Congratulations to This Year's Winners!

It takes a team of Clients and Agencies working together to deliver on Strategy, Creativity & Results

Automotive

Brand Building

Award: Gold
Campaign: Hyundai Transformation
Company: Hyundai Canada
Agency: Innocean Canada

Hyundai is one of Canada's fastest-growing mainstream automaker in 2019. With a reinvigorated product line and a new marketing approach, Hyundai is growing in a declining market. A new approach targeting automotive shoppers with the right information at the right time is creating unprecedented interest in the brand and delivering real business impact.

Award: Silver
Campaign: Power to the People
Company: Volkswagen Canada
Agency: DDB Canada

Award: Bronze
Campaign: A Ride Like No Other
Company: Can-Am – On-Road
Agency: Touché!
Business Impact

Award: Gold
Campaign: Stage Your Driveway
Company: BMW
Agency: FCB Canada

BMW Canada joined forces with The Heaps Estrin Real Estate Team in Toronto to deliver an innovative new media platform that embeds BMW vehicles into the luxury home buying process. The BMW X7, BMW M5, and BMW i8 roadster were featured in real-estate listings, geo-fenced digital ads, and in driveways at open houses, turning driveways into showrooms.

Award: Silver
Campaign: Truck-Thru
Company: Fountain Tire
Agency: FCB Canada

Award: Bronze
Campaign: Made for Those Who Drive Hockey
Company: Hyundai Canada
Agency: Innocean Worldwide Canada Inc

Customer Experience

Award: Gold
Campaign: Fanbods
Company: Fountain Tire
Agency: FCB Canada

Fountain Tire sponsored the Oilers. But they were getting outspent 60:1. To standout, they donated their bodies to the fans. Introducing Fanbods – the first-ever typeface made of real employees. Using an app, fans could send cheers to the Oilers with the Fanbods font in social media. What started as a local platform spread to the entire NHL.

Award: Silver
Campaign: Make Time For What Matters Most
Company: Genesis Motors / Innocean Worldwide
Agency: Thinkingbox

Engagement

Award: Gold
Campaign: Power to the People
Company: Volkswagen Canada
Agency: DDB Canada
To launch the new, more powerful Jetta GLI, we embraced VW's roots as the People's Car, and brought the GLI to a small Canadian town. And instead of the high-end camerawork and elaborate CGI typical of the performance car category, we let the people from the town shoot, curate, and even distribute our content.

Award: Silver
Campaign: Fanbods
Company: Fountain Tire
Agency: FCB Canada

Award: Bronze
Campaign: Castrol - "Will It Race?"
Company: Wakefield Canada
Agency: Ogilvy Canada

**Innovative Media**

Award: Gold
Campaign: Stage Your Driveway
Company: BMW
Agency: FCB Canada

BMW Canada joined forces with The Heaps Estrin Real Estate Team in Toronto to deliver an innovative new media platform that embeds BMW vehicles into the luxury home buying process. The BMW X7, BMW M5, and BMW i8 roadster were featured in real-estate listings, geo-fenced digital ads, and in driveways at open houses, turning driveways into showrooms.

Award: Silver
Campaign: Power to the People
Company: Volkswagen Canada
Agency: DDB Canada

Award: Bronze
Campaign: Hijacking High Gas Prices for High Returns
Company: MINI Canada
Agency: Media Experts

**Martech**

Award: Gold
Campaign: Fanbods
Company: Fountain Tire
Agency: FCB Canada

Fountain Tire sponsored the Oilers. But they were getting outspent 60:1. To standout, they donated their bodies to the fans. Introducing Fanbods – the first-ever typeface made of real employees. Using an app, fans could send cheers to the Oilers with the Fanbods font in social media. What started as a local platform spread to the entire NHL.
Business

Brand Building

Award: Gold
Campaign: Speak the Truth
Company: Association of Registered Graphic Designers (RGD)
Agency: Zulu Alpha Kilo

Every year, the Association of Registered Graphic Designers (RGD) stages one of North America's largest conferences for the design industry - DesignThinkers Conference. Using just words, we turned design clichés into truthful posters, conference materials, truthful lanyards, even truthful tote bags that asked us to recognize and laugh at ourselves.

