

CANADIAN MARKETING ASSOCIATION AWARDS 2010

NOVEMBER 2010 • OFFICIAL SHOW GUIDE



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five and a half decades. your brand should be so lucky.



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**THE 2010
CANADIAN
MARKETING
ASSOCIATION
AWARDS**

Sponsored by the
Canadian Marketing
Association

**CHAIR, STRATEGIC
PLANNING COMMITTEE:**

Stephen Brown
President,
FUSE Marketing Group

**CO-CHAIR, SENIOR
JUDGES:**

Chad Borlase
Co-Creative Director,
Bos Advertising

**CO-CHAIR, SENIOR
JUDGES:**

Brian Langerfield
Senior Vice-President,
Creative Director,
Wunderman

**MISTRESS OF
CEREMONIES:**

Bianca Barbucci
Vice-President, General Manager,
TVA Boutiques

**MASTER OF
CEREMONIES:**

Stephen Brown
President,
FUSE Marketing Group

EVENT PRODUCERS:

Christina Greenberg
Vice-President, Education &
Professional Development,
Canadian Marketing Association

Cathy Landolt
Director, Events,
Canadian Marketing Association

Jeanette Soo
Senior Manager, National
Convention & Special Events,
Canadian Marketing Association

Amanda Di Quattro
Senior Coordinator,
Conferences and Events,
Canadian Marketing Association

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ABOUT THE CMA

With more than 800 corporate members, the Canadian Marketing Association (CMA) is the largest marketing association in Canada. Embracing Canada's major business sectors and all marketing disciplines, channels and technologies, CMA Members make a major contribution to the Canadian economy by driving \$150 billion in sales of goods and services annually, supporting nearly one million jobs.

The Canadian Marketing Association is the marketing community's leading advocate on the key public policy issues affecting both consumer and business-to-business marketers. As well, CMA is the principal provider of knowledge, marketing intelligence and professional development opportunities for marketers, and a catalyst for networking and business opportunities within the marketing community.

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Welcome to the Canadian Marketing Association's 40th annual Awards Gala, the largest celebration of marketing excellence in Canada.

Tonight we honour the luminaries of the Canadian marketing world who have produced stellar marketing campaigns that have delivered measurable results and taken creative to new heights.

On behalf of the Canadian Marketing Association, sincere congratulations to all of this year's winners. I would also like to extend our appreciation to the 100-plus marketing experts who acted as judges this year under the guidance of Chad Borlase, Co-Creative Director, Bos Toronto and Brian Langerfield, Senior Vice-President, Creative Director, Wunderman. This duo accepted the difficult task of evaluating this year's entries on the basis of bottom-line results, creativity and overall effectiveness.

As well, I would like to thank our esteemed MCs for this evening's celebration, Bianca Barbucci, Vice-President, General Manager, TVA Boutiques and Stephen Brown, President, FUSE Marketing Group, who also serves as Chair of the CMA Awards Strategic Planning Committee.

Once again my congratulations to all our award winners.

Sincerely,

John Gustavson
President, Chief Executive Officer
Canadian Marketing Association

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What does it take to win Gold?

.....
To participate as a judge in next year's CMA Awards please visit the CMA website at www.the-cma.org/awards.

Entry deadlines for 2011 are:

June 9

June 23

July 14

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 great creative, innovative strategies and measurable results.

To win Gold, the entry submissions must convince a panel of judges that the work meets the highest standards. Eleven senior judges, all experts in their field, and more than 100 panel judges from across Canada were selected to evaluate entries in seven disciplines: Advertising, Direct 1:1, Digital, Media, Public Relations, Integrated and Promotions.

Our judges set an extremely high bar for this year's awards. This year, only 17 per cent of all entries won an award – proving that a CMA Award is a true mark of excellence.

Scores were tabulated and top entries moved on to a second round for another review. From there, the top scoring entries were awarded Gold, Silver and Bronze. Gold winners in each discipline and category competed against each other to win Best in Discipline and Best in Category. Best of the Best, the highest honour in Canadian marketing, is chosen from the Best in Discipline and the Best in Category winners, revealing the outstanding nature of the campaign and what the best and brightest creative and strategic teams in our industry can do.

Therein lies the real secret to winning Gold; the team of people involved in each project. Balancing 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!

John Furlong

Canada's Marketer Of The Year



Canadian marketer extraordinaire John Furlong -- leader of the team that staged what many have cited as the most successful Winter Olympics and recipient of the Canadian Marketing Association's 2010 Marketer of the Year Award.

The first CEO in Olympic history to have led from day one of the bid phase all the way through, the many trials and tribulations of hosting the Games, to the closing ceremonies.

Many said it was a vision that was unattainable, but Furlong took on the challenge and through an exhaustive marketing plan, continued to pursue his vision to change our nation, galvanize Canadians from coast to coast and showcase Canada to the world.

His success delivering an exhaustive marketing plan will serve as a model for marketers for many years to come. Under Furlong's leadership, the traditional Olympics' sponsorship marketing model was shelved and a new approach introduced that resulted in, among other things, a record \$760 million in domestic sponsorship revenue and 90 per cent of Games' operations being funded by the private sector, generated in the middle of a global economic crisis.

Always a passionate ambassador for Canada, Furlong was earlier this year awarded The Officer of The Order of Canada and The Order of British Columbia. Other awards include: Canada's Most Influential Sport Figure (2009) by both The Globe and Mail and the CBC; Outstanding Canadian Sports Executive by Sports Media Canada and, more recently, one the top 25 Transformative Canadians by Globe and Mail readers.

John Furlong – sports hero, nation builder, crisis manager and 2010 CMA Marketer of the Year.

Also won **Best** in Advertising, **Best** in Consumer Products, **Best** in Digital **Gold** Advertising-Consumer Products, **Gold** Digital-Consumer Products, **Bronze** Integrated-Consumer Products, **Bronze** Promotion-Consumer Products

BEST OF THE BEST: FRITO LAY CANADA **VIRALOCITY**

Fresh from its hugely successful White Bag campaign in 2009, Doritos returned to dominate the digital arena once again with an online video contest that challenged budding filmmakers and Doritos lovers alike to grab a camera and go viral.

Fueled by a go viral, get rich core message, Doritos' Viralocity competition invited consumers to name Doritos' newest flavor, upload a video promoting their creative genius and promote their video via social networking in order to obtain the largest digital footprint for a chance at a \$250,000 grand prize.

Already at an 85 per cent share in its category, Doritos hopes for the Viralocity campaign were to grow the business by an additional 4 per cent VYA and, in the process, bring greater attention to its Facebook and Youtube marketing tools amongst its fickle 13 to 24 target group.

Doritos recognized that not all viewers were willing to pick up a camera and lay their talents on the line/strut their stuff/display their talents on the Internet. Understanding that only 5 to 10 per cent of the online community actively engaged in content creation, Doritos' strategy was to actively engage the other 90 per cent of its visitors through on-site voting, social networking and similar empowering activities that would involve them in the promotion.

The result was a true viral campaign that became water cooler fodder across the country and prompted some impressive hard data. Video viewerships skyrocketed by roughly 400 per cent, YouTube subscriptions by 525 per cent and Facebook fan conversion nearly doubled. The total campaign won Doritos more than 170 million earned media impressions and usage scores jumped six points above the previous quarter, shattering brand records.

By utilizing the creativity of its brand supporters and entertaining countless other viewers, Doritos' Viralocity proved that viral campaigning done right can improve upon even the most established brands.



Company: **Frito Lay Canada**

Campaign: **Doritos Viralocity**

Agency: **BBD0/Proximity Canada**

Creative Director: **Ian MacKellar**

Creative Director: **John Gagné**

Associate Creative Director, Copywriter: **Jon Webber**

Associate Creative Director, Art Director: **Jeffrey Da Silva**

Associate Creative Director, Copywriter: **Adam Bailey**

Associate Creative Director, Art Director: **Andrew Hart**

Also won **Best** in Business Products & Services,
Gold Direct 1:1-Business Products & Services

BEST IN DIRECT 1:1: GGRP SOUND GGRP

When GGRP decided that it needed to re-introduce itself to the industry, the Vancouver-based sound house went about refreshing their brand perception with a direct marketing idea that sent the creative world spinning.

Targeting a niche demographic of creative directors, GGRP set about creating and mailing cardboard record players complete with records that - when unfolded, assembled and played with a pencil - would treat its awestruck listeners with an audio history of GGRP entitled: A Town that Found its Sound.

It was a delivery that could not be ignored, and the concept of the cardboard record player became one of the most hotly discussed ideas on advertising blogs, creative forums and inside production offices across the industry. The campaign garnered tremendous response for GGRP, which saw traffic on its corporate website jump from 50 visits/week to more than 70,000 during the DM campaign. The innovative idea also won the company a heavy online following, increasing its YouTube cardboard record player tutorial video by over 25,000 in just a few days.



