



# IMAGINE

## IABC Gold Quill Awards 2016 Winners



International Association  
of Business Communicators



## DIVISION 1: COMMUNICATION MANAGEMENT

The Communication Management division covers project, programs and campaigns that are guided by a communication strategy.

### Category 1: Internal Communication

#### Excellence Awards

Program	Winner	Company	Country
<b>Revitalizing Manager Communications</b>	Colleen Fiega, Crystal Calloway and Amy Dietz	Phillips 66 and Gagen MacDonald	USA
<b>OneSpotlight Strategy and Campaign</b>	Cindy Reberg, Erin Van Norman, Emily Michaels	Comcast Spotlight	USA
<b>The Next Episode</b>	Internal Communications & Events Team	Foxtel	Australia
<b>100 Days of Kidsfirst</b>	Susi Maclean, Douglas Maclean, James Harding, Jemma Balmer	Glass Tower Ltd	New Zealand
<b>Let's Go Cabrini - Accreditation 2015</b>	Louise Gates on behalf of Cabrini Marketing and Community Relations	Cabrini Health	Australia
<b>HSBC Simplify RBWM ASP</b>	HSBC	HSBC	Hong Kong
<b>HSBC NOW Share: Our people, Our Story</b>	Employee Insight & Communications	HSBC	United Kingdom
<b>The Cure for Performance Anxiety: A Healthy Dose of Pride, Confidence and Business Smarts</b>	Organizational Communications Team	Raytheon Integrated Defense Systems	USA
<b>Peer-to-Peer Strategy</b>	Rhoda Daclison-Dickey, Jackie Fajt, Julie Greenwell	UPS	USA
<b>Integrated Growth Strategy</b>	Rhoda Daclison-Dickey, Jackie Fajt, Julie Greenwell	UPS	USA

#### Merit Awards

Program	Winner	Company	Country
<b>One AFM Game Plan: One Church, One Team, One Plan!</b>	Chantalle Schutte	The Apostolic Faith Mission of South Africa	South Africa
<b>Is What We're Saying Resonating?</b>	Kimberly N. Gibbs	Metropolitan Washington Airport Authority	USA
<b>Cybersecurity Matters Campaign</b>	Barbara Immergluck, Jennifer Bean	Allstate	USA
<b>ONTRACK LIVE 2015</b>	Anuli Azih, Jim Jackson, Julie Tropiano, Karin Basaraba and Tate Young	Intact Insurance	Canada
<b>Vote Yes: the 2015 Telstra Enterprise Agreement</b>	Tara Glanville-Yates, Tarnya Dunning, Jo Van Zeeland, Jason Laird and Lauren Frazer	Telstra	Australia

Program	Winner	Company	Country
<b>Respect Starts Here: Workplace Anti-bullying Campaign</b>	Nina Paauwe, Wayne Balshin, Esther Eidse	Vancouver Coastal Health	Canada
<b>2015 Anthem Total Rewards Communication Campaign</b>	Buck Consultants	Buck Consultants	USA
<b>Six Weeks of Service Festival</b>	J. Krenske, R. Wilson, K. Lynam, C. Hallam	Suncorp Bank	Australia
<b>Connecting SCIEX Associates to Our New Vision</b>	Danielle Rouleau; Alina Chernin	SCIEX	Canada
<b>HelloLife internal audience launch</b>	Angela Foresi, Bhaswati Ghosh, Kaleigh Rodgers, Sara Wilson	Great-West Life, London Life and Canada Life	Canada
<b>Every Box Holds a Promise (EBHaP)</b>	Rhoda Daclison-Dickey, Jackie Fajt, Julie Greenwell	UPS	USA
<b>Mission Possible Roadshow Pilot</b>	Corporate Communications	RSA Group	Canada

## Category 2: Employee Engagement

### Excellence Awards

Program	Winner	Company	Country
<b>Walmart Opportunity Announcement</b>	Walmart Corporate Affairs	Walmart	USA

### Merit Awards

Program	Winner	Company	Country
<b>Employee Pride Soars As Delta Air Lines' Veterans Day Initiatives Take Off</b>	Delta Air Lines Corporate Communications	Delta Air Lines	USA
<b>VCH People First Awards</b>	Maile Conwi, MA & Laurie Dawkins, ABC	Vancouver Coastal Health	Canada
<b>"Building a Community of Philanthropy: Getting the Inside On-Side"</b>	Susan deRyk	William Osler Health System	Canada
<b>VOICE Survey Improvement Communication Plan</b>	Cynthia Holder, Cheri Lujan, Debbie Ward, Katie Sobolewski and Carla Signoret	Allstate Insurance Company	USA
<b>Good Spirited: Building a Sustainable Future</b>	Jessica Merz	Bacardi Limited	USA
<b>RED Shirt Fridays</b>	Melanie Smith	Raytheon Company	USA
<b>GENerosity: Doubling the impact of Capital Power employee giving</b>	Community Relations and Stakeholder Engagement (Jesse Murphy, Joanne McDonald, Jason Tusor, Lindsay Cooper)	Capital Power Corporation	Canada

