



**CONGRATULATIONS TO THE 2015
WINNERS AND RUNNER-UPS!**

PRINT (Single)

WINNER

Travel Manitoba

Manitoba, Canada's Heart Beats (Polar Bear)

Travel Manitoba

WINNER

McKim

Northern Winter Safari

Travel Manitoba

RUNNER-UP

McKim

Andriana

University of Manitoba

PRINT (Series)

WINNER

Build Films

Stories

Build Films

RUNNER-UP

Think Shift

Just Try Me

Monsanto Canada

OUTDOOR (Single)

WINNER

Pattison Outdoor Advertising

Olé Otazu

Otazu

RUNNER-UP

McKim

Fridge Retirement Truck and Loading Dock

Manitoba Hydro

OUTDOOR (Series)

WINNER

Pattison Outdoor Advertising

Ecuador

Pro Ecuador

WINNER

Pattison Outdoor Advertising

Should have used a Realtor

Saskatoon Realtors

RUNNER-UP

Pattison Outdoor Advertising

Burger Baron Digital Billboard

Burger Baron

RUNNER-UP

McKim

Enjoy it. Recycle it.

CBCRA Recycle Everywhere

DIRECT MARKETING

WINNER

Great-West Life

Festive Feast invitation

Great-West Life

RUNNER-UP

Direct Focus Marketing Communications

Blue Elite Preferred Advisor Program
"Invitation Package"

Manitoba Blue Cross



PUBLIC SERVICE ANNOUNCEMENT

WINNER

Pattison Outdoor Advertising

MADD Christmas

MADD

RUNNER-UP

Pattison Outdoor Advertising

Put an end to human trafficking

Crimestoppers

CAMPAIGN OF THE YEAR

WINNER

McKim

Manitoba Canada's Heart... Beats

Travel Manitoba

RUNNER-UP

McKim

Enjoy it. Recycle it.

CBCRA Recycle Everywhere

RADIO (Single)

WINNER

McKim

Hard Way. Easy Way.

CBCRA Recycle Everywhere

RUNNER-UP

Bell Media Radio Winnipeg

Welcome to Minipeg

Birchwood's Mini Winnipeg

ORIGINAL SOUND DESIGN

WINNER

Bell Media Radio Winnipeg

The Vasectomy Rag

Dr. Jay Buenafe

RUNNER-UP

McKim

Manitoba Canada's Heart... Beats

Travel Manitoba

BROADCAST OVER \$20,000 (Single or Series)

WINNER

McKim

Manitoba Canada's Heart... Beats

Travel Manitoba

RUNNER-UP

Picante Advertising

Hold Me

Winnipeg Police Service

RUNNER-UP

McKim

We Can See Tomorrow from Here

Mosaic

NON-BROADCAST

WINNER

FRANK Digital

WindCity

14 Local Brand Partners

RUNNER-UP

McKim

Hard Way. Easy Way.

CBCRA Recycle Everywhere



**CONGRATULATIONS TO THE 2015
WINNERS AND RUNNER-UPS!**

BROADCAST / NON-BROADCAST (Made in Manitoba)

WINNER

McKim Manitoba Canada's Heart... Beats Travel Manitoba

RUNNER-UP

Build Films 75 Years of Canada's Royal Winnipeg Ballet Canada's Royal Winnipeg Ballet

POSTER (Single or Series)

WINNER

McKim Young Frankenstein Prairie Skies Musical Theatre Company

RUNNER-UP

Direct Focus Marketing Communications Cannes Lions Industry Night: No Briefs Required Advertising Association of Winnipeg

ILLUSTRATION

WINNER

Tom Powell Design Studio Eat Well For Life Manitoba Canola Growers

RUNNER-UP

Think Shift Canada's Farmers Playing Cards Monsanto Canada

LOGO / WORDMARK

WINNER

Tom Powell Design Studio Blacksmith Lager Smith Restaurant

RUNNER-UP

Tom Powell Design Studio Winnipeg Fair Trade City Logo Sparrow Group

BRAND IDENTITY

WINNER

McKim Growler Manitoba Liquor & Lotteries

RUNNER-UP

Fusion Communications Group Hippo Brand Identity Hippo

CORPORATE PUBLICATION DESIGN

WINNER

Direct Focus Marketing Communications Blue Elite Preferred Advisor Program - Invitation Package Manitoba Blue Cross

RUNNER-UP

Tom Powell Design Studio Grow: Annual Report Manitoba Canola Growers



CONSUMER PUBLICATION DESIGN

WINNER

EQ3 Ltd

EQ3 Spring 2015 Catalogue

EQ3 Ltd

RUNNER-UP

Tom Powell Design Studio

Crafts for Kids

Manitoba Canola Growers

WEBSITE

WINNER

Tactica Interactive

Calm in the Storm

Klinic Community Health Centre

RUNNER-UP

Verda Design

Build Films Website

Build Films

RUNNER-UP

Tom Powell Design Studio

Smith Restaurant Website

Inn at the Forks

RUNNER-UP

Tactica Interactive

Taking Back the Years

May Street Productions

MICROSITE

WINNER

Think Shift

Cocoa in West Africa Microsite

CropLife International

RUNNER-UP

APTN

Night Owl Movies

APTN

BANNER AD (Interactive)

WINNER

Think Shift

Just Try Me

Monsanto Canada

RUNNER-UP

McKim

Manitoba Canada's Heart... Beats

Travel Manitoba

ANIMATION OR MOTION GRAPHICS

WINNER

City Winnipeg Creative

12 Days of BT

Breakfast Television

RUNNER-UP

McKim

Follow the Container

CBCRA Recycle Everywhere



**CONGRATULATIONS TO THE 2015
WINNERS AND RUNNER-UPS!**

PHOTOGRAPHY

WINNER

Brian Gould Photography

Food at Smith (Restaurant)

Tom Powell Design Studio

RUNNER-UP

EQ3 Ltd

EQ3 Spring 2015 Catalogue

EQ3 Ltd

EXPERIENTIAL

WINNER

Manitoba Public Insurance

Texting and Driving Simulator

Manitoba Public Insurance

RUNNER-UP

McKim

Growler Bar

Manitoba Liquor & Lotteries

SELF PROMOTION

WINNER

Direct Focus Marketing Communications

Direct Focus Tour

Direct Focus Marketing Communications

RUNNER-UP

APTN

Night Owl Movies

APTN

THINGS THAT DIDN'T FLY

WINNER

Pattison Outdoor Advertising

Snap Fitness

Snap Fitness

RUNNER-UP

Pattison Outdoor Advertising

Forever Faster

Puma

RUNNER-UP

Metric Marketing

Palliser Furniture Ltd: Get Together

Palliser Furniture Ltd.

POTPOURRI

WINNER

McKim

Growler (Packaging)

Manitoba Liquor & Lotteries

RUNNER-UP

PackEdge Designs

Farmery Beer Packaging Design (Packaging)

Farmery Co

PEOPLE'S CHOICE

WINNER

Pattison Outdoor Advertising

Olé Otazu

Otazu