

# 2011 SIGNATURE AWARDS FINALISTS



## AUDIO/VIDEO

### Radio Single

Hanover Doors "Amazing Morphing Building"	Golden West Broadcasting
Cargill "Serious About Seed"	Think Shift
Terry Ortynsky Nissan "Carol's Outtakes"	CHUM Radio Winnipeg
The Chamois Full Service Car Wash "The Chamois - Bugs"	CHUM Radio Winnipeg

### Radio Campaign

Canadian Wheat Board "Is This The Deal You Want?"	Direct Focus Marketing Communications Inc.
Accurate Dorwin "Think Fiberglass First"	CHUM Radio Winnipeg
The Chamois Full Service Car Wash "The Chamois Shine"	CHUM Radio Winnipeg
Ed Furniture Superstore "Who is Ed?"	92 CITI FM/102.3 Clear FM/Rogers Media

### Radio 100% Made in Manitoba

SteinbachOnline.com "Corny and Trev Try The Classifieds"	Golden West Broadcasting
Bardal Funeral Home "Resurrection 2"	92 CITI FM/102.3 Clear FM/Rogers Media
Murray Hyundai "We Wish You A Murray Hyundai"	92 CITI FM/102.3 Clear FM/Rogers Media

### Original Music used in a communication

Cocoon Branding / Kildonan Place "Ladders"	DACAPO
Centric Productions "Assiniboine Park - Imagine"	DACAPO
Deschenes Regnier / CBRA "Recycle Everywhere"	DACAPO

### TV or Cinema Single under \$20,000

Manitoba Hydro "Visionary"	McKim Cringan George
Siloam Mission "I Am/Female"	CTV
Winnipeg Arts Council "Arts For All"	Frantic Films
Siloam Mission "I Am/Male"	CTV

### TV or Cinema Single over \$20,000

Dufresne Furniture and Appliances "Montreal"	Frantic Films
Manitoba Nurses Union "Journey"	NOW Communications
Manitoba Government Employees' Union "Woke"	NOW Communications

### TV or Cinema Campaign

APTN "Inspiring a Generation"	APTN
APTN "Blackstone Teases"	APTN
APTN "Amplified"	APTN

### TV 100% Made in Manitoba

Winnipeg Art Gallery "The Art of Warner Brothers"	CTV
The Chamois "Baby Your Ride"	CTV
City of Regina "Snowfighters"	McKim Cringan George

### Corporate, Product or Service Video

Manitoba Suicide Line (Clinic) "A Reason to Live"	Tactica Interactive
Manitoba Hydro Power Line Technician "Career of a Lifetime"	Manitoba Hydro
Assiniboine Park Conservancy "Imagine a Place..."	Centric Productions
Warehouse One "Warehouse One: A Brand Evolution"	BlinkWorks Media



## OUTDOOR/DISPLAY

### Outdoor Single

Manotick Prime Restaurant "Butter Knife"	Pattison Outdoor Advertising
Church's Chicken "Spicy Chicken"	Pattison Outdoor Advertising
Battell Denture Clinic "All I want for Christmas"	Pattison Outdoor Advertising

### Outdoor Series

Birchwood.ca "Birchwood.ca"	Pattison Outdoor Advertising
City of Regina "Snowfighters"	McKim Cringan George
The Potato Coalition of Manitoba "Endangered"	Cocoon Branding

### Environmental Design

CSM "CentrePlace Manitoba - 2010 Olympics"	McKim Cringan George
Tom Powell Design Studio "TV Dinner"	Tom Powell Design Studio

### Specialty Advertising

Kildonan Place "KP Holiday Countdown"	Cocoon Branding
Winnipeg Humane Society "Mission: Pawsible"	Tom Powell Design Studio
Manitoba Hydro "Electrosaurus Parade Float"	Spark Design



## EVERYTHING ELSE

### Photography used in a Communication

McKim Cringan George "Polo Park Spring"	Nardella Photography
Tom Powell Design Studio "Beautiful Style. Beautiful Home."	Brian Gould Photography
McKim Cringan George "Polo Park Fall"	Nardella Photography

### Illustration used in a Communication

The Potato Coalition of Manitoba "Endangered"	Cocoon Branding
Manitoba Hydro "The Power of Unity"	Tom Powell Design Studio
Ruth Moody / Red House Records "The Garden"	Sawchuk Design

### "Things That Didn't Fly"

Calgary Food Bank "Text 'FEED'"	Pattison Outdoor Advertising
Shade Night Club "Boy meets Girl"	Pattison Outdoor Advertising
Certified Radio "Nice Booms"	Pattison Outdoor Advertising

### Advertising/Design/Multimedia Created by a Student

Red River College "Murray's Superior Hair Dressing Pomade"	Jadyn K.
Red River College "Sociables Campaign"	Paul B.
Red River College "Jurassic Park Opening Credits"	Mitch G.
Red River College "Save Water!"	Erin H.