Program	Winner	Company	Country
<b>The Golden Shield Awards at Phillips 66 – Engaging Employees and Celebrating Success</b>	Kristi Bentivegna	Phillips 66 and Gagen MacDonald	USA
<b>Quality Mindset!</b>	Our Big Opportunity	SANOFI PASTEUR	USA

### Category 3: Human Resources and Benefits Communication

#### Excellence Awards

Program	Winner	Company	Country
<b>MSKCC Open Enrollment Communication Campaign</b>	PartnerComm, Inc.	PartnerComm, Inc.	USA
<b>UniSaver New Zealand rebrand</b>	Michael Metzger	Metzger Communications	New Zealand
<b>Dell 2016 Annual Enrollment Campaign Get in the Game: Health Care Change at Devon Energy</b>	Heidi Henderson, Tedd Klipsch	Aon Hewitt	USA
<b>Moving Forward – Transforming US Medical Plan Culture at Kimberly-Clark</b>	Devon Energy	Fidelity Benefits Consulting	USA
<b>BMC Software’s 2015 Step It Up! Corporate Challenge</b>	Kimberly-Clark US Benefits Team	Kimberly-Clark Corporation	USA
<b>Dr Pepper Snapple Group Wellness Screening Campaign</b>	Jamie Colvin, Natasha Taylor, Michelle Maloney, Irma Soza, Lynn Moffett, Wanda Dunn	SimplyConnect Consulting, LLC	USA
<b>Energy Transfer Partners “Racing Forward: Your 2015 Benefits” Campaign</b>	Jamie Colvin, Lynn Bargmann, Mary McClure, Jennifer Hancock, Michelle Maloney	SimplyConnect Consulting, LLC	USA
<b>Memorial Hermann: Healthy Balance Annual Enrollment Campaign</b>	Jamie Colvin, Rob Kerrigan, Teresa Gavigan, Vince Brigandi, Dee Suarez	SimplyConnect Consulting, LLC	USA
<b>Sysco “Delivering Good Benefits” Campaign</b>	Memorial Hermann	Willis Towers Watson	USA
<b>Spectra Energy Takes Steps to Wellness in 2015</b>	Jamie Colvin, Erin Packwood, Jerry Turner, Elizabeth Valentine, Jenni Hancock, Michelle Maloney, Eileen Bouthillet, Jackie Powell, Stacey Smith and Amy Tellor	SimplyConnect Consulting, LLC	USA
	Gary Shutler and Brigitte Deterding, Towers Watson	Willis Towers Watson	USA

#### Merit Awards



Program	Winner	Company	Country
<b>Tiffany Academy for Excellence and Diversity in Leadership Campaign</b>	PartnerComm, Inc.	PartnerComm, Inc.	USA
<b>Be Your Hero</b>	Shima Kelly	UPS	USA
<b>2015 Anthem Total Rewards Communication Campaign</b>	Buck Consultants	Buck Consultants	USA
<b>Enable Midstream's 2015 Enrollment Campaign</b>	Jamie Colvin, Lisa Allison, Dan Vinyard, Eileen Bouthillet, Michelle Maloney, Amy Tellor,	SimplyConnect Consulting, LLC	USA
<b>Engaging minds and winning hearts with new healthcare benefits at UBS</b>	Siobhan O'Shea	Willis Towers Watson	USA
<b>Moving the Needle for HSA Enrollment Houston Methodist: HealthyDirections Health Tracks</b>	The Delta Air Lines HR Communication Team Houston Methodist	PRM Willis Towers Watson	USA USA

## Category 4: Change Communication

### Excellence Awards

Program	Winner	Company	Country
<b>We Power Ideas</b>	Caroline Kealey, Claudio Brun del Re	Ingenium Communications	Canada
<b>OneSpotlight Strategy and Campaign Melbourne Market Relocation</b>	Cindy Reberg, Erin Van Norman, Emily Michaels Kate Jenkins	Comcast Spotlight Fenton Communications	USA Australia
<b>The Next Episode</b>	Internal Communications & Events Team	Foxtel	Australia
<b>Transform: supporting business change</b>	Rob Gray, Jo Moss, Jordan Eldridge, Alan Roth	Alliance Pipeline	Canada
<b>Midweek Lotto</b>	Emilia Mazur and Kirsten Robinson	Lotto New Zealand	New Zealand