Company: **GGRP Sound**

Campaign: **GGRP**

Agency: **GREY Canada**

Senior Client Owner: **Gord Lord**

Art Director: **Andrew McKinley**

Copywriter, Creative Director: **Geoff Dawson**

Account Director: **Genevieve Loudon**

Production Manager: **Dennis Isaacson**

Also won **Best** in Promotion, **Gold** Integrated-Consumer Products, **Gold** Promotion-Consumer Products, **Silver** Digital-Consumer Products, **Bronze** Direct 1:1-Consumer Products

BEST IN INTEGRATED: UNILEVER **KNORR SIDEKICKS** SALTY CAMPAIGN

Chances are you've already met Salty. You may even have him on your kitchen counter. Depicted as the downtrodden, dejected and oddly huggable salt-shaker mascot in Knorr's most recent Sidekicks campaign, Salty has become one of the most identified brand mascots in recent years; simultaneously representing Knorr's commitment to 25 per cent less sodium in its line of Sidekick products and connecting Knorr with its consumers on a one-to-one basis via Salty's unavoidable appeal.

Throughout the campaign, Salty's sympathetic and memorable image was used in all forms of promotion including print, digital, direct mail, in-store promotions as well the now notorious TV spots featuring Salty coping with his new, under-utilized life. The production of actual Salty salt-shakers created a tighter bond with consumers as did Salty's consistent social networking via Facebook, Twitter and Youtube.

Thanks to Salty, Knorr enjoyed the best share increase in its category in over three years, and Sidekicks experienced a 2.3 per cent lift in household penetration. Knorr's direct mail campaign exceeded initial expectations with a 3.38 per cent coupon redemption rate and Sidekicks.ca welcomed an increase of over 500 per cent in consumer traffic over Q1 2010. As for the campaign's mascot, with over 80k in Facebook fans, and over 450k YouTube views, its fair to say that Salty has found a home.



Company: **Unilever**

Campaign: **Knorr Sidekicks Salty Campaign**

Agency: **DDB Canada**

Associate Creative Director, Copywriter: **David Ross**

Associate Creative Director, Art Director: **Paul Wallace**

Group Account Director: **Jacqui Faclier**

Account Supervisor: **Dana Rudelier**

Senior PR Specialist: **Emily Ward**

Brand Development Director: **Natasha Gladman**

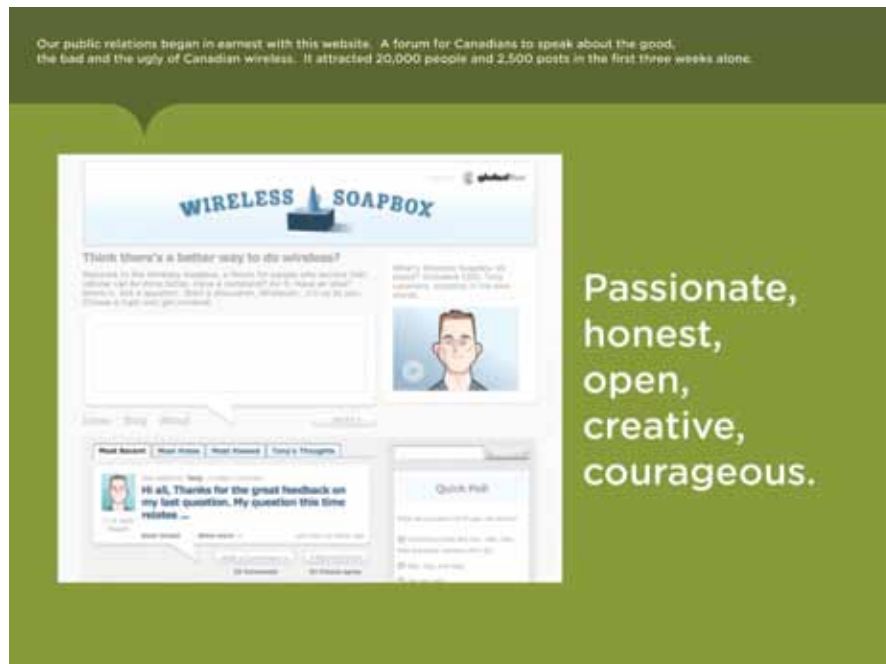
Also won **Gold** Digital-Consumer Services,
Gold PR-Consumer Services, **Silver** Integrated-Consumer Services

BEST IN PR: WIND MOBILE POWER OF **CONVERSATION**

WIND Mobile's entry as an alternative wireless communications provider in Canada may have come out of nowhere for most consumers, but its respectable presence in the mobile market was one that did not come overnight. Understanding its competition, WIND Mobile's Power of Conversation campaign sought to capitalize on rampant cell phone frustrations by inviting Canadians to talk openly and honestly about their current carriers via online WIND Mobile forums.

Through its WirelessSoapbox.com and windmobile.ca online forums, WIND Mobile made it possible for people to speak out on draconian cell phone policies, and speak to WIND Mobile directly on how it could hope to bring positive change to an industry rife with distrust and perceived disorganization. Running on an image of clarity, change and fresh thinking, WIND Mobile's launch event attracted significant media coverage and included the unveiling of a 20-foot statue symbolizing the pioneers of change.

Since its launch, WIND Mobile has been featured in the National Post's Top 5 Canadian tech stories of the year, and after launching in five cities over the last six months, WIND Mobile has generated 2,861,272,050 media impressions



Company: **WIND Mobile**

Campaign: **The Power of Conversation**

Agencies: **Narrative/Clean Sheet/Trapeze**

Vice-President, Brand & Communications,

WIND Mobile: **Will Novosedlik**

Managing Director, Narrative Agency Media:

Amanda Alvaro

Account Manager, Narrative Agency Media:

Micha Goddard

Director of Public Relations, Narrative Agency Media:

Lindsay Mattick Davidson

Co-Founder, Strategy, Clean Sheet Communications:

Catherine Frank

Account Lead, Integrated Communications Planning,

Clean Sheet Communications: **John Killam**

PRO BONO: TRUE PATRIOT LOVE FOUNDATION TRUE **PATRIOT LOVE** TRIBUTE DINNER

“Because even heroes need heroes” reads the tagline to newly-launched True Patriot Love (TPL) Foundation. Created to honor and celebrate the Canadian Military and their families, TPL made their name heard last year during their inaugural tribute dinner which sought to establish TPL’s brand in the corporate community as well as raise funds in support of the Military Families Fund.

The event featured live entertainment, silent and live auctions and notable speakers and was supported by gala invites, print ads, web display ads and digital concourse ads. Key features of the night included: The Family Tree, a sculpture dedicated to Canada’s military roots; and Artists for Families, a display featuring 75 individual painted military helmets created by Canadians, for sale in the event’s silent auction.

TPL’s launch event proved to be a huge success, drawing in 1,700 guests and helping TPL raise \$2.2 million in its very first year. In addition to beating its original goals, TPL was named the Gala of the Year by the National Post.



Company: **True Patriot Love Foundation**
Campaign: **True Patriot Love Tribute Dinner**
Agency: **FUSE Marketing Group**
Vice-President, Client Services: **Ivana Manzon**
Account Manager: **Stacey Mores**
Vice-President, Creative Director: **Brenda McNeilly**
Art Director, Marketing & Event Creative: **Tam Vo**
Art Director, Logo Design & Online Creative: **Heidi Lau**
Senior Copywriter: **Shawn Malone**



Also won **Silver** Integrated-Automotive, **Silver** Promotion-Automotive, **Bronze** Advertising-Automotive

GOLD: DIGITAL - AUTOMOTIVE: SUBARU CANADA 2010 **SUBARU OUTBACK**

In its bid to distinguish its newly redesigned 2010 Outback from the over-crowded SUV market, Subaru opted to take the competition to the great outdoors.

Entitled "Maybe You Should Get Out More", Subaru's online campaign sought to inject a sense of adventure and community into the 2010 Outback brand by motivating consumers to get off the couch, get active and consider the Outback as their entry to an active lifestyle. Pivotal to their strategy was Subaru's GetOutMore.com website, which featured local outdoor event information, contesting and Outback vehicle information. Combined with a fake TV guide direct mail initiative, both the website and mailing aided in repositioning the Outback as an outdoor enabler by becoming an integral part of the community it helped to foster.

Subaru's call-to-outdoor-action resulted in the most successful launch of the 2010 Outback in the world. Sales of the Outback rocketed by 320 per cent during the campaign period, leading to a dealership traffic increase of 25 per cent and a 8 per cent share of the Japanese light truck segment; up from 5 per cent before the campaign.



Company: **Subaru Canada**

Campaign: **2010 Subaru Outback**

Agency: **DDB Canada**

Director of Advertising, Subaru Canada:

Geoff Craig

Senior Vice-President, Business Unit Director:

Michael Davidson

Managing Director: **Andrew McCartney**

Creative Director: **Dré Labre**

Digital Strategist: **Dustin Rideout**

Producer: **Damian Nimeck**



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GOLD: DIRECT 1:1 – AUTOMOTIVE: AUDI CANADA AUDI Q5 LAUNCH DM



Thinking outside the box is essential to any marketing campaign, but for the introduction of its new Audi Q5 crossover, the creative team opted to take that practice literally. Driven by a desire to separate itself from the other luxury vehicles on the market, the Audi team identified and focused its campaign on exploiting the one defining feature that set Audi apart from its competition: curves.