Award: Silver
Campaign: Always Burning
Company: Vermont Castings
Agency: Leo Burnett Toronto

Award: Bronze
Company: One Show
Agency: Zulu Alpha Kilo

Business Impact

Award: Gold
Campaign: You don't have to know it to love it
Company: Curling Canada
Agency: Cossette

The game of curling is totally unique, especially the lingo. So much so that people outside of curling find it inaccessible and confusing. What’s a hog-line? What’s a shot rock? And for crying out loud, what’s the
house? So we removed the language barrier, with a campaign that showed non-fans how exciting curling is in words anyone can understand.

Award: Silver  
Campaign: Seek Unsame  
Company: Museum Of Contemporary Art  
Agency: Leo Burnett Toronto

Award: Bronze  
Campaign: Lucky Charms "Now With These"  
Company: General Mills  
Agency: Diamond Integrated Marketing

Customer Experience

Award: Gold  
Campaign: Facebook Community Garden  
Company: Facebook  
Agency: N/A

The Facebook mission is to give people the power to build community, and bring the world closer together. The Facebook Community Garden activation brought the mission to life with local community member heart-warming stories and buzzworthy interactive experiences.

Award: Silver  
Campaign: Here's to Farmers  
Company: Pioneer  
Agency: Milestone Integrated

Award: Bronze  
Campaign: Cisco and Ingram Micro Omni-Channel Digital Marketing Campaign  
Company: Cisco Canada  
Agency: N/A

Engagement

Award: Gold  
Campaign: World’s Worst RFP  
Company: Zulu Alpha Kilo  
Agency: Zulu Alpha Kilo

Zulu Alpha Kilo continues its crusade against poor pitch practices with the World’s Worst RFP, a video satirizing the absurd process that hurts both clients and agencies. What began as a self-promotional video for an award show ignited conversations in the advertising industry worldwide. A companion website turned those conversations into action.

Award: Silver  
Campaign: TransformEd
Company: Microsoft  
Agency: Intercept Group

Award: Bronze  
Campaign: Softchoice Customer Experience  
Company: Softchoice  
Agency: Bond Brand Loyalty

**Innovative Media**

Award: Gold  
Campaign: AutocorrectHER  
Company: IAB Canada (the Interactive Advertising Bureau of Canada)  
Agency: BIMM

AutocorrectHER is a Google Chrome extension promoted as an industry-wide tool to combat everyday sexism in the phrases we use in emails. Words that would autocorrect include everyday terms that women could find either uncomfortable, disrespectful, irritating, or infantilizing. We then replace these words with more appropriate suggestions.

Award: Silver  
Campaign: Accenture's The AI Effect Podcast - Season 2  
Company: Accenture  
Agency: Proof

**Martech**

Award: Gold  
Campaign: AutocorrectHER  
Company: IAB Canada (the Interactive Advertising Bureau of Canada)  
Agency: BIMM

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Award: Silver  
Campaign: AGI Corporate Website  
Company: AGI  
Agency: Apply Digital

Award: Bronze  
Campaign: ConstructConnect Canada Websites  
Company: ConstructConnect Canada  
Agency: Apply Digital
Consumer Products

Brand Building

Award: Gold
Campaign: Dove Men+Care – "Take The Time"
Company: Unilever
Agency: Ogilvy Canada

Award: Silver
Campaign: Big Lift
Company: GLAD
Agency: FCB Canada
Award: Bronze
Campaign: Hi Canada
Company: Canopy Growth Corporation - Tweed
Agency: Cossette

Business Impact

Award: Gold
Campaign: New Balance - King of the North
Company: New Balance Canada
Agency: APEX PR

After a 20-year hiatus, New Balance launched the “King of the North” with a return to the basketball category and the signing of Kawhi Leonard. Creating a social-led campaign supported by OOH, XM and PR activations.

Award: Silver
Campaign: Fridge Goals
Company: Becel
Agency: Edelman Canada

Award: Bronze
Campaign: Reskinning Queen St West
Company: Consonant Skincare
Agency: Zulu Alpha Kilo

Customer Experience

Award: Gold
Campaign: Reskinning Queen St West
Company: Consonant Skincare
Agency: Zulu Alpha Kilo
Consonant Skincare, makers of 100% natural products, launched its new flagship store on Toronto’s fashionable Queen Street West, with inspiration from the streets of the community. Consonant highlighted imperfect but beautiful neighbourhood textures to break the conventions in an industry that relies on over-processed images of perfection.

