



2013 FINALISTS

NEWSPAPER SINGLE OR SERIES

City of Winnipeg Transit "Rapid Transit"
University of Manitoba "National Print Ads"
City of Regina "Regina Water"
McKim Cringan George "Margot's Retirement"

McKim Cringan George
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MAGAZINE SINGLE OR SERIES

Marquis Fireplaces - Kingsman "Marquis Fireplaces ad series"
Hermanos Restaurant & Wine Bar "Stylish and Delicious/Festive"
Restaurants of the Exchange District "Dining in the District"

Tom Powell Design Studio
Fanfare Magazine Group
Fanfare Magazine Group

CORPORATE / PRODUCT / CONSUMER / SERVICE MAGAZINE OR NEWSLETTER

St. John's-Ravenscourt School "Focus Magazine"
Reh-Fit Centre "Power Magazine"
Riverview Health Centre Foundation Newsletter "Health Views"
CANTERRA SEEDS "Standability. Value. Yield."
"The Exchange" Magazine "The Exchange"

Think Shift
Jones Communications
Tom Powell Design Studio
Think Shift
Winnipeg Free Press

LOGO / WORDMARK

Western Canada Aviation Museum "Skyward Logo"
Kildare Dental Centre Group "Kildare Dental Centre Logo"
West Broadway Biz "West Broadway Biz Logo"

Honest Agency
Tom Powell Design Studio
Honest Agency

REDESIGN / REBRAND

Local Investment Toward Employment "LITE Brand"
Communication Services Manitoba "Manitoba Parks logo"
Feed-Rite "Feed-Rite Redesign"
Funkins "Funkins Website redesign"

Honest Agency
McKim Cringan George
Think Shift
McKim Cringan George

ANNUAL REPORT

Manitoba Public Insurance "Valuing What Matters"
MLCC "MLCC 2011 Annual Report"
Canola Council of Canada "Momentum 2011 Annual Report"

Manitoba Public Insurance
Tom Powell Design Studio
Tom Powell Design Studio

CORPORATE, PRODUCT, OR SERVICE BROCHURE

Value Partners Investments "VPI Brochure"
MPI "Service and Support Guide for Fatality Claims"
EdgeCorp Group "The Avenue on Portage"
Mitybilt "Mitybilt 2012 Catalogue"
Alimentation Couche-Tard Inc. "Mac's 50th Anniversary"
Loewen Windows "Product Guide"

Sherpa Marketing
Manitoba Public Insurance
Direct Focus Marketing Communications
Tom Powell Design Studio
edge advertising
Direct Focus Marketing Communications

DIRECT MAIL

Manitoba Home Builders' Association "Direct Mail Piece"
Cargill "President's Club Gala Invitation"
Winnipeg Square "Winnipeg Square Downtown Underground"

Edge Business Strategies
Think Shift
Tom Powell Design Studio

POSTER SINGLE OR SERIES

Winnipeg Folk Festival "Folk Fest 2012 Poster"
The Players Cup "The Rumble At The Ridge Poster"
IISD "Valuation of Ecosystems Poster"

Honest Agency
mf.1
Honest Agency

PACKAGING

Goldy Toys "Black Cat / Snow Leopard Helicopter Package"
FIA "FIA Leatherlite Package"
Goldy Toys "SpyCat Video Camera Helicopter Packaging"

Tom Powell Design Studio
Tom Powell Design Studio
Tom Powell Design Studio

ENVIRONMENTAL DESIGN

University of Manitoba "Local Market Campaign Mirrors"
University of Manitoba "From Here You Can Go Anywhere"
MLC "Airport Pillars - Manitoba Lotteries"

McKim Cringan George
McKim Cringan George
McKim Cringan George

TRADE SHOW BOOTH

JELD-WEN Canada "Stronger Than Ever Before"
Sustainable Solutions Inc. "Interactive Int. Trade Show Booth"
Featherlite Exhibits "Medallion Tension Fabric Display"

Direct Focus Marketing Communications
Dimension Display Inc.
Dimension Display Inc.

OUTDOOR SINGLE

City of Winnipeg "Waiting in Line"
Winnipeg Folk Festival "2012 Winnipeg Folk Festival Billboard"
Body Autobody & Glass "It Happens...."