### Merit Awards

Program	Winner	Company	Country
<b>Sysco's Benefits Outsourcing and Redesign Campaign</b>	Jamie Colvin, Erin Packwood, Amy Tellor, Jerry Turner, Elizabeth Valentine, Jackie Powell, Stacey Smith	SimplyConnect Consulting, LLC	USA

## Category 5: Safety Communication

### Merit Awards

Program	Winner	Company	Country
<b>Global Safety Day 2015</b>	Anglo American's Global Safety Team	Anglo American	United Kingdom

## Category 6: Leadership Communication

### Excellence Awards

Program	Winner	Company	Country
Notable Women	Paul Edwards	ANZ Banking Group Ltd	Australia

### Merit Awards

Program	Winner	Company	Country
eBay Canada Leadership Visibility	eBay Canada and Edelman	eBay Canada and Edelman	Canada

## Category 7: Marketing, Advertising and Brand Communication

### Excellence Awards

Program	Winner	Company	Country
CEIExSKAM – Centre for Engineering Innovation & Entrepreneurship Graffiti Campaign	Engineering Strategic Communications & U of T Communications	University of Toronto Faculty of Applied Science & Engineering	Canada
Westpac Business Growth Grants	Chris Mirams	Westpac New Zealand	New Zealand
HelloLife launch - consumer advertising and promotion	Angela Foresi, Bhaswati Ghosh, Kaleigh Rodgers, Sara Wilson	Great-West Life, London Life and Canada Life	Canada
T-Mobile Launches Data Stash	T-Mobile PR & Marketing; Porter Novelli for T-Mobile	T-Mobile	USA
adidas runmore	DDB Public Relations	DDB Public Relations	Canada

### Merit Awards

Program	Winner	Company	Country
“Say Yes to U of T Engineering” Women Recruitment Campaign	Engineering Strategic Communications, Engineering Student Recruitment & Retention, Engineering Student Outreach	University of Toronto	Canada
#Whiskerpeg - City of Winnipeg Cat Licensing Marketing Campaign	ChangeMakers	Changemakers	Canada
Clover Leaf Wins Chinese Palate And Hearts	Loretta Lam	Focus Communications, Inc.	Canada
Tackling obesity: the Impromy health and weight loss program	Rhod Ellis-Jones	Ellis Jones	Australia
Microsoft Surface Studio	Microsoft Canada	Veritas Communications / The Tite Group	Canada

Program	Winner	Company	Country
<b>Take 2 Minutes for Type 2 Diabetes</b>	Canadian Diabetes Association	Candian Diabetes Association	Canada
<b>Not just another onboarding scheme – using graduate recruitment as a communications tool</b>	Louise Poppelwell	Simpson Grierson	New Zealand
<b>Creating Shared Value through Meralco Kuryente Load</b>	Alfredo S. Panlilio	Manila Electric Company (Meralco)	Philippines
<b>Sport Chek Digital Flyer</b>	Frederick Lecoq	Sport Chek/FGL Sports Ltd.	Canada
<b>Educating Albertans About Child Eye Health</b>	Carla Beynon	Edelman	Canada
<b>Healthy Eyes. Doctor Delivered</b>	Erin Gawne	Edelman	Canada

## Category 8: Customer Relations

### Merit Awards

Program	Winner	Company	Country
<b>Red White and Food Campaign To Bring Wine to Tennessee's Retail Food Stores</b>	Mark McNeely	MP&F Public Relations	USA
<b>Canadian Data Centre Announcement</b>	Microsoft Canada	Veritas Communications	Canada
<b>Care. Simplified.</b>	Laura Squires	Health Care Service Corporation	USA
<b>CIL Beauty on a Small Budget</b>	DDB Public Relations	DDB Public Relations	Canada

## Category 9: Media Relations

### Excellence Awards

Program	Winner	Company	Country
<b>Fall Election Media Campaign</b>	Daniel Tisch, Rob McEwan, Nick Williams	Argyle Public Relationships, Canadian Diabetes Association	Canada
<b>Kiss IPF Goodbye 2014</b>	J. Wilson, C. Santillan, C. Cockburn, N. Dyck, N. Bailey	NATIONAL Public Relations	Canada
<b>The Orange Door Project</b>	Emily DiCarlo	The Home Depot Canada	Canada
<b>Revera Celebrates National Dog Day</b>	J. Arnott, A. Steeves, L. Parekh, K. Galley, J. Ko	Revera Inc.	Canada
<b>McDonald's Canada Restaurant of the Future</b>	Greg Power	Weber Shandwick	Canada