Award: Silver  
Campaign: Hot Wheels 50th Anniversary  
Company: Mattel  
Agency: The T1 Agency

Award: Bronze  
Campaign: The Small But Mighty Pop-Up  
Company: Consonant Skincare  
Agency: Zulu Alpha Kilo

**Engagement**

Award: Gold  
Campaign: The Walkumentary  
Company: The Clorox Company of Canada  
Agency: DentsuBos

To help Brita + Me to We's initiative to bring clean water to African villages we filmed a real woman’s daily walk for water, creating a 4 hour 17 minute pre-roll ad. A button prompted viewers to click and purchase a specially marked Brita bottle – bringing clean water to a person in Africa for one year as easily as skipping an ad.

Award: Silver  
Campaign: Dove Men+Care – "Take The Time"  
Company: Unilever  
Agency: Ogilvy Canada

Award: Bronze  
Campaign: Fridge Goals  
Company: Becel  
Agency: Edelman Canada

**Martech**

Award: Gold  
Campaign: Beard Champion  
Company: Combe- Just For Men  
Agency: MediaCom

The Beard Champion”- a first-to-market interactive billboard imbedded with beard-recognition technology. Turning a mass media channel into one precisely targeted to our audience. Just For Men,
with their unique beard recognition campaign. Became the #1 beard care brand in both awareness and consideration.

Award: Silver
Campaign: The Walkumentary
Company: The Clorox Company of Canada
Agency: DentsuBos

Award: Bronze
Campaign: Dove Men+Care – "Take The Time"
Company: Unilever
Agency: Ogilvy Canada

Innovative Media

Award: Gold
Campaign: Big in Japan
Company: SingleCut Beersmiths
Agency: Zulu Alpha Kilo

SingleCut Beersmiths is a New York City craft brewery with fans in beer-loving cities around the world. The Big in Japan global launch featured a first-time venture in the Japanese market and focused on local cultural phenomena. QR codes on each can brought music to life in an unexpected, engaging, and gamified way.

Award: Silver
Campaign: Dove Men+Care – "Take The Time"
Company: Unilever
Agency: Ogilvy Canada

Award: Bronze
Campaign: Advil Nighttime – Skip Nighttime Pain
Company: Pfizer Consumer Healthcare
Agency: Ogilvy Canada

Consumer Services

Brand Building

Award: Gold
Campaign: Go Back To Africa
Company: Black & Abroad, LLC
Agency: FCB/SIX
Go Back to Africa is a pan-African tourism campaign that turns a racial slur into an uplifting call to action. It uses an innovative approach to visual data collection and AI-driven contextualization to locate and deploy an alternative narrative about what travel to Africa can be and who should re-consider it as a desirable travel destination.

Award: Silver
Campaign: Destination Canada – "Vacations of the Brave"
Company: Destination Canada
Agency: Ogilvy Canada

Award: Bronze
Campaign: Huggies Pre-Natal Targeting
Company: Kimberly-Clark Canada/Huggies Canada
Agency: Ogilvy Canada

**Business Impact**

Award: Gold
Campaign: Go Back To Africa
Company: Black & Abroad, LLC
Agency: FCB/SIX

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Award: Silver
Campaign: Destination Canada – "Vacations of the Brave"
Company: Destination Canada
Agency: Ogilvy Canada

Award: Bronze
Campaign: WestJet Christmas Miracle: Uniting Through Traditions
Company: WestJet
Agency: Studio M

**Customer Experience**

Award: Gold
Campaign: The Ultimate Ride
Company: Metrolinx
Agency: BBDO Toronto

The biggest story at the Toronto Autoshow promoted not driving. It’s the bus. From GO. The GO bus.

Award: Silver
Campaign: Le Club AccorHotels - Seeker
Company: Le Club AccorHotels  
Agency: Cossette

Award: Bronze  
Campaign: Anyone But Sweden  
Company: SDC Petite-Italie  
Agency: Rethink

Engagement

Award: Gold  
Campaign: Flyre Festival  
Company: WestJet  
Agency: OLIVER

We needed to promote WestJet’s new luxurious 787 Dreamliner while staying true to their down to earth philosophy. With April Fool’s rapidly approaching we decided to parody 2019’s biggest fail — Fyre Festival. We coined our fake event ‘Flyre Festival,’ launching with a social campaign that connected to a real sale to capitalize on the moment.