McKim Cringan George
Honest Agency
Pattison Outdoor Advertising

OUTDOOR SERIES

University of Manitoba "Local Market Campaign"
Massage Therapy Association of Manitoba "24"
Winnipeg Football Club "Always Your Team"
City of Regina "Regina Water"
The Manitoba Securities Commission "Your Future Self"
Scan Designs "Muse Merchants"
Winnipeg Regional Health Authority "Heads Up!? Use a Condom"

McKim Cringan George
Picante Advertising
McKim Cringan George
McKim Cringan George
Think Shift
Pattison Outdoor Advertising
ChangeMakers Marketing Communications

SPECIALTY ADVERTISING

MacDon "Special Edition - MacDon Self-Propelled Windrower"
My Comfort by Palliser "My Comfort ElectroVinyl"
Assiniboine Community College "Learn by Doing Installations"

mf.1
Direct Focus Marketing Communications
Think Shift

ILLUSTRATION

Mitybilt "Mitybilt Canada Table"
Manitoba Hydro "Rose"
Winnipeg Airports Authority "Terminal Building Peak"

Tom Powell Design Studio
McKim Cringan George
Winnipeg Airports Authority

PHOTOGRAPHY

Barkman Concrete "Barkman Landscaping Kits"
Assiniboine Community College "Learn by Doing"
Nygard International "Bianca Nygard Fall 2012"

Cory Aronec Photography
Think Shift
Nardella Photography

PUBLIC SERVICE ANNOUNCEMENT

Siloam Mission "Her Next Chapter"
Lifesaving Society "Lifesaving Society"
Siloam Mission "His Next Chapter"

CTV Winnipeg
Pattison Outdoor Advertising
CTV Winnipeg

SELF-PROMOTION - PRINT & NON-BROADCAST

Direct Focus "Western Financial RFP"
Pattison Outdoor Advertising "Next Pitch"
Tom Powell Design Studio "Season Post-it Note Cube"

Direct Focus Marketing Communications
Pattison Outdoor Advertising
Tom Powell Design Studio

ORIGINAL MUSIC

MF1 Ducks Unlimited "Skip and Hop"
Jones Communications - Rudy's Eat & Drink "Uptown"
Signature Awards 2012 "Devil in the Details"

daCapo
daCapo
daCapo

RADIO SINGLE

WCBM/SAFE Work "Sons and Daughters"
Lifesport "Better Bike"
W K Chan "For Everything"

ChangeMakers Marketing Communications
Bell Media Radio Winnipeg
Bell Media Radio Winnipeg

RADIO CAMPAIGN

Manitoba Athletic Therapists Association "Therapy for Everyone"
Salvation Army Prairie Division "Giving Hope"
JELD-WEN Windows & Doors "JELD-WEN 'Seasons'"

Bell Media Radio Winnipeg
Bell Media Radio Winnipeg
Direct Focus Marketing Communications

RADIO - 100% MADE IN MANITOBA

JELD-WEN Windows & Doors "JELD-WEN 'Seasons'"
Birchwood Kia West "Get Me a Kia"
99.9 BOB FM "Plain Jane"

Direct Focus Marketing Communications
Bell Media Radio Winnipeg
Bell Media Radio Winnipeg

TV OR CINEMA UNDER \$20,000

Advance Electronics "Trust"
Bella Moda Home Furnishings "Style"
Agape Table "Fill the Gap"

CTV Winnipeg
City Winnipeg, Rogers Media
CTV Winnipeg

TV OR CINEMA OVER \$20,000

Cambrian Credit Union "The Unfee 2012"
Winnipeg Police Service "Just Slow Down - Mature Couple"
Winnipeg Police Service "Just Slow Down - Young Couple"

FRANK Digital
Picante Advertising
Picante Advertising

TV OR CINEMA CAMPAIGN

CTV Winnipeg "My Manitoba is CTV News"
Winnipeg Football Club "Always Your Team"
foodManitoba Group "Lifestyle - Recipes - Meal Options"

CTV Winnipeg
McKim Cringan George
Hummer productions Inc.