## Merit Awards

Program	Winner	Company	Country
<b>Concussion &amp; You handbook launch</b>	Michelle Stegnar, Michelle Halsey, Bianca Moldovan, Nick Reed, Jason Carmichael	Holland Bloorview Kids Rehabilitation Hospital	Canada
<b>Bees with Backpacks</b>	Emma Pyers, Cassandra Leigh, Ali Green & Fiona McFarlane	CSIRO	Australia
<b>No Time to Weight: Market shaping for obesity treatment</b>	Lauren Nowak	BUCHAN CONSULTING	Australia
<b>2015 White Cashmere Collection</b>	Strategic Objectives and Kruger Products	Strategic Objectives, Inc.	Canada
<b>Goose Island Migrates to Canada</b>	Labatt Breweries of Canada	Veritas Communications	Canada
<b>Baking with Becel® and Demystifying Margarine News Bureau</b>	Sarah Crabbe	Edelman Canada	Canada
<b>T-Mobile Launches Binge On with Un-carrier X</b>	T-Mobile PR & Marketing; Porter Novelli for T-Mobile	T-Mobile	USA

## Category 10: Community Relations

### Excellence Awards

Program	Winner	Company	Country
<b>Dow AgroSciences Sponsorship: "Year of the Farmer"</b>	Heidi Spahn, Susan Carney, Kenda Resler-Friend	Dow AgroSciences	USA
<b>Sacramento Cares Campaign</b>	California American Water	BNA Communications	USA
<b>The Abashintshi Social Mobilisation Project</b>	Andre Oberholzer, Zelda Schwalbach and DevCom	Sappi Southern Africa	South Africa
<b>Canada's Leading Community-Engaged University Turns 50</b>	Adam Brayford & Fiona Burrows	Simon Fraser University	Canada

### Merit Awards

Program	Winner	Company	Country
<b>The Journey to 2017</b>	Aarhus 2017 team	European Capital of Culture Aarhus 2017	Denmark
<b>Building Trust in Northern B.C. Communities</b>	BC Community Relations Team	TransCanada PipeLines Limited	Canada
<b>Owners Guide - Putting "power" in the hands of the customer-owner</b>	Chelan County Public Utility District	Chelan County Public Utility	USA



Program	Winner	Company	Country
<b>Re-Imagine Downtown Vancouver 2040</b>	Maureen Healey, ABC	Downtown Vancouver Business Improvement Assoc.	Canada

## Category 11: Government Relations

**No winners awarded.**

## Category 12: Financial Communication

**No winners awarded.**

## Category 13: Issues Management and Crisis Communication

### Excellence Awards

Program	Winner	Company	Country
<b>Battle for our Birds</b>	DOC Communications Unit	New Zealand Department of Conservation	New Zealand

### Merit Awards

Program	Winner	Company	Country
<b>Ebola Comes to Emory Healthcare: Communicating to Our Audiences</b>	Emory Healthcare Internal Communications	Emory Healthcare	USA
<b>The AER's Compliance Dashboard</b>	Kim Blanchette, Cara Tobin, Aaron Dalton, Tammy Loiselle, Greg Jones, Dave Noseworthy	Alberta Energy Regulator	Canada

## Category 14: Corporate Social Responsibility

### Excellence Awards

Program	Winner	Company	Country
<b>Hurricane Katrina 10-Year Anniversary</b>	Shannon Frederick, ABC	Walmart	USA
<b>Football for Friendship</b>	Gazprom company	AGT Communications Group	Russia
<b>Good Spirited: Building a Sustainable Future</b>	Jessica Merz	Bacardi Limited	USA

Program	Winner	Company	Country
<b>Code Generation</b>	Microsoft Canada	Veritas Communications	Canada

### Merit Awards

Program	Winner	Company	Country
<b>Alliance Data All for Good—Internal Grant Reward Program website</b>	PartnerComm, Inc.	PartnerComm, Inc.	USA

## Category 15: Social Media Programs

### Excellence Awards

Program	Winner	Company	Country
<b>Official photographer LEGO Russia 2015</b>	Pro-Vision Communications	Pro-Vision	Russia
<b>ConnectHP: Empowering employee communication through social collaboration</b>	Toni Werner, Michael Conway, Kyla Martin, Amy Kot, Bob Bullen, Jennifer Detweiler and Pia Singh	Hewlett Packard Enterprise and Edelman	USA
<b>adidas runmore</b>	DDB Public Relations	DDB Public Relations	Canada