Award: Silver  
Campaign: "I've Changed" Campaign  
Company: Tourisme Montreal  
Agency: Ig2

Award: Bronze  
Campaign: Destination Canada – "Vacations of the Brave"  
Company: Destination Canada  
Agency: Ogilvy Canada

Innovative Media

Award: Gold  
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Company: Black & Abroad, LLC  
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Award: Silver  
Campaign: Le Club AccorHotels - Seeker  
Company: Le Club AccorHotels  
Agency: Cossette
Award: Bronze
Campaign: Lines of Sight: A Guided Virtual Reality Experience
Company: CMH Heli-Skiing & Summer Adventures
Agency: CMH Heli-Skiing & Summer Adventures

Martech

Award: Gold
Campaign: Go Back To Africa
Company: Black & Abroad, LLC
Agency: FCB/SIX

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Award: Silver
Campaign: Le Club AccorHotels - Seeker
Company: Le Club AccorHotels
Agency: Cossette

Award: Bronze
Campaign: YOU-turn
Company: The Responsible Gambling Council
Agency: FCB Canada

Financial

Brand Building

Award: Gold
Campaign: There's No Retirement Like Home
Company: HomeEquity Bank
Agency: Zulu Alpha Kilo

In order to grow sales, HomeEquity Bank sought to disrupt the financial services category with a new brand platform and identity that called out the outdated and patronizing perception most people have of Canadian seniors. This resulted in significant increases in brand awareness and new business inquiries and a 26% increase in annual revenue.

Award: Silver
Campaign: Scotiabank Women Initiative
Company: Scotiabank
Agency: Bensimon Byrne
Business Impact

Award: Gold
Campaign: Welcome Mat
Company: HSBC
Agency: Wunderman Thompson

We created a symbol of the welcoming Canadian spirit and rolled out the world’s largest welcome mat to greet newcomers on their descent into their new home. With over 80000 newcomers coming to Canada each summer, we wanted to make sure we made each of them feel at home from the moment they landed.

Award: Silver
Campaign: Celebrating Women
Company: Bank of Montreal
Agency: FCB Canada

Award: Bronze
Campaign: RBC Take 20 Campaign
Company: Royal Bank Of Canada
Agency: BBDO Toronto

Customer Experience

Award: Gold
Campaign: Let's Meet 1 on 26
Company: HSBC
Agency: Wunderman Thompson

Most banks like to discuss investing one on one. HSBC has Investment Professionals in 26 countries who share local knowledge. So we wanted to demonstrate that when you meet with us, you learn more than you expect.

Award: Silver
Campaign: Enrol Simply with Simplii
Company: CIBC
Agency: FCB/SIX

Award: Bronze
Campaign: NHL Finals Transaction Challenge
Company: Scotiabank
Engagement

Award: Gold
Campaign: Earning Curve Podcast
Company: Interac Association
Agency: Zulu Alpha Kilo

To reach a targeted audience in a meaningful and relevant way, Interac launched Earning Curve, a podcast for entrepreneurs about entrepreneurs. The six-part series paired seasoned business owners with budding entrepreneurs, featuring their insightful conversations as a way to bring value to the SMB listener.

Award: Silver
Campaign: Scotiabank Women Initiative
Company: Scotiabank
Agency: Bensimon Byrne

Award: Bronze
Campaign: Balance Tragedy
Company: HSBC
Agency: Wunderman Thompson

Innovative Media

Award: Gold
Campaign: Financial Literacy- Money Talk
Company: TD Bank
Agency: Leo Burnett Toronto

Driven to make our future generations financially confident, TD continues to encourage parents to talk to their kids about money and savings. To help parents demonstrate a tangible savings benefit to their kids, we created an innovative savings-poster, where kids could save coin denominations in the shapes of items they wanted to buy.