Seeking to stand out in its target's mailbox, Audi sent potential customers an actual rectangular box enticing its recipients with the cover line "A box has its place," followed by "and it's not in your driveway."

Once un-boxed, Audi's DM included a personalized letter, mini-brochure and photos, all of which drove the point home that the new Audi Q5 crossover was a luxury automobile with unmatched style.

It was a hook that worked. 464 new Audi models were directly linked to the direct mail campaign, resulting in a 40.5 per cent increase in sales and a marketing return on investment of 1,180 per cent.



Company: **Audi Canada**
Campaign: **Audi Q5 Launch DM**
Agency: **BIMM Direct & Digital**
Senior Account Executive: **Maria Maynard**
Senior Copywriter: **Bruce Hiebert**
Associate Creative Director: **Kevin Weagle**
Vice-President, General Manager: **Mike Da Ponte**
Manager, Online Marketing & CRM: **Bryan Dinh**
Studio: **Andre Gouveia**

ADVERTISING

Bronze

Company: **Subaru Canada**
Campaign: **2010 Subaru Outback**
Agency: **DDB Canada**

INTEGRATED

Silver

Company: **Subaru Canada**
Campaign: **2010 Subaru Outback**
Agency: **DDB Canada**

MEDIA

Bronze

Company: **Hyundai Auto Canada**
Campaign: **Worst Parking Job**
Agency: **Mighty Digital**

PR

Bronze

Company: **Hyundai Auto Canada**
Campaign: **The Hyundai Clean Air Commitment**
Agency: **Narrative Advocacy Media**

PROMOTION

Silver

Company: **Subaru Canada**
Campaign: **2010 Subaru Outback**
Agency: **DDB Canada**

Bronze

Company: **Mercedes-Benz Canada**
Campaign: **smart Expeditions**
Agency: **BBD0 Canada**

GOLD: DIGITAL – BUSINESS PRODUCTS & SERVICES: FITC EVENTS

THE LAST ADVERTISING AGENCY ON EARTH

With great risk comes great reward, and in today's age of digital persuasion, there are few greater risks than hedging one's bets on viral videos. Undaunted, FITC created a two-and-a-half minute video designed to increase attendance by advertising agencies for its many digital and technology events. Developed specifically for its April 2010 conference, FITC spent \$50,000 creating "The Last Advertising Agency on Earth"; a short film which uses dark humor and documentary-style storytelling to show the fictional life and death of an ad agency who refused to evolve for the digital future and met its demise accordingly.



Launched on March 18, the video won over 120,000 views on Youtube, Vimeo and FITC's own website, greatly surpassing FITC's humble goal of 10,000. Before its April conference, the video was tweeted 1,500 times over countless industry blogs and accrued a media impression in excess of \$345,000 (Google impressions). More importantly to FITC's cause, the Toronto FITC conference sold out ahead of schedule and the percentage of attendees from advertising agencies rose by 233 per cent from previous years, more than doubling initial targets.

Company: **FITC Events**
 Campaign: **"The Last Advertising Agency on Earth"**
 Agency: **Saatchi & Saatchi Canada**
 Executive Creative Director: **Brett Channer**
 Creative Director: **Helen Pak**
 Associate Creative Director: **Brian Sheppard**
 Head of Integrated Production: **Jen Mete**
 Director, Tool of North America: **Jason Zada**
 FITC Executive Director: **Shaun Pucknell**

DIGITAL

Bronze

Company: **SMART Technologies**
 Campaign: **SMART Love of Learning**
 Agency: **Sharpe Blackmore Euro RSCG**

Bronze

Company: **TELUS Business Solutions**
 Campaign: **TELUS Talks Business**
 Agency: **Cundari**



DIRECT 1:1

Gold

Company: **GGRP Sound**
 Campaign: **GGRP**
 Agency: **GREY Canada**
 Senior Client Owner: **Gord Lord**
 Art Director: **Andrew McKinley**
 Copywriter, Creative Director: **Geoff Dawson**
 Account Director: **Genevieve Loudon**
 Production Manager: **Dennis Isaacson**

Silver

Company: **Canadian Marketing Association**
 Campaign: **CMA Awards – Double Dutch Video**
 Agency: **Cundari**

Bronze

Company: **Microsoft Canada**
 Campaign: **Microsoft Windows Live Trade MIA**
 Agency: **Wunderman**

INTEGRATED

Bronze

Company: **Canadian Marketing Association**
 Campaign: **CMA Awards**
 Agency: **Cundari**

Consumer Products

GOLD: DIRECT 1:1 - CONSUMER PRODUCTS: LOYALTYONE AIR MILES COLLECTOR UPDATE

Retaining the attention and interest of 10 million Canadian AIR MILES collectors was a challenge for AIR MILES, and doing so required a personalized DM strategy on a scale like no other. In an unprecedented move for any company, AIR MILES targeted three million collectors with 60 million unique data components. The packages were geared towards offering each and every one of its collectors customized content and information.

Considering the sheer complexity of the task, AIR MILES' big idea required the company to rethink traditional printing without breaking the bank. With this in mind, AIR MILES combined digital lasering equipment, high-speed accumulators and traditional inserting machines in a way that had never been done before, taking what traditionally would have required 13,500 machine set-ups and reducing it to 45.

Targeting consumers in various life stages, the direct mail campaign not only delivered personalized marketing to its collectors' doors, but also invited interested consumers to head online where another customized offer awaited. All said, AIR MILES created 1,846,612 unique packages for the campaign, garnering a 7 per cent response rate and an offer redemption increase of 40 per cent - blowing away AIR MILES' original five per cent target.



Company: **LoyaltyOne**

Campaign: **AIR MILES Collector Update**

Agency: **Direct Antidote**

Senior Vice-President & Chief Marketing Officer, LoyaltyOne: **Neil Everett**

Senior Creative Director, Direct Antidote: **John Halley**

Art Directors, Direct Antidote: **Kiersten Mosley, Ryan Taylor**

Copywriter, Direct Antidote: **Tanya Turnbull**

Management Supervisor, Direct Antidote: **Karyn Gould**

Production Manager, Direct Antidote: **Ted Bassett**

DIRECT 1:1

Bronze

Company: **K-Y Brand (Johnson & Johnson Canada)**

Campaign: **K-Y Intimacy Experiment**

Agency: **Noise Digital**

Bronze

Company: **Unilever**

Campaign: **Knorr Sidekicks Salty Campaign**

Agency: **DDB Canada**



ADVERTISING

Gold

Company: **Frito Lay Canada**

Campaign: **Doritos Viralocity**

Agency: **BBDO/Proximity Canada**

Creative Director: **Ian MacKellar**

Creative Director: **John Gagné**

Associate Creative Director, Copywriter: **Jon Webber**

Associate Creative Director, Art Director:

Jeffrey Da Silva

Associate Creative Director, Copywriter: **Adam Bailey**

Associate Creative Director, Art Director: **Andrew Hart**

Silver

Company: **James Ready**

Campaign: **James Ready Barter Night**

Agency: **Leo Burnett, Toronto**

Bronze

Company: **James Ready**

Campaign: **James Ready Coupon Billboard**

Agency: **Leo Burnett, Toronto**

DIGITAL

Gold

Company: **Frito Lay Canada**

Campaign: **Doritos Viralocity**

Agency: **BBDO/Proximity Canada**

Creative Director: **Ian MacKellar**

Creative Director: **John Gagné**

Associate Creative Director, Copywriter: **Jon Webber**

Associate Creative Director, Art Director:

Jeffrey Da Silva

Associate Creative Director, Copywriter: **Adam Bailey**

Associate Creative Director, Art Director: **Andrew Hart**

Silver

Company: **Unilever**

Campaign: **Knorr Sidekicks Salty Campaign**

Agency: **DDB Canada**

Bronze

Company: **Perfetti Van Melle**

Campaign: **Make Your World Go Rounder**

Agency: **Cossette**



INTEGRATED

Gold

Company: **Unilever**

Campaign: **Knorr Sidekicks Salty Campaign**

Agency: **DDB Canada**

Associate Creative Director, Copywriter: **David Ross**

Associate Creative Director, Art Director: **Paul Wallace**

Group Account Director: **Jacqui Faclier**

Account Supervisor: **Dana Rudelier**

Senior PR Specialist: **Emily Ward**

Brand Development Director: **Natasha Gladman**

Bronze

Company: **Frito Lay Canada**

Campaign: **Doritos Viralocity**

Agency: **BBDO/Proximity Canada**

Bronze

Company: **James Ready**

Campaign: **James Ready Barter Night**

Agency: **Leo Burnett, Toronto**

Also won **Bronze** Digital-Consumer Products

GOLD: MEDIA - CONSUMER PRODUCTS: PERFETTI VAN MELLE MAKE YOUR **WORLD GO ROUNDER**



Mentos had been missing from the advertising landscape for a couple years, but with the gum category on the incline in Canada in 2009, it decided that then was the perfect time to take back its market share. Spurred by its competition, Mentos launched a \$1M dollar ad campaign playing on Mentos' one-of-a-kind round shape and asked the public to get in on the fun by contributing ideas that would Make Your World Go Rounder. The campaign launched with public events in Toronto, Vancouver and Montreal and was advertised via radio, print and online campaigns; all of which used Mentos' "round" branding in fun and innovate ways.