### Merit Awards

Program	Winner	Company	Country
<b>Jacob's Creek - #MoscatoMonday</b>	Selena Cameron	Hill+Knowlton Strategies	Canada
<b>Connecting and engaging with peanut lovers in Canada</b>	D.Tisch, A.George, K.Best, H.Kim, M.Keller, E.Cochrane	Argyle Public Relationships & American Peanut Council	Canada
<b>CIL Beauty on a Small Budget</b>	DDB Public Relations	DDB Public Relations	Canada

## Category 16: Government Communication Programs

### Excellence Awards

Program	Winner	Company	Country
<b>My CancerIQ Online Risk Assessment Tool</b>	Cancer Care Ontario	Cancer Care Ontario	Canada
<b>Walk Like a Penguin</b>	Francis Silvaggio & Derek Shimoszawa	Alberta Health Services	Canada
<b>Motorcycle Safety Campaign</b>	Alberta Transportation Office of Traffic Safety	DDB Canada	Canada
<b>CheckFirst Campaign</b>	Alison Trollope, Nicole Tuncay and the ASC Team	Alberta Securities Commission	Canada
<b>Choose Your Alberta</b>	Elections Alberta	DDB Canada	Canada

Program	Winner	Company	Country
<b>The All-Russian Savings Week 2015: Come. Learn. Save</b>	The Ministry of Finance of the Russian Federation with SPN Communications	SPN Communications	Russia

### Merit Awards

Program	Winner	Company	Country
<b>MyAirdrie Brings City Hall to You!</b>	Sarah Kucharski	City of Airdrie	Canada
<b>Separate Your Waste</b>	Kathleen Vincent and Michelle Frilund	City of Coquitlam	Canada
<b>Bagnado: Avoid this plastic (film) disaster</b>	Jeanne Giernet, Scott Andre, Wayne Gjerde	MN Pollution Control Agcy	USA
<b>ReTree YYC – Recovering from ‘Snowtember’</b>	Allison Fifield & Althea Livingston	The City of Calgary	Canada
<b>What's on Your MedList?</b>	Kathryn Kranenburg	Alberta Health Services	Canada

## Category 17: Nonprofit Campaigns

### Excellence Awards

Program	Winner	Company	Country
<b>HOPE for Mental Health Campaign</b>	Communications and Public Affairs	Ontario Shores Centre for Mental Health Sciences	Canada

### Merit Awards

Program	Winner	Company	Country
<b>Giving Tuesday</b>	Shanan Sorochynski and team	Univ. of Regina	Canada
<b>Fatigue Radio Stunt</b>	Coalition for a Safer 63 & 881	DDB Canada	Canada
<b>Launching Community and Philanthropy Partnerships Week</b>	JAW Communications	JAW Communications	Australia
<b>Dine with Heart</b>	Cropley Communication, Red Agency	Sacred Heart Mission	Australia
<b>Remember the Elephant</b>	Susan Maclean	Glass Tower Ltd	New Zealand

## Category 18: Communication Management, Student Entry

### Merit Awards

Program	Winner	Company	Country
<b>Drink Pink</b>	Kristina Shevtsov	Federated Co-operatives Limited	Canada

Program	Winner	Company	Country
<b>Splash Effect Digital Content Strategy</b>	Warsan Amin, Katherine Fernandez-Blance, Josephine Lim, Joanna Liu	Ryerson University – Master of Professional Communication (MPC)	Canada

## DIVISION 2: COMMUNICATION RESEARCH

*Entries in this division recognize the importance of research and measurement as a foundation for strategic communication work and a competency that's integral to success throughout the career of a communication professional.*

### Category 19: Communication Research

#### Excellence Awards

Program	Winner	Company	Country
<b>JTI Communication Effectiveness Study by Sinickas Communications</b>	Angela Sinickas, Tara Champetier, Charlotte Perrot	Sinickas Communications, Inc.	USA

#### Merit Awards

Program	Winner	Company	Country
<b>Real Time PR</b>	Bobrus Olga	PR News Partners	Russia

### Category 20: Communication Research, Student Entry

**No winners awarded.**

## DIVISION 3: COMMUNICATION TRAINING AND EDUCATION

*This division recognizes the mentorship and education role of consultants and senior communicators in developing and delivering workshops, classes, seminars or training that educates an audience about any aspect of the communication profession. This division includes all communication disciplines and professional competencies.*

### Category 21: Communication Training and Education

**No winners awarded.**

### Category 22: Communication Training and Education, Student Entry

#### Merit Awards

Program	Winner	Company	Country
Rebranding an Urban Community	Taylor Fowler, Kristin Starke, Emily Shea, Terrence Edison, Sam Newhouse, Laica Clerge, and Casey Weaver	Penn State College of Communications	USA

## DIVISION 4: COMMUNICATION SKILLS

The communication skills division includes marketing and communication elements that showcase technical skills such as editing, writing, design and multimedia production. Entries in this division are generally tactical in nature. Entrants must demonstrate strategic alignment, the creative process and measurable results.

