technologies: Laurynas Navidaukas
         Associate Marketing Director, Royal LePage: Roseline Joyal-Guillot
         Marketing Manager, Royal LePage: Melissa Lewandowsk

Experiential and Innovative Media Consumer Services – Bronze

ROGERS COMMUNICATIONS
ROGERS IOT FROM FARM TO FORK

Campaign: Rogers IoT From Farm to Fork
Agency: BBDO
Credits: SVP, Chief Creative Officer: Todd Mackie
         SVP, Chief Creative Officer: Denise Rossetto
         SVP, Executive Creative Director: Michael Kasprow
         VP, Creative Director: Dan Gaede
         Art Director: Kate Laudrum
         Copywriter: Matt Prokaziuk
         SVP, Strategy & Insights: Rosie Gentile
         Account Director: Aaron Howell

Digital Business Products & Services – Bronze
WINNING CAMPAIGNS

SPINMASTER TOYS
WHO WILL YOU HATCH?™

SPINMASTER TOYS
Campaign: Who Will You Hatch?™
Agency: Initiative
Credits: CMO: Nancy Zwiers
VP, Global Marketing: Tara Tucker
SVP Marketing & Robotics Lead: James Martin
Director of Marketing, Robotics: Sanda Shatilla
Senior Brand Manager: Kate Frostad
VP & Executive Producer, Creative Content: Tamara Horowitz
Senior Creative Director: Stacy Lewis
Creative Director: Mike Arnott

Integrated Consumer Products General – Bronze

TACO BELL CANADA
STEAKCATION

TACO BELL CANADA
Campaign: Steakcation
Agency: Grip Limited
Credits: Creative Directors: R. Pryce Jones, D. Chiavegato
Creative Team: TJ Arch, T. Geoghegan, S. Deluz, J. Byrne
Planners: G. Fong, E. Brade
Social Strategists: J. Kostuk, M. Glavan
Account: J. Tran, N. Hillier, O. Howlett
Producer: E. Labate
Editor: M. D’Amico
Clients: V. Castillo, K. Zborowski

Community Engagement Consumer Products – Food & Beverage – Bronze
TELUS
$100,000 SMALL BUSINESS CHALLENGE

TELUS
Campaign: $100,000 Small Business Challenge
Agency: Agency 59
Credits: Creative Director/Art Director: Curtis Wolowich
Copywriters: Curtis Wolowich, Steve Tannenbaum
Motion Graphics Designer: Brian Santangelo
Graphic Designer: Hannah Hall
Account Lead: Jessica Grossman
Team Lead: Marc Cooper

Integrated Business Products & Services – Bronze

ULTIMATE FIGHTING CHAMPIONSHIP (UFC)
UFC 205 CAN’T WAIT

ULTIMATE FIGHTING CHAMPIONSHIP (UFC)
Campaign: UFC 205 Can’t Wait
Agency: Anomaly
Credits: Executive Creative Directors: Pete Breton, Dave Douglass
Creative Directors: Neil Biewett, Gary Westgate
Creative Team/Design: Leonardo Gonzalez, Oleg Portnoy, Andy Slater
Managing Director: Dion Aralihali
CEO/Partner: Franke Rodriguez
Planner/Strategists: Jon Daly
VP Marketing: Kamini Sharma
VP Global Brand Creative: Heidi Noland

Community Engagement Business Products and Services – Bronze
VOLKSWAGEN CANADA
VW e-COMMERCE

It's a colour craze!
Are you a very real kind of person? Maybe you just prefer a cool blue hue? No matter your colour preference, this e-Golf has you covered with 60 standard and custom colours to choose from. *See your local dealer for the complete list.

*Custom colour packages available for $3499 plus applicable tax. Standard colours available on an as-available basis.

VOLKSWAGEN CANADA
Campaign: VW e-Commerce
Agency: DDB Canada
Credits: Senior Art Director: Dirga Agoes
Senior Copywriter: Lisa Gervis
Strategist: Andrew Ahern
VP, Business Unit Director: Neil MacLellan
Account Director: Reuben Segelbaum
Account Executive: Hannah Jordan
Project Manager: Natalie Chenard
Business Analyst: Shane Sincich

Direct Engagement Automotive – Bronze

VOLVO CAR CANADA
THOUGHTFUL TEST DRIVE

Martha Mare
That is awesome of Volvo.
Putting people first, inside and out.

VOLVO CAR CANADA
Campaign: Thoughtful Test Drive
Agency: Grey Canada
Credits: Executive Creative Directors: Joel Arbez, James Ansley
Art Director: Ryan McNeill
Copywriters: Darrel Knight, Sue Kohm
Producers: Vanessa Birze, Erica Metcalfe
Director/DOP: Sean McBride, Someplace Nice
Editor: Robin Haman, Saints Editorial
Audio House: Tattoo
Production Specialist: Biko Franklin

Advertising Automotive – Bronze
Learn from marketing experts on your mobile phone, tablet or desktop in an interactive and flexible environment.

Online courses are designed for marketing professionals looking to gain knowledge, expand their network and accelerate their career.
Thanks to this year’s Creative and Production Team

Production Services
Print, Data, Laser & Lettershop: Alden Dimensional Media
Audio Visual: Stagevision Inc.
Production Management Services: Bonnie Rabishaw Productions Inc.
Show Visuals: Artcetera Creative Resource Inc.
Scriptwriter: Brook Johnston
Award Annual Layout: Alden Dimensional Media
Award Annual Writer: Brook Johnston