For the Make Your World Go Rounder contest, Mentos set up www.makeyourworldgorounder.ca which collected ideas from across the country and encouraged viewers to vote for their favorite. At the end of the campaign, two winners were awarded \$5,000 to fund their idea.

Mentos' Make Your World Go Rounder promotion succeeded in putting Mentos back in the minds of its consumers. Over 19,000 ideas were proposed and over 72,467 votes registered. The site itself garnered over 176,000 unique visits with an average time spent at 2 minutes, 32 seconds.

Offline, Mentos' campaign generated 24 million impressions through TV, newspaper, radio and web.

Company: **Perfetti Van Melle**
 Campaign: **Make Your World Go Rounder**
 Agency: **Cossette**
 Marketing Director: **Laurence Pichon**
 Creative Director: **Antoine Becotte**
 Creative Director: **Catherine Savard**
 Client Leader: **Sylvain Lemieux**
 Group Account Director: **Nadja Décarie**
 Account Director: **Alia Abouzeid**

Silver

Company: **Puma Canada**
 Campaign: **Puma**
 Agency: **Zulu Alpha Kilo**

Bronze

Company: **James Ready**
 Campaign: **James Ready Barter Night**
 Agency: **Leo Burnett, Toronto**



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GOLD: PR - CONSUMER PRODUCTS: BIG ROCK BREWERY BIG ROCK EDDIES

Since its humble grass roots beginnings in Calgary back in 1993, Big Rock's Eddies have since expanded across Canada to become one of the most charitable and creative beer promotions in the market.

Originally designed as a parody to the Oscars, the Eddies target 18 to 34 year old beer drinkers in Calgary, Edmonton, Vancouver and Toronto and invite thirsty filmmakers to film and submit their own Big Rock commercial for a chance at great prizes and national recognition during Big Rock's wrap-up gala party, with funds from the night going towards local artists and charities.

Over and above the actual event, Big Rock's Eddies entries are also used for actual television advertising and in linked promotions throughout the year.

Now nearly two decades old, the Eddies have taken on a life of their own, attracting accolades from advertising publications, strong media awareness and copious visits by celebrities. With the addition of Eddies workshops at local universities and colleges, Big Rock's efforts have garnered considerable student participation, and have helped kick-start the careers of artists across Canada.



Company: **Big Rock Brewery**

Campaign: **Big Rock Eddies**

Agency: **In-house**

Chief Executive Officer & Chairman of the Board: **Ed McNally**

Board of Directors: **Kathleen McNally**

Chief Task Master, Special Projects: **Shelagh McNally**

Artistic Director, One Yellow Rabbit Performance Theatre: **Michael Green**

PR

Silver

Company: **Canada Dry Mott's**

Campaign: **Mott's Clamato – Canada's National Cocktail**

Agency: **Veritas Communications**

Bronze

Company: **Auto Trader**

Campaign: **Cliff Your Ride**

Agency: **john st.**

PROMOTION

Gold

Company: **Unilever**

Campaign: **Knorr Sidekicks Salty Campaign**

Agency: **DDB Canada**

Associate Creative Director, Copywriter: **David Ross**

Associate Creative Director, Art Director: **Paul Wallace**

Group Account Director: **Jacqui Faclier**

Community Cultivator: **Cameron Reed**

Senior Consultant, PR: **Emily Ward**

Assistant Brand Manager: **Laura Kolupanowicz**

Silver

Company: **James Ready**

Campaign: **James Ready Barter Night**

Agency: **Leo Burnett, Toronto**

Bronze

Company: **Frito Lay Canada**

Campaign: **Doritos Virality**

Agency: **BBDO/Proximity Canada**



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Consumer Services

Also won **Gold Advertising-Consumer Services**

BEST IN CONSUMER SERVICES: NEWFOUNDLAND AND LABRADOR TOURISM **FIND YOURSELF**

In a time of tight consumer spending, shrinking tourist dollars and formidable domestic and international competition, drawing vacationers off the beaten path and onto the non-traditional shores of Newfoundland and Labrador is no easy feat. Hoping to hoist Newfoundland and Labrador's image as a travel destination for the non-traditional types seeking a trip with a spiritual kick, the Government of Newfoundland and Labrador unveiled its Find Yourself campaign; a multi-media project which aimed to evoke an emotional response from potential tourists who may be more willing than others to find themselves on the road less travelled.

Targeting older, non-residents throughout Canada, Find Yourself launched across all media during key vacation planning months. The campaign launched with a special two-minute version of Ancient Land and was supported by further ads on TV, radio, displayed online and in print.

On the whole, Find Yourself earned NL Newfoundland and Labrador some tangible growth in airline/auto traffic, and 2010 saw both an increase of 6.9 per cent increase in tourist expenditures and a 22 per cent increase in inquiries for travel material. It was, in the end, considered an advertising juggernaut from which the rest of Canada should learn.



Company: **Government of Newfoundland and Labrador,
Department of Tourism, Culture and Recreation**

Campaign: **Newfoundland and Labrador Tourism
"Find Yourself"**

Agency: **Target**

Director of Marketing, Newfoundland and Labrador Tourism:
Carmela Murphy

Manager of Advertising and Communications,
Newfoundland and Labrador Tourism: **Andrea Peddle**

Creative Director, Target: **Tom Murphy**

Creative Group Head, Target: **Jenny Smith**

Account Director, Target: **Catherine Kelly**

Senior Account Manager, Target: **Ernie Brake**

ADVERTISING

Gold

Company: **Government of Newfoundland and Labrador, Department of Tourism, Culture and Recreation**

Campaign: **Newfoundland and Labrador Tourism "Find Yourself"**

Agency: **Target**

Director of Marketing, Newfoundland and Labrador Tourism: **Carmela Murphy**

Manager of Advertising and Communications, Newfoundland and Labrador Tourism: **Andrea Peddle**

Creative Director, Target: **Tom Murphy**

Creative Group Head, Target: **Jenny Smith**

Account Director, Target: **Catherine Kelly**

Senior Account Manager, Target: **Ernie Brake**

Silver

Company: **Tourism and Parks New Brunswick**

Campaign: **Warm Water is in New Brunswick**

Agency: **Ig2**

Bronze

Company: **Yellow Pages**

Campaign: **Yellow Pages Rebranded**

Agency: **TAXI 2**

DIGITAL

Gold

Company: **WIND Mobile**

Campaign: **The Power of Conversation**

Agencies: **Trapeze/Clean Sheet/Narrative/SMG/AmoebaCorp.**

Vice-President, Digital, WIND Mobile: **Erin O'Neill**

Account Director, Trapeze: **Joanne Clark**

Vice-President, Creative Director, Trapeze: **Mike Kaspro**

Account Lead, Integrated Communications Planning, Clean Sheet Communications: **John Killam**

Account Director, Narrative Advocacy Media: **Lindsay Mattick Davidson**

Co-Founder, Creative, Clean Sheet Communications: **Neil McOstrich**

Account Director, Narrative Advocacy Media: **Lindsay Mattick Davidson**

Co-Founder, Creative, Clean Sheet Communications: **Neil McOstrich**

Co-Founder, Creative, Clean Sheet Communications: **Neil McOstrich**

Silver

Company: **Tourism and Parks New Brunswick**

Campaign: **Warm Water is in New Brunswick**

Agency: **Ig2**

Bronze

Company: **BC Ministry of Tourism, Culture and Arts**

Campaign: **Great Mountain Giveaway 2010 Ski Campaign**

Agency: **Fjord, Cossette West**

DIRECT 1:1

Silver

Company: **Bell**

Campaign: **Playoffs Beard**

Agency: **Ig2**

Bronze

Company: **Koodo Mobile**

Campaign: **Koodo Upsell Strategy**

Agency: **In-house**

Bronze

Company: **BC Ministry of Tourism, Culture and Arts**

Campaign: **Great Mountain Giveaway 2010 Ski Campaign**

Agency: **Cossette West**

INTEGRATED

Silver

Company: **WIND Mobile**

Campaign: **The Power of Conversation**

Agencies: **Clean Sheet/Trapeze/Narrative/SMG/Amoeba/Breakhouse/Sugar Media**

Bronze

Company: **BC Ministry of Tourism, Culture and Arts**

Campaign: **Great Mountain Giveaway 2010 Ski Campaign**

Agency: **Cossette West**

Bronze

Company: **Tourism and Parks New Brunswick**

Campaign: **Warm Water is in New Brunswick**

Agency: **Ig2**

MEDIA

Silver

Company: **Global Television**

Campaign: **Global Glee FM Campaign**

Agency: **In-house**



PR

Gold

Company: **WIND Mobile**

Campaign: **The Power of Conversation**

Agencies: **Narrative/Clean Sheet/Trapeze**

Vice-President, Brand & Communications, WIND Mobile: **Will Novosedlik**

Account Director, Narrative Advocacy Media: **Amanda Alvaro**

Account Manager, Narrative Advocacy Media: **Micha Goddard**

Director of Public Relations, Narrative Advocacy Media: **Lindsay Mattick Davidson**

Co-Founder, Strategy, Clean Sheet Communications: **Catherine Frank**

Account Lead, Integrated Communications Planning, Clean Sheet Communications: **John Killam**