### Category 23: Special Events

#### Excellence Awards

Program	Winner	Company	Country
<b>6 Second Speech</b>	Martha Jamieson	DDB Canada	Canada
<b>GRIMSHAW: UNBUILT</b>	Internal Communications Team	Grimshaw Architects	USA
<b>Pier A Opening Event</b>	Greater Toronto Airports Authority	Greater Toronto Airport Authority	Canada
<b>ICE District Nuit Blanche Activation</b>	ICE District	DDB Canada	Canada
<b>GO Show. The Most Northern 3D Show and Dance Flashmob</b>	Norilsk Nickel with SPN Communications	SPN Communications	Russia

#### Merit Awards

Program	Winner	Company	Country
<b>Centre for Engineering Innovation &amp; Entrepreneurship (CEIE) Groundbreaking Event</b>	Engineering Strategic Communications, Engineering Advancement & Alumni Relations, U of T Advancement Communications	University of Toronto	Canada
<b>The First Cha-Ching Educators' Congress on Financial Literacy</b>	PRU LIFE UK	PRU Life U.K.	Philippines
<b>PAREXEL Opens New Global Decision Making Hub in Dublin</b>	Cristi Barnett	PAREXEL	USA
<b>OpenText FY16 Corporate Kick-Off</b>	Employee Communications Team	OpenText Corporation	Canada
<b>CyberCon 2015</b>	Barbara Immergluck, Jennifer Bean	Allstate	USA
<b>OPEN DAY 2015 - EXPERIENCE A DIFFERENT PERSPECTIVE</b>	MARKETING DIVISION	DEAKIN UNIVERSITY	Australia
<b>How to make a difference at eBay</b>	GCX Employee Communications	eBay	USA
<b>Warm Fuzzy</b>	Hope Mission	DDB Canada	Canada
<b>BMC Software's Play for Your Future Retirement Event</b>	Jamie Colvin, Natasha Taylor, Annie Dieu	SimplyConnect Consulting, LLC	USA

Program	Winner	Company	Country
<b>The All-Russian Savings Week 2015: Come. Learn. Save</b>	Andrey Barannikov	The Ministry of Finance of the Russian Federation with SPN Communications	Russia
<b>KFC Youth Minifootball Cup 2015</b>	Yum! Brands Russia with SPN Communications, Hungry Boys, Nasha Liga, TMA Draft and Axis	SPN Communications	Russia
<b>Dan Feehan Retirement</b>	Yolanda Walker, Rick Dardenne, Barbara Lewis	Cash America International	USA

## Category 24: Digital Communication

### Excellence Awards

Program	Winner	Company	Country
<b>Backstage: Intranet re-design</b>	The Backstage Team	Citrix	USA
<b>Arctic Time - online project of the Institute of Regional Problems</b>	Nataliya Zhivaya	CROS	Russia
<b>Stories of the Village</b>	DaVita HealthCare Partners	DaVita HealthCare Partners	USA
<b>Ford Mobility Motoring Website</b>	Gerald Curtis	Marketing Associates	USA
<b>Citi for You Human Resources Digital Channel</b>	Kathy Radatz / Mimi Brooks	Citi / Logical Design Solutions	USA
<b>A new digital presence for RGL Forensics</b>	RGL Marketing, Tutuko and DNA	RGL Forensics	USA

### Merit Awards

Program	Winner	Company	Country
<b>Get Paid to Play a Patient – Standardized Patient Ads</b>	NOSM Communications Unit	Northern Ontario School of Medicine	Canada
<b>MSKCC Commuter Benefits Vendor Change Microsite</b>	PartnerComm, Inc.	PartnerComm, Inc.	USA
<b>Digitising Tata Sphere</b>	Group Publication	Tata Sons	India
<b>AbbVie WOW Wellness Site</b>	PartnerComm, Inc.	PartnerComm, Inc.	USA
<b>Global Website Transformation</b>	Jean Altz	MasterCard	USA
<b>2015 Annual Report</b>	Joshua Peskin	Reconstructionist Rabbinical College	USA
<b>External Website Relaunch and Redesign</b>	Charity Sokolan, Marnie Bartell, Jacquee Barr; Peter Livermore	Alberta Health Services	Canada
<b>Reimagining RNDC's Corporate Website</b>	RNDC Corporate Communications Team	Republic National Distributing Company	USA

