

0070

SIGNATURE AWARDS

ADVERTISING ASSOCIATION OF WINNIPEG 70TH ANNIVERSARY

2014 FINALISTS

PRINT (SINGLE)

"Plane"	CBCRA Recycle Everywhere	McKim
"Sophisticated Comfort"	Inn At The Forks	Tom Powell Design Studio
"Hot Right Now"	Chefs of the Exchange District	Fanfare Magazine Group

PRINT (SERIES)

"Riverstone Spa Series"	Inn At The Forks	Tom Powell Design Studio
"Plane, Patio Set, Juice Box"	CBCRA Recycle Everywhere	McKim
"Spot the Difference"	Manitoba Hydro	McKim

OUTDOOR (SINGLE)

"Distracted Driving"	Manitoba Public Insurance	Manitoba Public Insurance
"Hang A Left Up Ahead"	St. James Volkswagen	Pattison Outdoor Advertising
"Nova Scotia's Best Burger"	Cheese Curds	Pattison Outdoor Advertising
"Winnipeg Folk Festival 2013"	Winnipeg Folk Festival	McKim
"Floors That Stand Up"	Nepean Flooring	Pattison Outdoor Advertising

OUTDOOR (SERIES)

"Food For Sports"	Garage Sports Bar	Pattison Outdoor Advertising
"Polo Park Fall / Winter Campaign"	Polo Park	Direct Focus
"We're Ready For You"	Shakey's Bar	Pattison Outdoor Advertising

DIRECT MARKETING

"President's Club Gala Invitation"	Cargill	Think Shift
"PigTrace Canada Producer Package"	PigTrace Canada	Edge Marketing Strategies
"Women in Ag"	Monsanto	Think Shift

PUBLIC SERVICE ANNOUNCEMENT

"We Be Brushin"	Manitoba Dental Association	Traffic Advertising Inc.
"Famous Last Words"	Manitoba Public Insurance	Manitoba Public Insurance
"Hard to Ignore"	MGEU	NOW Communications

CAMPAIGN OF THE YEAR

"This is Where Your Power Comes From"	Manitoba Hydro	McKim
"Westeel Go Smooth Campaign"	Westeel Storage Solutions	Think Shift
"Transformation"	CBCRA Recycle Everywhere	McKim

RADIO (SINGLE)

"Alu-ma-nuh"	Urbanmine	Bell Media Radio Winnipeg
"Don't Dump It"	Westeel Storage Solutions	Think Shift
"Play Structure"	CBCRA Recycle Everywhere	McKim

RADIO (SERIES)

"They May Not Be Frilly"	YH Truck Ag & Auto	Golden West Broadcasting
"We Make You Smile!"	Menchie's Frozen Yogurt	Bell Media Radio Winnipeg
"Mountain Bike, Highway, Play Structure"	CBCRA Recycle Everywhere	McKim

ORIGINAL SOUND DESIGN

"Alu-ma-nuh"	Urbanmine	Bell Media Radio Winnipeg
"Folk Fest Highlights"	Centric Productions (Travel MB)	DACAPO
"We Be Brushin"	Manitoba Dental Association	Traffic Advertising Inc.

BROADCAST UNDER \$20,000 (SINGLE OR SERIES)

"The Poppy Trail"	CTV Winnipeg	winnipeg.ctv.ca
"The Smile"	Minuk Denture Clinic	Metric Marketing
"Tub (Single)"	92 Citi FM	City Winnipeg, Rogers Media

BROADCAST OVER \$20,000 (SINGLE OR SERIES)

"SCU Series"	Steinbach Credit Union	FRANK Digital
"Famous Last Words"	Manitoba Public Insurance	Manitoba Public Insurance

NON-BROADCAST

"Aftermath"	Winnipeg Police Service	Picante Advertising
"My name is Sophia"	CancerCare MB Foundation	Tom Powell Design Studio
"YWG Hug Rug"	WPG Richardson Int. Airport	Winnipeg Airports Authority

BROADCAST / NON-BROADCAST (100% MADE IN MANITOBA)

"We Be Brushin"	Manitoba Dental Association	Traffic Advertising Inc.
"My name is Sophia"	CancerCare MB Foundation	Tom Powell Design Studio
"Transformation"	CBCRA Recycle Everywhere	McKim
"Famous Last Words"	Manitoba Public Insurance	Manitoba Public Insurance
"Introduce Curling"	BT Winnipeg	City Winnipeg, Rogers Media