TV 100% MADE IN MANITOBA

The Original Pancake House "Serving Happiness"
Siloam Mission "His Next Chapter"
Bella Moda Home Furnishings "Style"

City Winnipeg, Rogers Media
CTV Winnipeg
City Winnipeg, Rogers Media

CORPORATE, PRODUCT OR SERVICE VIDEO

Canadian Museum of Human Rights "Shine a Light"
Specialized Services for Children and Youth "Buy a Smile"
Assiniboine Community College "Learn by Doing Video"

Lank/Beach Productions
Think Shift
Think Shift

COMPLETE CAMPAIGN - GARY GZEBB AWARD

Assiniboine Community College "Learn by Doing"
WCBM/SAFE Work "Spot the Zombie Manitoba"
University of Manitoba "Local Market Campaign"

Think Shift
ChangeMakers Marketing Communications
McKim Cringan George

THINGS THAT DIDN'T FLY

Old Dutch "Peel open a bag..."
Wheatheart Industries "X-Series (Auger) Ado"
Travel Manitoba "Campaign Proposal - Manitoba Rumours"
The Underground Tap & Grill "The Underground Tap & Grill"
Travel Manitoba "Travel Manitoba Campaign"
Shred Guard "Shred Guard"
Fusion Grill "Fusion Grill Concepts"

Pattison Outdoor
Sherpa Marketing
mf.1
Pattison Outdoor
Sherpa Marketing
Pattison Outdoor Advertising
Direct Focus Marketing Communications

SPECIALTY ITEM

Cargill "JumpStart Your Canola"
North Point Douglas Women's Centre "Butterfly Gala"
My Comfort by Palliser "My Comfort Scanimation"

Think Shift
Tom Powell Design Studio
Direct Focus Marketing Communications

SELF-PROMOTION - BROADCAST & ELECTRONIC

McKim Cringan George "MCGHarmony"
CTV Winnipeg "My Manitoba is CTV News"
Think Shift "Advertising ain't what it used to be"

McKim Cringan George
CTV Winnipeg
Think Shift

WEBSITE

Frantic Films "Verdict"
EdgeCorp Group "The Avenue on Portage"
Exchange District Biz "Exchange District Biz Website"

Tactica Interactive
Direct Focus Marketing Communications
Honest Agency

INTERACTIVE

Tiga Talk 4 Inc "Tiga Talk Campfire Adventure"
Bee Maid Honey "'Bee a Honey Convert' Recipe Converter"
Frantic Films "Verdict"

Tactica Interactive
Think Shift
Tactica Interactive

SOCIAL MEDIA

Winnipeg Police Service "Just Slow Down T-Bone Collision"
Winnipeg Football Club "Bombers Facebook Contests"
University of Manitoba "#DefineYourself Instagram Challenge"

Picante Advertising
McKim Cringan George
University of Manitoba

GAME OR APPLICATION

The Original Pancake House "Pancakelicious"
Tiga Talk 4 Inc. "Tiga Talk Campfire Adventure"
Manitoba Hydro "Energy Hogs"

Dubys Communications Inc.
Tactica Interactive
Manitoba Hydro

DIGITAL CAMPAIGNS/ OR EMAIL MARKETING

Manitoba Music Rocks 2012 "Curling Tips Series"
Canad Inns "The Met now open"
Canadian Securities Administrators "BlueHedge Investments"

City Winnipeg, Rogers Media
Image Productions
Think Shift

WEB GRAPHICS / AFFECTS / ANIMATION

JELD-WEN Canada "Quality, Performance, Selection"
Amazing Zip Line "Zipline"
University of Manitoba "Local Market Campaign"

Direct Focus Marketing Communications
Winnipeg Free Press
McKim Cringan George

CONTESTS AND PROMOTIONS

Manitoba Pork "Backyard BBQ Contest"
WCBM/SAFE Work "Spot the Zombie Manitoba"
Winnipeg Regional Health Authority "Heads Up!? Use a Condom"

Edge Business Strategies
ChangeMakers Marketing Communications
ChangeMakers Marketing Communications

ADVERTISING / DESIGN BY A STUDENT

Red River Radio "R3 Rebrand"
Big Rock Eddies "Every Man Dreams of Getting a Big Rock"
The Uniter "Citizens of U of W - Unite!"

Courtney Brecht
Logan Tanner
Courtney Brecht

BEST OF 25 YEARS CATEGORIES: Judges' picks and People's Choice to be revealed on May 9th, 2013.

Closed Categories: Online Advertising: Single or Series and Guerrilla Marketing