Account Lead, Integrated Communications Planning, Clean Sheet Communications: **John Killam**

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Account Lead, Integrated Communications Planning, Clean Sheet Communications: **John Killam**

Account Lead, Integrated Communications Planning, Clean Sheet Communications: **John Killam**

Account Lead, Integrated Communications Planning, Clean Sheet Communications: **John Killam**

Silver

Company: **Canadian Tourism Commission**

Campaign: **Locals Know**

Agency: **DDB Public Relations**

Bronze

Company: **WIND Mobile**

Campaign: **WIND Mobile PR Launch**

Agency: **Narrative Advocacy Media**

PROMOTION

Silver

Company: **LoyaltyOne**

Campaign: **AIR MILES Mile-ionaie Promotion 2009**

Agencies: **Direct Antidote, The Takamatsu Group**

Bronze

Company: **Air Canada**

Campaign: **Win The World Contest**

Agency: **Thindata 1:1**

Financial

Also won **Bronze** Media-Financial

GOLD: DIGITAL – FINANCIAL: AVIVA CANADA THE **AVIVA** COMMUNITY FUND

Aviva Canada turned cause marketing on its head when it gave Canadians a chance to attach the Aviva brand to positive change for big cash during its \$500K Aviva Community Fund (ACF) campaign. Created to connect Aviva with its potential clients at a local level, this online competition motivated Canadians to develop ideas for positive change within their communities and use their own social networks as a means to simultaneously gain attention to their cause and better define Aviva's community-focused brand in the process.

In empowering communities, Aviva saw its ACF competition take on a life of its own with participants using any means necessary to promote their cause amongst the competition. This led to newspaper coverage, paid online advertising and even a promotional video on MTV. On January 25, 2010, eight winners were awarded with a piece of the ACF pie and Aviva had successfully built new bonds of trust through the exponential power of social networking.

Billed as the first promotion of its kind, the ACF went on to inspire similar promotions such as Pepsi's Refresh challenge and CBC's Champions of Change.

For Aviva, the ACF netted 447,443 registered participants from which 2,154 ideas were submitted. The campaign resulted in 65,000,000 PR impressions, and a 33 per cent increase in brand recognition; all numbers which greatly overshadowed initial goals.

More importantly, however, ACF resulted in the funding of eight projects across Canada, with five other ideas receiving local funding thanks to ACF promotion.



Company: **Aviva Canada**

Campaign: **The Aviva Community Fund**

Agency: **Idea Couture**

Vice-President, Brand & Customer Experience,
Aviva Canada: **Jude Fairweather**

CEO, Idea Couture: **Idris Mootee**

Executive Vice-President, Innovation & Service
Design, Idea Couture: **Scott Friedmann**

Vice-President, Head of Digital Innovation,
Idea Couture: **Cheesan Chew**

Head of Social Innovation, Idea Couture:
Patrick Glinkski

Project Manager, Idea Couture:
Caroline Laidlaw

DIGITAL **Silver**

Company: **RBC Royal Bank**

Campaign: **RBC 2009 Fall Campus Promotion**

Agency: **Proximity Canada**

Bronze

Company: **RBC Royal Bank**

Campaign: **WestJet RBC MasterCard**

Excuse Generator

Agency: **Proximity Canada**

ADVERTISING

Silver

Company: **MasterCard Canada**

Campaign: **MasterCard '09 Holiday Campaign**

Agency: **MacLaren McCann**

Bronze

Company: **Capital One**

Campaign: **Capital One Rewards**

Agency: **DDB Canada**

DIRECT 1:1 **Silver**

Company: **TD Insurance Meloche Monnex**

Campaign: **"Protected" Campaign**

Agency: **Hamelin Martineau**

INTEGRATED

Bronze

Company: **RBC Royal Bank**

Campaign: **RBC 2009 Fall Campus Promotion**

Agency: **Proximity Canada**

Bronze

Company: **TD Canada Trust**

Campaign: **TD Canada Trust**

Pump Up Your Savings

Agency: **Diamond Integrated Marketing**

MEDIA

Bronze

Company: **Aviva Canada**

Campaign: **The Aviva Community Fund**

Agency: **Idea Couture**

PR

Bronze

Company: **RBC**

Campaign: **RBC 2010 Olympic Torch Relay**

Agency: **Stellick**

PROMOTION

Silver

Company: **RBC Royal Bank**

Campaign: **RBC 2009 Fall Campus Promotion**

Agency: **Proximity Canada**

Bronze

Company: **Acsxsys Corporation**

Campaign: **Interac Email Money**

Transfer Giveaway

Agency: **FUSE Marketing Group**

Bronze

Company: **TD Canada Trust**

Campaign: **TD Canada Trust**

Pump Up Your Savings

Agency: **Diamond Integrated Marketing**

GOLD: ADVERTISING - HEALTH CARE/PHARMACEUTICAL: PACIFIC BLUE CROSS ARE YOU COVERED?

Health insurance is a topic that typically falls low on the list of priorities for Canadians, but Pacific Blue Cross' "Are You Covered?" campaign aimed to punch through that barrier with a campaign aimed at highlighting the importance of good coverage. The \$1.5 million campaign targeted towards middle-aged women aged 25 to 65, and incorporated a mix of TV ads juxtaposing the lack of serious thought for health issues with the everyday obsession over material goods, radio ads featuring an unnamed John Cleese as Dr. Nigel Bilkington, and billboards posted at the U.S. border resembling reflective caution signs that warned travelers about the dangers of border crossing without insurance.

To date, the campaign has led to a 17 per cent increase in calls compared to last year, totaling 2,800 calls a month. Travel contract sales are also up double figures, sporting a 29 per cent, 34 per cent and 33 per cent increase during March, April and May throughout the campaign's execution. Its radio creative, a favorite amongst listeners, was also short listed for a Cannes Lion in the radio category.



Company: **Pacific Blue Cross**
 Campaign: **Are You Covered?**
 Agency: **DDB Canada**
 Director, Marketing and Sales: **Mark Gronsdahl**
 Creative Directors: **Dean Lee, Cosmo Campbell**
 Associate Creative Director: **Daryl Gardiner**
 Writer: **Jeff Galbraith**
 Account Executive: **Scott Barr**
 Account Director: **Brett MacFarlane**

DIGITAL

Bronze

Company: **Amgen Canada**
 Campaign: **ChemoReady**
 Agency: **Brightworks Interactive Marketing**

PR

Bronze

Company: **QE11 Foundation**
 Campaign: **Bust a Move for Breast Health**
 Agency: **Revolve**

RETAIL

ADVERTISING

Silver

Company: **Canac**
 Campaign: **Used Ads**
 Agency: **Ig2**

Bronze

Company: **Sportchek**
 Campaign: **Hockey Jersey**
 Agency: **Bos**

DIGITAL

Bronze

Company: **Nike Canada**
 Campaign: **Nike Canada, Olympics**
 Agency: **Organic**

Bronze

Company: **TIM-BR Mart**
 Campaign: **TIM-BR Mart Timbrtube.ca**
WJHC Campaign
 Agency: **Revolve**

INTEGRATED

Bronze

Company: **LCBO**
 Campaign: **Go Local Meet Ontario's Talent**
 Agency: **Up Inc.**

PROMOTION

Silver

Company: **Yorkdale Shopping Centre**
 Campaign: **Yorkdale Is Me Campaign**
 Agency: **Concrete Design Communications**

Bronze

Company: **Joe Fresh Style and PC Home**
 Campaign: **Loblaws's Joe Fresh Brand 17 Again**
 Agency: **ePrize, LLC**

NFP/Fundraising/Public Service

Also won **Gold** Integrated-NFP/Fundraising/Public Service,
Silver Advertising-NFP/Fundraising/Public Service,
Silver Digital-NFP/Fundraising/Public Service

BEST IN NFP/FUNDRAISING/PUBLIC SERVICE: CANADIAN CANCER SOCIETY JOIN THE **FIGHT**

When the Canadian Cancer Society (CCS) set about re-introducing its brand to a public that had become overwhelmed by charitable marketing, it did so with unflinching honesty. To better communicate its messaging, purpose and overall importance, the CCS chose to tackle the subject of cancer head-on in a series of TV, radio and print ads that took a bold look at the dramatic, life-changing emotions surrounding cancer. Entitled Join The Fight, the CCS campaign opened with a live event wherein participants paid to eradicate cancer by pummeling the word itself with paint. The accompanying TV ads saw cancer patients preparing to battle cancer, while radio ads used real people relating to cancer with their own stories and personal battles. The campaign was further complimented with impactful print ads and short films including the English made film, Fight, which won top prize at the 4th annual YouTube DoGooder Nonprofit video awards and, later, a Cannes Silver Lion.

Join The Fight rallied immense feedback for its fightback.ca site, Facebook fan pages and Twitter accounts. Brand tracking has also shown a significant increase and CCS has since been given the lift it needed to continue its fight.