Program	Winner	Company	Country
<b>CPUT Mobile App</b>	Lovemore Nalube	Cape Peninsula University of Technology	South Africa
<b>2014 Annual Report, "Does College Matter?"</b>	Vicki Black, Karen Schwartz Decker, Thom Coberg	Federal Reserve Bank of San Francisco	USA
<b>Home Made Proud &amp; Fierté Faite Maison</b>	Aly Robb, Colin Briggs, Harp Bedi, Lana Jensen, Kara Carnduff, Adrienne Connell, Carolyn Wheatley, Neil Johnson	3M Canada & High Road	Canada
<b>'Speaking Up' Employee Experience Survey at the University of Toronto</b>	Rosalyn Figov, Melanie Grant, Selena Panchoo, Stephannie Roy, Cheryl Gibbs, Meredith Sandles & Katy Francis, ABC	University of Toronto	Canada
<b>Beyond the Fence: A Virtual Tour of a Canadian Penitentiary</b>	Heather Cloutier, Heather O'Connell	The Correctional Service of Canada	Canada
<b>HSBC NOW Share: Our people, Our Story</b>	Employee Insight & Communications	HSBC	United Kingdom
<b>Centralizing employee communications with an internal newsletter at E*TRADE</b>	E*TRADE Internal Communications	ETRADE	USA
<b>Newell Rubbermaid Benefits Website Redesign</b>	Jamie Colvin, Marian Chase, Heather Dunn, Patti Taylor, Michelle Maloney	SimplyConnect Consulting, LLC	USA
<b>Sysco Benefits Website</b>	Jamie Colvin, Amy Tellor, Erin Packwood, Jerry Turner	SimplyConnect Consulting, LLC	USA

## Category 25: Audio/Visual

### Excellence Awards

Program	Winner	Company	Country
<b>We're Here For You: National Medical Laboratory Week 2015</b>	Cathy Bouwers, Michael Grant, Natalie Marino, Kire Papatuts, Ashley Rego, Joel Tersigni	Canadian Society for Medical Laboratory Science & Made By Other People	Canada
<b>The Hole: Facing Cancer</b>	Terry Cerisoles	The American Cancer Society	USA
<b>BMC Software's Step It Up! Challenge Video 2015</b>	Jamie Colvin, Natasha Taylor, Michelle Maloney, Irma Soza, Lynn Moffett	SimplyConnect Consulting, LLC	USA
<b>GO Show. The Most Northern 3D Show</b>	Norilsk Nickel with SPN Communications	SPN Communications	Russia



## Merit Awards

Program	Winner	Company	Country
<b>Introduction to ESOP video</b>	Lyndee Underbakke	Principal Financial Group	USA
<b>Official photographer LEGO Russia 2015</b>	Pro-Vision Communications	Pro-Vision	Russia
<b>Children's Hospital New Orleans Hogs for the Cause Appreciation Video</b>	DEVENEY	Deveney Communication	USA
<b>Alliance Data Road Show Video</b>	PartnerComm, Inc.	PartnerComm, Inc.	USA
<b>Keeping Employees Connected with Cisco 360</b>	Employee Communications	Cisco Systems	USA
<b>"Join the HMS Integrity League" 3-D Video Game</b>	HMS: Francesca Marraro, Brad Cope, Tad Dobbs, Chris Fumerola, Adrian Garza, Allie Trimboli, and Shalece Pollock. NEXT/NOW: Randy Gress and Janna Retzler.	HMS	USA
<b>The Storm Wars Trilogy</b>	NS Power Communications & Public Affairs	Nova Scotia Power	Canada
<b>2015 White Cashmere Collection</b>	Strategic Objectives and Kruger Products	Strategic Objectives, Inc.	Canada
<b>Doing it on his own</b>	Alexandra Sochowski	Alberta Motor Association	Canada
<b>2015 'galing Mason Awards Video</b>	Nerissa V. Ronquillo	Holcim Philippines, Inc.	Philippines