POSTER (SINGLE OR SERIES)

"LGBTTO* Youth Awareness Poster"	CSM	Tom Powell Design Studio
"LGBTTO* Awareness Poster"	CSM	Tom Powell Design Studio
"Winnipeg Folk Festival 2013"	Winnipeg Folk Festival	McKim

ILLUSTRATION

"Road Tables"	Mitybilt	Tom Powell Design Studio
"World's Finest Chocolate Mailer"	World's Finest Chocolate	Direct Focus
"USA Map Table"	Mitybilt	Tom Powell Design Studio

LOGO / WORDMARK

"Go Smooth Logo"	Westeel Storage Solutions	Think Shift
"Tripwire Logo"	Tripwire Media Group	Think Shift
"Nike Winnipeg logo"	Bike Winnipeg	Dimension Display Inc.
"PigTrace Canada Logo"	PigTrace Canada	Edge Marketing Strategies

BRAND IDENTITY

"McKim Rebrand"	McKim	McKim
"GHY Brand Identity"	GHY	Think Shift
"Celco Brand & Identity Project"	Celco Controls Inc.	Metric Marketing

CORPORATE PUBLICATION DESIGN

"NRG Corporate Brochure"	NRG Management	Dimension Display Inc.
"Driving Value Driving Forward"	Manitoba Public Insurance	Manitoba Public Insurance
"Recycle Everywhere Kit Folder"	CBCRA Recycle Everywhere	McKim

CONSUMER PUBLICATION DESIGN

"Little Green Thumbs"	Manitoba Canola Growers	Tom Powell Design Studio
"Blue Cart Direct Mail"	City of Regina	McKim
"(ISP) Student Handbook"	Louis Riel School Division	ChangeMakers

WEBSITE

"Dominion Divers Website"	Dominion Divers Ltd	Dimension Display Inc.
"Aikens Lake Website"	Aikens Lake Wilderness Lodge	Think Shift
"De Luca's Website"	De Luca's Specialty Food Store	Metric Marketing
"mckimcg.ca"	McKim	McKim

MICROSITE

"Spot the Zombie"	SAFE Manitoba	Tactica & ChangeMakers
"Why GDC?"	GDC Manitoba	Manoverboard, Inc.
"Install Insider"	JELD-WEN	Direct Focus
"Share a Smile"	SSCY Centre	Think Shift

ANIMATION OR MOTION GRAPHICS

"Transformation"	CBCRA Recycle Everywhere	McKim
"Golden Apple Award"	Breakfast Television	City Winnipeg, Rogers Media
"I'll Fight"	Salvation Army	City Winnipeg, Rogers Media

PHOTOGRAPHY

"Holiday Card"	Nardella Photography	Nardella Photography
"Faculty of Science"	University of Manitoba	Cory Aronec Photography
"Holiday Campaign"	Polo Park	Ian McCausland Photography

TRADESHOW BOOTH

"Go Smooth Tradeshow Booth"	Westeel Storage Solutions	Think Shift
"P&H Tradeshow Booth"	Parrish & Heimbecker	Direct Focus
"Monsanto Tradeshow Booth"	Monsanto	Think Shift

EXPERIENTIAL

"Foods for Health Interactive Exhibit"	MAHRN	Think Shift
"Magic Bin"	CBCRA Recycle Everywhere	McKim
"Go Smooth Experience"	Westeel Storage Solutions	Think Shift
"Edwards Single-Serve Coffee Cup"	Safeway	Direct Focus

SELF PROMOTION

"Thornbury Stampede Days Rodeo"	Pattison Outdoor Advertising	Pattison Outdoor Advertising
"25 Years of AAWesome"	Pattison Outdoor Advertising	Pattison Outdoor Advertising
"Where We Connect"	APTN	APTN

THINGS THAT DIDN'T FLY

"New York Subway"	NYS Restaurant Thunderbay	Pattison Outdoor Advertising
"Feel How Smooth"	Fraiche Salon	Pattison Outdoor Advertising
"Impotent Hammer"	Lepage No More Nails	Pattison Outdoor Advertising
"Break The Silence Poster"	CSM	Tom Powell Design Studio

CONGRATULATIONS TO ALL THE 2014 FINALISTS!
 GALA DINNER MAY 7, 2014 AT THE MET
 ORDER YOUR TICKETS ONLINE AT SIGNATUREAWARDS.CA



advertising association
of winnipeg