Martech

Award: Gold
Campaign: Emails That Fit Your Life
Company: CIBC
Agency: FCB/SIX

Using database, transactional, behavioural and segmentation data, our CIBC Customer Lifecycle Management program created a communications experience that went beyond surface-level personalization and created an intelligent customer lifecycle solution connecting data, tech and creativity to support automated email trigger campaigns.
Food and Beverage

Brand Building

Award: Gold
Campaign: Oh Henry! 4:25
Company: The Hershey Company
Agency: Anomaly

With Canada legalizing cannabis in 2018, Oh Henry! had a unique opportunity to dethrone category leader Snickers. The number of high, hungry young Canadians was about to spike. So we created Oh Henry! 4:25. A brand new bar with 7g of protein, specially formulated for the intense hunger that hits 5 minutes after 4:20, AKA the munchies.

Award: Silver
Campaign: Hellmann's – "Real Food Rescue"
Company: Unilever
Agency: Ogilvy Canada

Award: Bronze
Campaign: Weekday Eggs
Company: Egg Farmers of Canada
Agency: Cossette

Business Impact

Award: Gold
Campaign: Doritos Dinamita
Company: PepsiCo Foods
Agency: BBDO Toronto

To showcase the unique rolled shape of Doritos Dinamita in a way that was unmistakably Doritos, we constructed a full-sized pan flute made entirely out of Doritos Dinamita chips. But that wasn’t enough; we needed to find a song that would match the bold intensity of the chip. We found our perfect pairing
in Snow’s ‘Informer’ – an iconic Canadian hit from the ‘90s that had recently found its way back to the top of the charts.

Award: Silver
Campaign: The Away Game
Company: Tim Hortons
Agency: Zulu Alpha Kilo

Award: Bronze
Campaign: Snickers Suit Swag
Company: Mars Wrigley Canada
Agency: BBDO Toronto

Customer Experience

Award: Gold
Campaign: Club Fed
Company: Weston Foods Canada
Agency: Mosaic North America

Without the determination of one ex-con who beat the odds, Dave’s Killer Bread wouldn’t exist. So we paid tribute to the brand’s heritage and invited people to break bread at Club Fed, a white-collar prison themed sandwich shop that didn’t just serve sandwiches, but second chances, with all proceeds going to charities focused on reintegration.

Award: Silver
Campaign: The CRAVE Hotbox
Company: Kraft Heinz Canada
Agency: Rethink

Award: Bronze
Campaign: The Flip
Company: McDonald's USA, LLC
Agency: DDB Canada

Engagement

Award: Gold
Campaign: Oh Henry! 4:25
Company: The Hershey Company
Agency: Anomaly

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Company: Unilever
Agency: Ogilvy Canada

Award: Bronze
Campaign: Club Fed
Company: Weston Foods Canada
Agency: Mosaic North America

Innovative Media

Award: Gold
Campaign: Hellmann's – Real Food Rescue
Company: Unilever
Agency: Ogilvy Canada

Award: Silver
Campaign: The Mailable Billboard
Company: New Standard Beer
Agency: DentsuBos

Award: Bronze
Campaign: A Free Sample for Extraterrestrials
Company: The Hershey Company
Agency: Anomaly

Health Care

Brand Building

Award: Gold
Campaign: SickKids VS - Crews
Company: SickKids Foundation
Agency: Cossette

The SickKids Foundation's SickKids VS – Crews campaign featured a PR and social media strategy centered on a video that followed hundreds of donors, Toronto-based athletes, media personalities and social influencers in different cliques coming together to encourage people to join them in raising the $1.3 billion needed to build a new hospital.

Award: Silver
Campaign: Rowan's Law - The Risk
Company: Ministry of Tourism, Culture & Sports of Ontario
Agency: Rethink
Award: Bronze  
Campaign: Tina’s Uterus  
Company: MOTRIN – Johnson & Johnson Canada  
Agency: OneMethod (A division of Bensimon Byrne)

Business Impact

Award: Gold  
Campaign: SickKids Kids In Your Community  
Company: SickKids Foundation  
Agency: Cossette

Award: Silver  
Campaign: Bübl Fashion  
Company: Osteoporosis Canada and AMGEN  
Agency: Edelman Canada

Award: Bronze  
Campaign: Everything Gets Better  
Company: ParticipACTION  
Agency: Zulu Alpha Kilo

Customer Experience

Award: Gold  
Campaign: The Unfun Balloon  
Company: Ontario Lung Association  
Agency: BBDO Toronto

COPD has become the 3rd leading cause of death in North America. And yet, it is still massively underdiagnosed – with an estimated 1.6 million Canadians being unaware that they have it. So we took the fun out of a simple balloon and turned into a life-saving screening tool for COPD.