Company: **Canadian Cancer Society**
Campaign: **Join The Fight**
Agency: **DDB Canada, Toronto**
Executive Creative Director: **Andrew Simon**
Associate Creative Director, Art Director: **Todd Mackie**
Associate Creative Director, Copywriter: **Shane Ogilvie**
Art Directors: **Barry Lachapelle, Missy Kelley**
Copywriters: **Dave Horovitch, Leilah Ambrose**
Account Supervisor, Public Relations: **James Loftus**

ADVERTISING

Silver

Company: **Canadian Cancer Society**
Campaign: **Join The Fight**
Agency: **DDB Canada, Toronto**

Bronze

Company: **BC Dairy Foundation**
Campaign: **The Weak Shop**
Agency: **DDB Canada**

DIRECT 1:1

Silver

Company: **Camp Oochigeas**
Campaign: **Evening of Summer Dreams**
Agency: **MacLaren McCann**

Bronze

Company: **World Vision Canada**
Campaign: **Hands For Hope**
Agency: **MacLaren McCann**

INTEGRATED

Gold

Company: **Canadian Cancer Society**
Campaign: **Join The Fight**
Agency: **DDB Canada, Toronto**
Executive Creative Director: **Andrew Simon**
Associate Creative Director, Art Director: **Todd Mackie**
Associate Creative Director, Copywriter: **Shane Ogilvie**
Art Directors: **Barry Lachapelle, Missy Kelley**
Copywriters: **Dave Horovitch, Leilah Ambrose**
Account Supervisor, Public Relations: **James Loftus**

Silver

Company: **Government of British Columbia**
Campaign: **You Gotta Be Here Campaign**
Agency: **Cossette West**

Bronze

Company: **TVO**
Campaign: **Tuning in Tomorrow Campaign**
Agency: **Leo Burnett, Toronto**

GOLD: DIGITAL – NFP/FUNDRAISING/PUBLIC SERVICE: TVO FIRST BOOK ON TWITTER

TVO's partnership with Twitter was an unlikely pairing considering the station's predominantly baby-boomer demographic; but, in a way, that's exactly what made its First Book on Twitter experiment work. Hoping to entice a younger viewing demographic to its viewing ranks, TVO commissioned Canadian award-winning author Tish Cohen to compose an original short story which was then published in short, 140-character bursts through Twitter.

The project was designed to create buzz and excitement for TVO's new generation of content, including its Empire of the Word series. In doing so, it met its younger, tech-savvy target demo on their home turf and demonstrated that TVO had evolved greatly from the dry, education and documentary programming for which it was recognized. As a result, viewership for TVO's new programming increased by a dramatic 666 per cent and average donation gifts increased by 12.4 per cent compared to the previous year. Online, TVO.org registered clicks to the TVO schedule in excess of 43.62 per cent more year-over-year.

Publishing the world's first book on twitter.



Silver

Company: **Canadian Cancer Society**
Campaign: **Join The Fight**
Agency: **DDB Canada, Toronto**

Bronze

Company: **Girl Guides of Canada**
Campaign: **Perspectives on a Girl**
Agency: **john st.**

Company: **TVO**

Campaign: **First Book on Twitter**

Agency: **Leo Burnett, Toronto**

Chief Creative Officer, Creative Director:

Judy John

Group Creative Director: **Kelly Zettel**

Art Director: **Mike Cook**

Copywriter: **Steve Stahl**

Group Account Director: **David Buckspan**

Account Supervisor: **Brenda Chung**

MEDIA

Silver

Company: **TVO**
Campaign: **Tuning in Tomorrow Campaign**
Agency: **Leo Burnett, Toronto**

PR

Silver

Company: **National Eating Disorder Information Centre**
Campaign: **Cast Responsibly. Retouch Minimally.**
Agency: **Zulu Alpha Kilo**

Bronze

Company: **Stephen Lewis Foundation**
Campaign: **A Dare to Remember**
Agency: **DDB Public Relations**

Bronze

Company: **CNIB**
Campaign: **Right to Read**
Agency: **Elemental**

PROMOTION

Silver

Company: **Government of British Columbia**
Campaign: **You Gotta Be Here Campaign**
Agency: **Cossette West**

Bronze

Company: **Pedigree**
Campaign: **Adoption Tales**
Agency: **Proximity Canada**

Student Awards

GOLD: CREATIVE MOHAWK COLLEGE

Mohawk College's creative campaign for Advantage Pet Insurance tackled the often neglected issue of pet insurance with a light-hearted approach. Eschewing fear-based messaging for a heartwarming pictorial campaign, Mohawk College showcased a variety of common pets dressed in exaggerated clothes, using its ill-fitted mascots to humorously convey the importance of equipping one's loved ones with pet insurance that "fits."

The campaign sought to attract the attention of pet owners who consider their pets as part of the family. By doing so, the students created a sense of urgency around the issue of pet insurance by tugging on the heartstrings of its audience and providing pet owners with clear instructions on how to protect their valued pets. In the end, Mohawk College's softer approach to pet insurance was the angle it needed to stand out from the herd.

Silver

School: **Mohawk College**

Professor: **Jef Petrossi**

Students: **Samantha Bender, Rachel Migneron, Iva Prkacin, Melissa Sholhan**

Bronze

School: **Algonquin College**

Professor: **Greg Wheeler**

Students: **Julie Eaves, Leanne Kavanagh**

School: **Mohawk College**

Professor: **Jef Petrossi**

Students: **Zalona Caruso, Ryan Chiasson, Eric Cicero, Caverleigh Tuer**

Campaign: **Advantage Pet Insurance**

GOLD: MARKETING GEORGE BROWN COLLEGE

Food and romance have long been intricately linked, and it was George Brown College's brainchild to combine the two for one event that made for a winning CMA entry.

Backed by solid research into both the dating and cooking industries, George Brown College students created an impressively detailed marketing strategy for the Gourmet Culinary Institute's new cooking program for singles entitled, Saucy & Single.

In it, the students targeted single, uncommitted professionals between 30 and 50 years of age through a mix of direct response marketing, social media, online search engine optimizations and in-house promotions. Playing on the key benefits to the program (i.e. learning to cook, having fun, meeting singles), the students used extensive demographic research and tactical marketing calendars to reach potential registrants with the most focused messages at the most optimum times.

Like the pairing of a fine meal and great company, George Brown College's combination of detailed, analytical research, a creative approach and communications savvy resulted in an award-winning marketing mix.

Silver

School: **Schulich School of Business**

Professor: **Alexandra Campbell**

Student: **Josh Lakien, Stefani Pandovski**

Bronze

School: **Mohawk College**

Professor: **Cathy Ozols**

Students: **Jennifer Gerard, Charlotte Peters, Andreea Pohrib, Steffi Raika**

School: **George Brown College**

Professor: **Margery Taylor**

Students: **Sagar Chitale, Olga Fayn, Diego Fukuhara, Danilo Pregnaca**

Campaign: **Gourmet Culinary Institute**

2010 CMA AWARDS SENIOR JUDGES



Chad Borlase Co-Chair, Senior Judges

Chad Borlase is Co-Creative Director at Bos, Toronto. Chad's passion for provoking a reaction and creating an emotional connection with consumers has enabled him to sell products and services, as well as launch and reposition brands

such as: Honda, Rogers Communications, Fido Wireless, Parmalat, Coca-Cola, General Motors, Vincor, Microsoft, Monster and The Toronto Blue Jays. Chad has been recognized for his work by Cannes, Clios, One Show, The Marketing Awards, Bessies, The Digital Marketing Awards, London International, Lurzer's Archive, Applied Art Magazine, the Canadian Marketing Association, and the Advertising & Design Club of Canada. Chad has previously been selected to judge the Bessies, Applied Arts Awards, the Canadian Marketing Association Awards and the National Advertising Awards. He is the Co-Judging Chair for the 2009 and 2010 Canadian Marketing Awards and is on the board for the Advertising & Design Club of Canada.



Brian Langerfield Co-Chair, Senior Judges

With more than 20 years in the advertising and communications industry, Brian has specialized in relationship marketing, including B2B and B2C, as well as integrated communications. His experience includes

automotive, telecommunications, technology, consumer packaged goods and financial institutions. Since joining Wunderman 10 years ago, he has parlayed his experience into strategic leadership, brand stewardship, and award-winning campaigns.

Brian is currently the Co-Chair of Judges for the CMA Awards – Canada's most prestigious award show. Brian has had the honour to judge at numerous domestic and internationally acclaimed award shows and he is a frequent keynote speaker at various industry seminars and events.

A believer in integrated and digital marketing, he remains driven by a passion for developing innovative creative solutions. He is the creative lead on some of Wunderman's most prestigious accounts, including BP, Ford, Jaguar, Kraft, SIRIUS Satellite Radio, Microsoft, Xbox and Wyeth Consumer Health Care.



Stephen Brown Strategic Chair, Direct 1:1 Senior Judge

Tenacity, commitment and passion for the business have been the driving force behind Stephen Brown's marketing and advertising career. With his extensive experience in brand, direct, interactive, database, promotional and experiential marketing, Stephen has the learning needed to create, strengthen and grow brands across a wide range of categories. His clients have included CIBC, Mercedes-Benz, Canadian Tire Financial, GE Money, Co-operators Insurance and Ontario Hydro just to name a few. Stephen's leadership, vision and forward thinking have proven to be a key to pushing FUSE and each of their clients businesses to new heights.