## PRINT

### Corporate, Product or Service Brochure

Agriculture in the Classroom "Thank You Card"	Think Shift
Yes! Winnipeg "Anything but business as usual."	mf.1
Economic Development Winnipeg "GROW"	Direct Focus Marketing Communications Inc.
Manitoba Hydro "360"	Tom Powell Design Studio

### Direct Mail (Inserts, Flyers, Newsletters)

Manitoba Securities Commission "My Make It Count Postcards"	Think Shift
Crown Property Management "Downtown Underground"	Tom Powell Design Studio
Loewen "Historic Styling"	Direct Focus Marketing Communications Inc.

### Annual Report Print and Online

Canola Council "Invested"	Tom Powell Design Studio
Artis Reit "Properties of Success"	Tom Powell Design Studio
Ag Growth International "AGI Annual Report"	Think Shift

### Newspaper Single or Series

City of Regina "Campus Express"	McKim Cringan George
Bella Moda Home Furnishings "Beautiful Style. Beautiful Home."	Tom Powell Design Studio
The Potato Coalition of Manitoba "Endangered"	Cocoon Branding
Kesay Furniture "Say Kesay"	Tom Powell Design Studio

### Magazine Single or Series

Canadian Wheat Board "It's been everywhere, man"	Canadian Wheat Board
Manitoba Lotteries Corporation "We Roll Together"	McKim Cringan George
Keystone Ford "Focus as Modern Art"	Jones Communications
Manitoba Hydro "Peel for the Win"	Tom Powell Design Studio

### Poster Single or Series

Canad Inns "Stay and Play"	Image Productions
Manitoba Hydro "Louis Safety Posters"	Tom Powell Design Studio
Manitoba Opera "Tosca (single)"	McKim Cringan George
Bitter Pill Benefit Concert "Bill Merritt Bitter Pill"	McKim Cringan George

### Self-Promotion Print & Non-Broadcast

Lea Marc Inc. "Digital Swatch Book"	Lea Marc Inc.
McKim Cringan George "Manitoba Opera Program ads"	McKim Cringan George
edge advertising "iPad-Pad"	edge advertising



## CAMPAIGNS/BRANDS/REBRANDS

### Redesign/Rebrand

First Capital Group "Rebrand"	Cocoon Branding
Firefly "Rebrand"	Cocoon Branding
City of Regina "Infinite Horizons: Regina Rebrand"	McKim Cringan George

### Logo/Wordmark

City of Regina "City of Regina Logo"	McKim Cringan George
Ultimate Home and Garden "Splash It Logo"	Tom Powell Design Studio
Opus Visual Effects "Opus Logo"	Velocity Branding

### Packaging

Ruth Moody / Red House Records "The Garden"	Sawchuk Design
Winnipeg Folk Festival "2010 Disc of Discovery"	McKim Cringan George

### Public Service Announcement

Siloam Mission "I Am Campaign"	CTV
Salvation Army "Summits of Change"	CTV
Manitoba Suicide Line (Clinic) "A Reason to Live"	Tactica Interactive
The Potato Coalition of Manitoba "Endangered"	Cocoon Branding

### Complete Campaign/Gary Gzebb Award

Kildonan Place "KP Holiday Countdown"	Cocoon Branding
Canadian Wheat Board "Is This The Deal You Want?"	Direct Focus Marketing Communications Inc.
The Potato Coalition of Manitoba "Endangered"	Cocoon Branding



## INTERNET/ONLINE

### Online Advertising Single or Series

Manitoba Lotteries Corporation "Poker Open online ad"	McKim Cringan George
Mental Health Matters "Imagine Run 2010 Animated Banner Ad"	CTV
Winnipeg Football Club "Bombers Game Day Games"	McKim Cringan George

### Website B2B or B2C

Dr A Housecall Vet "Bring the Vet to your Pet"	Tom Powell Design Studio
DEDT "Tourism Dauphin Website"	Bio Design Works
Canadian Broadcasting Corporation "One Ocean Interactive"	Tactica Interactive

### Interactive (DVD/CD, Kiosk, Online Game)

CANTERRA SEEDS "Yes You Can! Interactive Website"	Think Shift
CBC "One Ocean Interactive Games"	Tactica Interactive
Tiga Talk Season 3 & APTN "TIGA TALK! Speech Therapy Games"	Tactica Interactive

### Self-Promotion Electronic

Tom Powell Design Studio "Monster Bash"	Tom Powell Design Studio
CTV Winnipeg "Olympic Celebration Contest"	CTV
CTV Winnipeg "Memories Call to Action"	CTV

## CLOSED CATEGORIES:

Guerrilla, Trade Show Booth, Green Marketing/Green Advertising