Award: Silver  
Campaign: See For Yourself  
Company: Novartis Canada Inc.  
Agency: FCB Health Canada

Award: Bronze  
Campaign: Abbott: Truck Activation  
Company: Abbott Laboratories  
Agency: Brightworks Interactive Marketing

Engagement

Award: Gold  
Campaign: SickKids VS - Crews
Company: SickKids Foundation  
Agency: Cossette

Award: Silver  
Campaign: Rowan’s Law - The Risk  
Company: Ministry of Tourism, Culture & Sports of Ontario  
Agency: Rethink

Award: Bronze  
Campaign: SickKids VS - #10YearChallenge  
Company: SickKids Foundation  
Agency: Cossette

**Innovative Media**

Award: Gold  
Campaign: SickKids VS - #10YearChallenge  
Company: SickKids Foundation  
Agency: Cossette

Award: Silver  
Campaign: Bübl Fashion  
Company: Osteoporosis Canada and AMGEN Canada  
Agency: Edelman Canada

Award: Bronze  
Campaign: In cognito Ads  
Company: ACT (formerly AIDS Committee of Toronto)  
Agency: BIMM

**Martech**

Award: Gold  
Campaign: Incognito Ads  
Company: ACT (formerly AIDS Committee of Toronto)  
Agency: BIMM

We created banner ads that hit our predominantly gay or bisexual male target right when they might go Incognito online for sexual discretion. The ads informed them that there’s a discreet and anonymous way to get tested for HIV as well. The ACT landing page listed all the anonymous HIV testing sites. Incognito ads for incognito HIV testing sites.

Award: Silver  
Campaign: BD: Diabetes Innovations  
Company: Becton Dickinson Canada  
Agency: Brightworks Interactive Marketing
Retail

Brand Building

Award: Gold
Campaign: Lamp Recycled
Company: IKEA
Agency: Rethink

Consumer’s didn’t recognize IKEA as a sustainable brand, so as they moved to become fully circular by 2020, they needed to shift perceptions. We decided the best way to demonstrate our future was to face our past. Creating Lamp Recycled, we re-used the famous 2002 Lamp campaign and gave it a heartfelt sustainable message for the future.

Award: Silver
Campaign: Haul or Nothing
Company: Loblaw
Agency: john st.

Award: Bronze
Campaign: Canvas
Company: Canadian Tire
Agency: Leo Burnett Toronto

Business Impact

Award: Gold
Campaign: Launch of the Beyond Meat Burger
Company: A&W
Agency: Vizeum Canada Inc.

To appeal to millennial meat reducers, A&W launched a Canadian first: the plant-based Beyond Meat Burger. Our strategy focused on first targeting and learning from early adopters, winning over their endorsement and then turning on mass media when anticipation was heightened.

Award: Silver
Campaign: Digital Window Shopping
Company: Canadian Tire
Agency: Touché!

Award: Bronze
Campaign: Sobeys Global-First Video Flyer
Company: Sobeys
Agency: UM Canada
Customer Experience

Award: Gold  
Campagne: The One Star Restaurant  
Company: ID Foods (Tabasco)  
Agency: Rethink

Done as a real-life experiment, Tabasco invited unsuspecting patrons to eat at L’Étoile (One star), a pop-up restaurant that uses only three things: badly-reviewed dishes from nearby restaurants, Tabasco sauce and a little love. We asked guests to rate our hopefully elevated dish to show that Tabasco can make anything taste better. It worked!

Award: Silver  
Campagne: Club Cage Loyalty Program  
Company: Groupe Sportscene  
Agency: Ig2

Award: Bronze  
Campagne: The Climate Change Effect  
Company: IKEA  
Agency: Rethink

Engagement

Award: Gold  
Campagne: Haul or Nothing  
Company: Loblaw  
Agency: john st.

Award: Silver  
Campagne: IKEA Bedtime  
Company: IKEA  
Agency: Rethink

Award: Bronze  
Campagne: Shop Like A Mother  
Company: Loblaw Companies Limited  
Agency: john st.