Before joining FUSE, Stephen was Vice-President, Client Services at Mosaic Marketing Group and Account Director at Wunderman. He is a member of the Board of Directors for the Canadian Marketing Association (CMA). Stephen is currently the Master of Ceremonies for the CMA Awards and leading the team responsible for setting the future direction for Canada's largest marketing awards. He was also the Chair for the CMA's National Convention and the Chair of Fashion Cares, Canada's largest HIV/AIDS fundraiser.



Brent Choi, Advertising Senior Judge

Year after year, there are a number of creatives in Canada that win awards from around the world. Few, however, win them consistently across a diverse range of mediums - just in the past few years, interactive, print, television, radio, direct and non-traditional. And less than a handful have combined these achievements with two Agency of the Year wins with two different agencies and over 30 significant new business wins over the past eight years. Most certainly, none have accomplished all of this with a business degree from Ivey at Western.

As you might imagine, Brent is unlike any other creative in Canada. A businessman, who solves problems creatively. A former SVP, Co-Creative Director of Saatchi & Saatchi and Associate CD of Lowe Roche, Brent hosts a resume of building brands and business results highlighted by BMW, Mercedes-Benz, Toyota, Stella Artois, Microsoft, P&G, Unilever, Wal-Mart, McDonalds, TELUS, Mackenzie Financial and I Love New York. This range of experiences and media-neutral thinking helps Brent oversee and work closely with each of Cundari's disciplines and offices, ensuring excellence and integration between strategic and creative offerings.



Laurene Cihosky, Direct 1:1 Senior Judge

As the leader of Canada Post's fastest growing line of business, Laurene Cihosky champions the enduring power of direct mail as a business-builder for marketers in Canada.

Laurene is a career direct marketer, with over 20 years of hands-on experience helping marketers acquire and retain customers, build CRM methodologies and determine their channel choices. She has held executive roles in Canada's best-in-class direct marketing advertising agencies Blitz Direct, Data & Promotion, MacLaren McCann Direct and Vickers & Benson Direct, where she developed industry-leading programs for marketers like Bell Canada, Bank of Montreal, General Motors of Canada, Rogers (Cantel) and Shoppers Drug Mart.

At Canada Post, Laurene has P&L responsibility with a mandate to grow the use of direct mail by demonstrating the value of direct marketing to organizations of all sizes, improving the results marketers achieve when using direct mail, making direct mail easier to use and working with industry partners to offer broader direct marketing services. To fulfill these goals, she has built a team of exceptional direct marketing practitioners from both marketing organizations and ad agencies. In 2010, they will focus on facilitating more creative flexibility for direct mail, developing new products and services to support acquisition marketing and encouraging best practices in mailing "green."

Laurene is an in-demand speaker and advocate for direct marketing and direct mail. She is the 2007 recipient of the Direct Marketer of the Year Award from the Direct Marketing Association of Toronto. Since 1974, this award has recognized individuals who have made a significant contribution to the direct marketing industry.

Laurene holds a Commerce degree from the University of Toronto, with a Major in Economics and a Minor in Statistics, and is the proud mother of two.



Matthew Diamond, Promotional Marketing Senior Judge

Matthew Diamond, Partner and Managing Director at Hunter Straker, has been a force in the Marketing industry since he first charged onto the scene nearly 15 years ago. Previously a Partner at Capital C, one of Canada's premier full service agencies, Matthew played an instrumental role driving business development and helping Capital C grow nearly 10 fold over his tenure. Diamond joined Hunter Straker in 2010 to help set the vision and drive business development. Matthew graduated from the Richard Ivey School of Business, and moved directly into a Product/Brand Management Role with Kraft Canada. After nearly 3.5 years, he championed his experience in sports promotions into a role as a Corporate Marketing Manager with the NHLPA (National Hockey League Players' Association). Prior to joining Capital C, Matthew had experience with an Internet start-up, TargetNet, in Toronto. In 2003, Diamond was recognized by Marketing Magazine as one of the 12 "Ones to Watch," honouring Canada's up-and-coming marketers. He is the current VP of CAPMA, Canadian Agencies Practicing Marketing Activation and is a senior advisor and judge for both the PROMO awards and the Canadian Marketing Awards. Matthew has been a guest lecturer at several prominent business schools across North America; has delivered dozens of keynotes at industry conferences; has authored many articles for Strategy and Marketing Magazines; is a featured blogger on Bob McCowan's website, Fadoo.ca, and a regular guest on TSN's Off the Record with Michael Landsberg TV Show. Matthew has three children and lives in Toronto.



Rico DiGiovanni, Promotional Marketing Senior Judge

With over 20 years of promotional marketing expertise accompanied with a well established track record of success, Rico DiGiovanni is responsible for building many of Canada's top promotional marketing agencies. Notably, Rico was President and Partner in Capital C and prior to that he founded and built Marketing Drive Canada as President.

Now at the forefront of the industry, Rico guides Spider Marketing Solutions Inc., an agency he founded with long-time partner Christine Ross to live out their dream of building a company founded on ideas and innovation.



Veni Iozzo, Digital Interactive Senior Judge

Veni Iozzo was appointed Senior Vice-President, Marketing & Strategy in October, 2009.

Veni is responsible for CIBC's enterprise-wide and Retail Markets' marketing strategy as well as client insights, strategic planning and initiatives, and customer information initiatives.

Veni has over 20 years of financial services industry experience and has held a broad variety of marketing, customer segmentation, product development and sales management roles.



Ian MacKellar, Advertising Senior Judge

Ian's advertising career began some 16 years ago at the world-renowned training ground for advertising copywriters: Sifton Properties Advertising in London, Ontario. From there he joined Cossette Communications in Toronto to work on McDonald's, Saab, Bell and TVOntario.

After a year and a half of success in the local award shows, Ian accepted a job at the newly created Geoffrey B. Roche and Partners. The goal of the agency's flamboyant leader was simple: do great work. Ian was more than happy to oblige.

During his four and a half years there, Ian focused on doing exceptional creative for brands like IKEA, Panasonic, Royal Bank, P.C. Financial, The Sony Store, Outward Bound and Canadian Business Magazine. Ian also assisted with the growth of the agency's international creative reputation by winning its first Gold Pencil at the One Show and its first Gold Lion at Cannes.

Ian left Roche for BBDO Toronto in 1998 to take on a leadership position as Associate Creative Director on Pepsi and Chrysler – the agency's largest client. Over the following 10 years, Ian rose up the ranks within the agency – ultimately being named Creative Director in 2006.

Since his appointment, the agency has experienced three of its most successful creative years. In 2008, BBDO won more awards in its Canadian history, was named top Canadian agency on the Gunn Report, and in the vast BBDO Network, BBDO Toronto leapt from relative obscurity to become the fourth most awarded agency behind such heavyweights as BBDO NY, Almap/BBDO and AMV/BBDO London.

Ian recently joined Bensimon Byrne as Creative Director. Ian is married with two children: Madison and Callum. Ian also races bicycles in what little spare time he has left.



Jo-Ann Munro, Digital Interactive Senior Judge

Since graduating from OCAD, Jo-Ann has logged 22 years of experience in the business as both an Art Director and a Creative Director.

Working in both English and French, she has overseen all aspects of communications and branding for big national brands, including in previous incarnations at Cossette and JWT: Bell Canada, McDonalds, Claritin, Pfizer, Tim Hortons, Yellow Pages, Molson, Dairy Farmers of Canada, Kellogs, and GM. In her current role as Co-Creative director at Sidlee she is responsible for the 360 degree creative output on: Tourism Montréal, Aeroplan, Société des Casino de Québec, Simons, Garnier and Cirque du Soleil. Her work has been recognized locally as well as in New York and London. She has sat on many juries, including Communication Arts.



Bruce Neve, Media Senior Judge

Bruce graduated with a Bachelor of Mathematics with a passion for art, media culture and technology and launched his advertising career in 1981. He champions media creativity and testing of new media and technology and was an early advocate of 360 degree planning.

Bruce has been in the media business for over 20 years and has worked on most categories including beer automotive, retail, telecommunications, entertainment and travel /tourism.

Bruce is an active member of the CMDC, NABS, CCAB and PMB boards.



Mia Wedgbury, Public Relations Senior Judge

As President of the Canadian region, Mia oversees operations for Fleishman-Hillard Canada and its sister companies, High Road Communications and iStudio. With over two decades of experience creating and growing award-winning communications agencies, she is focused on driving growth and fostering the overarching vision for the Canadian market.

In 1996, Mia co-founded High Road Communications, one of Canada's leading public relations agencies, which she sold to Fleishman-Hillard in 2000. In January 2008, she took on her new role as President of the Canadian region. Mia's knowledge and expertise encompasses many practice areas, including consumer, marketing, financial, technology and lifestyle. She develops integrated communications and marketing programs that get noticed in highly competitive and crowded markets. She is particularly proud of the corporate reputation and citizenship work she does on Canon's national Envirothon conservation awareness initiative and Microsoft's security and child safety campaigns targeted at both parents and youth.

Fleishman-Hillard Canada's global clients represent some of today's most innovative and well respected brands; Mia plays a passionate and integral role in shaping next-gen communications and social networking strategies that drive client success and boost online visibility and dialogue.