## Category 26: Publications

### Excellence Awards

Program	Winner	Company	Country
<b>ALK: Focus 2018 newspaper</b>	Martin Barlebo, Susanne Gottschalck & Mark Watkins	ALK & Corporate Understanding	Australia
<b>2015 Annual Report of Performance Indicators</b>	Engineering Strategic Communications and Office of the Dean	University of Toronto Faculty of Applied Science & Engineering	Canada
<b>City of Edmonton Youth Council Annual Report</b>	Focus Communications	Focus Communications	Canada
<b>TELUS 2014 Annual Report</b>	Patrick Barron and Dianne Trach, ABC	TELUS Corporation	Canada

Program	Winner	Company	Country
<b>Tata Review Special Issue on Customer Centricity</b>	Group Publication	Tata Sons	India
<b>Island Health Magazine</b>	Susan Evans, Jen Morgan	Island Health Communications	Canada
<b>JIC refresh project</b>	Christine Dvoracek, ABC	Transform	Australia
<b>Charlotte Russe benefit magazine</b>	Elizabeth Williams	Buck Consultants	USA
<b>Sony Music Rock Enroll</b>	Elizabeth Williams	Buck Consultants	USA
<b>University of Idaho - Innovate Your 2016 Benefits</b>	Kayla Yang	Buck Consultants	USA

### Merit Awards

Program	Winner	Company	Country
<b>Tierra Grande magazine</b>	David Jones, Nancy McQuiston, Robert Beals II, JP Beato III, Kammy Baumann, Bryan Pope	Real Estate Center at Texas A&M University	USA
<b>The Globe</b>	Barclaycard, Write the Talk and 44 Communications	Barclaycard	United Kingdom
<b>The Monday Mail</b>	Amdocs Internal Communication	Amdocs	Israel
<b>Trades Today Magazine</b>	Sherri Haigh, Tyler Charlebois, Jan O'Driscoll, Matthew Patton, Rachel Wilmshurst, Vesna Plazacic, Nancy Schlömer, Yacine Dottridge, Ann-Marie Colacino and Tracey Shepherd	Ontario College of Trades	Canada
<b>New Zealand Post Superannuation Plan 2015 Annual Report</b>	Michael Metzger	Metzger Communications	New Zealand
<b>3 for Me</b>	Aon Hewitt and Walgreens Communication	Aon and Walgreen Co.	USA
<b>Graphic Packaging Code of Business Conduct</b>	Code of Conduct Team	NAVEX Global	USA
<b>Calsonic Kansei Americas Code of Conduct</b>	Code of Conduct Team	NAVEX Global	USA
<b>Souvenir Catalogue Series</b>	Lee Wyndham, Bill Carman and Ginette Côté	Canadian Museum of History	Canada
<b>2014 Annual Report, "Does College Matter?"</b>	Vicki Black, Karen S Decker, Thom Coberg, Ellen Chan	Federal Reserve Bank of San Francisco	USA
<b>BDC etc.</b>	Employee Communications	BDC	Canada
<b>Year of Caring</b>	S. Henderson, E. O'Connor, L. Thibault, S. Seto, W. Young, J. Blackwell, A. Vanderheyden	Fraser Health	Canada
<b>CWT</b>	AMVAC	Woodruff Sweitzer	USA

Program	Winner	Company	Country
<b>Life in the Heart of Downtown DIRECTV</b>	Donna Sadlouskos, Vincent Wong, Brittany Harris, Cheryl Lueder, Matt Papilli, Lynda von Witt	AT&T Entertainment Group	USA
<b>Property Assessment Notice Revamp</b>	City of Edmonton, Olga Mikheenkova	City of Edmonton	Canada
<b>People of QBE</b>	Emily Barclay, Jacqui Rubin, Jessica Meers, Nicole Lawler	QBE	Australia
<b>Connect, Teck's Employee Magazine</b>	Alana Duffy, Cassandra Parsons, Cory Hamel	Teck	Canada
<b>FRRR annual review – 2013/14</b>	JAW Communications	JAW Communications	Australia

## Category 27: Writing

### Excellence Awards

Program	Winner	Company	Country
<b>Conference Keynote: FOCUS15</b>	Brandie Claborn, Larry McCallum, Mark Murray	Intel Security	USA

### Merit Awards

Program	Winner	Company	Country
<b>Case studies in funding innovation</b>	Gabriel Kasper and Justin Marcoux	Deloitte	USA
<b>3 for Me</b>	Aon Hewitt and Walgreens Communication	Aon and Walgreen Co.	USA
<b>2015 Anthem Total Rewards Communication Campaign</b>	Buck Consultants	Buck Consultants	USA
<b>Say HelloLife promotional piece</b>	Sara Wilson	Great-West Life, London Life, Canada Life	Canada