Innovative Media

Award: Gold  
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Company: A&W  
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Campaign: Digital Window Shopping
Company: Canadian Tire
Agency: Touché!

Award: Bronze
Campaign: Sobeys Global-First Video Flyer
Company: Sobeys
Agency: UM Canada

**Martech**

Award: Gold
Campaign: IKEA: Bedtime
Company: IKEA Canada
Agency: Rethink

IKEA needed a fresh approach to get their mattress range to stand out with new direct-to-consumer brands popping up every day, promoting their mattress-in-a-box. Our solution was IKEA Bedtime, a series of highly contextual videos that targeted people at the exact time they were avoiding sleep and told them to stop acting crazy and go to sleep.

Award: Silver
Campaign: Uber Eats Jurassic Park
Company: Uber Eats
Agency: MediaCom

Award: Bronze
Campaign: Skip or Save
Company: Leon’s
Agency: BIMM

**Social Causes**

**Brand Building**

Award: Gold
Campaign: The Healing House
Company: Casey House
Agency: Bensimon Byrne / Narrative
Healing House was a 3-day pop-up spa that featured 18 HIV+ masseuses and generated global media attention: 500 stories (120 of them broadcast) and a media value of $11M dollars. Most importantly, Healing House changed minds. 85% of participants felt more compassion for those with HIV, and 77% say it changed their perception of people with HIV.

Award: Silver
Campaign: Boys Don’t Cry
Company: White Ribbon
Agency: Bensimon Byrne

Award: Bronze
Campaign: Rowan’s Law - The Risk
Company: Ministry of Tourism, Culture & Sports of Ontario
Agency: Rethink

Business Impact

Award: Gold
Campaign: Second Chances
Company: Canadian Transplant Association
Agency: McCann Worldgroup

Award: Silver
Campaign: Tweed x Uber x MADD
Company: Canopy Growth Corporation - Tweed
Agency: Cossette

Award: Bronze
Campaign: The Healing House
Company: Casey House
Agency: Bensimon Byrne / Narrative

Social Causes

Award: Gold
Campaign: The Broken Bride Registry
Company: Interval House
Agency: UNION

To highlight that marriage is often when abuse begins, Interval House created The Broken Bride Registry, stocked with items like “Jealous Rage Bandages” and the “Cigarette Burn Cream”. It launched at Canada’s largest bridal show.

Award: Silver
Campaign: The Funny Face-Off
Company: The Dr. Clown Foundation
Agency: Cossette
Award: Bronze
Campaign: Put down the phone. Pick up a fork.
Company: President's Choice
Agency: john st.

Engagement

Award: Gold
Campaign: Endangered Syndrome
Company: Canadian Down Syndrome Society
Agency: FCB Canada

Endangered Syndrome is a campaign where for the first time in history people applied to be on the endangered species list. It was done to spark a conversation about the declining Down syndrome population and the reduced resources they’re receiving. This campaign triggered significant press and conversation about a topic that deserved to be heard.

Award: Silver
Campaign: Rowan's Law - The Risk
Company: Rethink
Agency: Ministry of Tourism, Culture & Sports of Ontario

Award: Bronze
Campaign: Freedom Tampons
Company: Interval House
Agency: UNION

Innovative Media

Award: Gold
Campaign: The Monthly
Company: Shoppers Drug Mart
Agency: john st.

Award: Silver
Campaign: The Funny Face-Off
Company: The Dr. Clown Foundation
Agency: Cossette

Award: Bronze
Campaign: SickKids VS - #10YearChallenge
Company: SickKids Foundation
Agency: Cossette

Martech
As you scan the news, it seems like every major restaurant chain is ditching plastic straws for good. But while some businesses are eliminating straws from their establishments, there are many more who have yet to commit. We worked with Greenpeace to design these graphic images to prompt businesses to rethink their straw usage. Next, we transformed the images into GIFs available on Instagram Stories, allowing people to stand up and add their voice to the fight against single-use plastic.

Award: Silver
Campaign: The Funny Face-Off
Company: The Dr. Clown Foundation
Agency: Cossette

Award: Bronze
Campaign: AutocorrectHER
Company: IAB Canada (the Interactive Advertising Bureau of Canada)
Agency: BIMM