Mia is an active participant in the Rotman School of Business Judy Project, and presents regularly on the topic of advancing women in business and entrepreneurship.



Ross Turney, Student Awards Senior Judge

Ross Turney has been in member relations roles in the professional, not for profit, association sector for the past four years, currently with the Ontario Society of Professional Engineers. He has been a marketing and communications professional for over 35 years, with an emphasis on direct marketing, having started his career in consumer magazines at Telemedia Publishing before moving to the financial services sector with CIBC and then National Life Assurance Company of Canada, where he was director of communications.

2010 CMA AWARDS JUDGES

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Chad Borlase,
Co-Creative Director,
Bos Advertising

Brian Langerfield,
Senior Vice-President, Creative Director,
Wunderman

STRATEGIC CHAIR

Stephen Brown,
President, FUSE Marketing Group

ADVERTISING

SENIOR JUDGES:

Brent Choi,
Chief Creative Officer, Cundari

Ian Mackellar, Creative Director,
Bensimon Byrne

JUDGES:

Dan Alvo, Marketing Director,
Wrigley Canada

Adam Bailey, Writer, Red Urban Toronto

Wendy Batchelor, Vice-President,
Client Service, OSL

Basil Cowieson, Senior Art Director,
David + Goliath

Geoff Hardwicke

Dale Hooper, Vice-President Marketing,
PepsiCo Beverages Canada

Liz Macleod, Business Director, DraftFCB
Health Care

Tim Piper, Creative Director,
Ogilvy New York

Ryan Spelliscy, Copywriter, Goodby,
Silverstein & Partners

Katherine Surgenor, Associate Director,
Direct Antidote

Ron Tite, Vice-President, Creative Director,
Sharpe Blackmore Euro RCSG

DIGITAL INTERACTIVE

SENIOR JUDGES:

Veni Iozzo, Senior Vice-President,
Marketing & Strategy, CIBC

Jo-Ann Munro, Co-Creative Director,
Sidlee, Montreal

JUDGES:

Matthew Allen, Creative Director,
Partner, Revolve

Phil Barrett, Vice-President, Digital Media,
BSTREET Communications

Ian Citulsky, Group Account Director,
Carlson Marketing

Matt DiPaola, Senior Vice-President,
Managing Director, Proximity Canada

Neil Follett, Managing Director, Owner,
Brightworks Interactive Marketing

Ken Headrick, Vice-President, Consumer
Business & Marketing, Microsoft Canada

Mary Lynn Lalonde, Associate Creative
Director, Rapp Canada, A Division of
DDB Canada

Andrew Lane, Director, Digital
Engagement, Weber Shandwick

Andrew Lionis, Director, Digital Strategy,
Wide Agency

Scott McKay, Group Creative Director,
Maclaren McCann MRM

Scott McWilliam, Director of Marketing,
Atlantic Lottery

Bob Millar, Director Product Development,
Inbox Marketer

Amy Miranda, President/Executive, Lunch

Tara O'Doherty, Vice-President, Strategy &
User Experience, w.illi.am

Tara Powadiuk, Group Manager,
Marketing Communications, Microsoft

Casey Rovinelli, Director, Digital
Marketing, National Hockey League
Player's Association

David Spriet,
Vice-President, Modern Media

Richard Toker, Principal, Rich Content

Jonathan Webber, Associate Creative
Director, Proximity Canada

DIRECT 1:1

SENIOR JUDGES:

Stephen Brown, President, FUSE
Marketing Group

Laurene Cihosky, Senior Vice-President,
Direct Marketing, Advertising & Publishing
Business, Canada Post Corporation

JUDGES:

Michelle Butler, Sr. Business Leader, Visa
Marketing Consulting

Jennifer Campbell, General Manager,
Direct Marketing Strategy, Canada Post

Di Cullen, President, Direct Antidote

Ann Gronow, President,
CVM Marketing Inc.

Ivana Manzon, Vice-President, Client
Services, FUSE Marketing Group

Michael McGovern, Associate Partner,
Creative Director, Rosetta

Brenda McNeilly, Vice-President, Creative
Director, FUSE Marketing Group

Graham Mutch, Convergent Creative
Director, Blitz (Cossette)

Diane Perry, Director of Client Services,
Direct Antidote

Stephan Schmelzer, Creative Group Head,
Wunderman

Jennifer Schnare, Director, Direct
Marketing, Sunnybrook Foundation

Randy Tait, Production Director,
Direct Antidote

Kevin Weagle, Associate Creative Director,
BIMM Direct & Digital

INTEGRATED

SENIOR JUDGE:

Ted Lalka, Vice-President, Product
Planning and Marketing, Subaru Canada

JUDGES:

Richard Bingham, Professor, School
of Media Studies, Creative Advertising,
Humber College

John Halley, Senior Creative Director,
Direct Antidote

Larry Henry, Director, Product
Management, Canada Post

Jamie Lirette, Convergent Creative
Director, Cossette

Kaksha Mehta, Senior Manager, Marketing, Marketing & Channel Strategy, RBC

Yvonne Nunnaro, Group Account Director, Direct Antidote

Melanie Schmarje, Manager, Marketing Communications and Branding, Suncor Energy Products Inc.

Jane Shkolnik, Senior Marketing Executive

Adrian Skinner, Managing Partner, Snergy Consulting

Lori Steiner, Group Account Director, Rapp Canada, A Division of DDB Canada

MEDIA

SENIOR JUDGE:

Bruce Neve, President, Mediaedge:cia Canada

JUDGES:

Bruce Baumann, Managing Director, OMD

Rob Booth, Head of Interactive Media, Bos Advertising

Trevor Carr, President, CEO, Noise

Scott Cooper, Vice President, Molson Brand, CRM & Insight, Molson Coors Canada

Noelle De La Mothe, Director, Direct Marketing & Lottery, SickKids Foundation

Brian Fitzpatrick, Managing Director, Invention, Mindshare Canada

Karl Flanders, Creative Director of Media, Saatchi & Saatchi

Geoff Seigel, Vice-President, The Collective

Stacey Sheehy, Senior Brand Manager, EMD Canada

PROMOTIONAL MARKETING

SENIOR JUDGES:

Matthew Diamond, Partner and Managing Director, Hunter Straker

Rico DiGiovanni, President, Spider Marketing Solutions

JUDGES:

Sean Brett, Vice-President, Coffee & Allied Products, Mother Parkers Tea & Coffee

Leeanne Comish, Group Director, Marketing and Planning Services, Coca Cola Canada

Peter Day, President, Endo Networks

Jason Dubroy, Vice-President, Consumer & Shopper Strategy, Spider Marketing

Gayle Duncan, Vice-President, Marketing, Maritz Canada Inc.

Reidin Goode, Senior Marketing Manager, Mattel

Gallant Law, Head of Sponsorship Marketing & Brand Management, Visa Inc - Canada

Brenda MacNab, Associate Promotions Manager, OLG

Baron Manett, Senior Vice-President Strategy, Ariad Custom Communications

Karyn Percival-Berry, Brand Leader, Energizer

Chuck Phillips, Creative Director, Cocoon Branding

Rene Rouleau, Associate Creative Director, Proximity Canada

Brent Wardrop, Principal & Creative Director, Elemental

PUBLIC RELATIONS

SENIOR JUDGE:

Mia Wedgbury, President, Fleishman-Hillard Canada.

JUDGES:

Asad Azizi, Senior Art Director, Direct Antidote

Cyndy De Guisti

Elissa Freeman, Director, Public Relations, Heart & Stroke Foundation of Ontario

Rosie Gentile, Vice-President, Brand Director, MacLaren MRM

Elizabeth Hoyle, President, H2 Central Marketing & Communications

Kathy Kohn, Chief Creative Officer and Partner, Henderson Bas

Pamela Ross, Vice-President, Communications & Chief Marketing Officer, Sunnybrook Foundation

Sally Turney, Former Vice-President Corporate Affairs, Aviva Canada, Aviva Canada

Christine Zalzal, Vice-President, Sales and Marketing, Retail Branding, First Ontario Credit Union

THE FOLLOWING JUDGES WERE MULTI-DISCIPLINE JUDGES:

Bianca Barbucci, Vice-President, General Manager, TVA Boutiques

Allison Laux, Vice-President, Strategy and Insights, Quizative

Gordon Ross, Vice-President, Client Strategy & Insight, Carlson Marketing

Martin Strazovec, Senior Creative Director, Direct Antidote

Jennifer Trant, Vice-President, Group Account Director, Carlson Marketing

STUDENT AWARDS

SENIOR JUDGE:

Ross Turney, Manager, Membership and Corporate Development, Ontario Society of Professional Engineers

JUDGES:

Troy Draper, Direct Mail Specialist, SMART DM

Jaime Gomez, Account Director, MacLaren MRM

Jamie Howe, Director, Direct Marketing, Prostate Cancer Canada

Ellie Lee, Senior Print Production Manager, Proximity Canada

Nicole Maciuba, Senior Marketing Manager, Lending Products, RBC Royal Bank

Kaksha Mehta, Senior Manager, Marketing, RBC

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