

2018  
SIGNATURE  
AWARDS



advertising association  
of winnipeg

2018 FINALISTS

CONGRATULATIONS TO ALL THE FINALISTS! AND THANK YOU TO EVERYONE WHO ENTERED!

**OUTDOOR (SINGLE)**

**BOB CONNOR**

*A Canadian Garage Door*  
Legacy Garage Doors

**PATTISON OUTDOOR ADVERTISING**

*Go Ninja*  
Ninja Sports Club Langley

**PATTISON OUTDOOR ADVERTISING**

*This Vacuum Really Sucks!*  
Aurora Vacuum

**OUTDOOR (SERIES OR CAMPAIGN)**

**THE NOW GROUP**

*Care Comes First*  
Manitoba Government and General  
Employees' Union

**PATTISON OUTDOOR ADVERTISING**

*Manitoba Quits Cold Turkey*  
Manitoba Lung Association

**PATTISON OUTDOOR ADVERTISING**

*Up 99.3 fm Emoticon Tease and Reveals*  
Up 99.3 fm

**RED RIVER COLLEGE**

*What We're Doing Is Working*  
Red River College

**MCKIM**

*Whatever it takes*  
CBCRA, Recycle Everywhere

**LARGE-SCALE AMBIENT  
OR EXPERIENTIAL**

**BOUNCE DESIGN**

*BOMImed CAS Showcase Booth*  
BOMImed

**PATTISON OUTDOOR ADVERTISING**

*Calgary Dream Centre*  
Calgary Dream Centre

**MANITOBA PUBLIC INSURANCE**

*DRIVR-X Virtual Reality Experience & Display*  
Manitoba Public Insurance

**PUBLIC SERVICE ANNOUNCEMENT  
/ CHARITY DESIGN**

**TOM POWELL DESIGN STUDIO**

*Candace House Support Brochure*  
Candace House

**MCKIM**

*The Iron Ride*  
Pan Am Place

**THE NOW GROUP**

*Thin Ice / There's Help*  
Pauktuutit Inuit Women of Canada

**RADIO (SINGLE)**

**PATTISON**

*Bite Me*  
Burrito Splendido

**WESTMAN COMMUNICATIONS GROUP**

*Open Late - Easy*  
Little Italy

**PATTISON**

*They Suck Hard*  
Advance Robotic Duct Cleaning

**ORIGINAL SOUND DESIGN**

**WESTMAN COMMUNICATIONS GROUP**

*Camaro Giveaway 40 Years*  
Murray Auto Group

**DACAPO**

*Hokkaido Region, Birds*  
TI ComNet Japan

**DACAPO**

*Hokkaido Region, Ice*  
TI ComNet Japan

**DACAPO**

*Just Slow Down*  
Picante Advertising, Winnipeg Police Services

**ST. BONIFACE HOSPITAL FOUNDATION**

*mySBHstory Theme - "Stand My Ground"*  
St. Boniface Hospital Foundation

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

**THINK SHIFT**

*APTN Perspectives*  
APTN

**FRANK DIGITAL**

*Canada Summer Games - Tickets*  
Canada Summer Games

**GLOBAL TELEVISION**

*MMSM Recycling Series*  
Multi-Material Stewardship Manitoba

WINNERS ANNOUNCED **OCTOBER 4, 2018** AT THE KINGSHEAD PUB

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

**MCKIM**

*Raccoons*

CBCRA, Recycle Everywhere

**FRANK DIGITAL**

*Unfee*

Cambrian Credit Union

**MCKIM**

*Winnipeg*

Travel Manitoba

**NON-BROADCAST  
(SINGLE OR SERIES)**

**THINK SHIFT**

*APTN Languages*

APTN

**FRANK DIGITAL**

*Food Security*

Canada Food Grains Bank

**R. HAMILTON MEDIA**

*Stronger. Faster. Smarter.*

Farmers Edge

**DIGITAL FILM (SINGLE OR SERIES)**

**BUILD FILMS**

*40 Years and Running*

Manitoba Marathon

**MCKIM**

*Bennett's Bike*

CBCRA, Recycle Everywhere

**FOUNDATION FILM AND MEDIA**

*Little Brown Jug - Social Campaign*

Little Brown Jug

**THINK SHIFT**

*Potahto - Mockumentary*

Peak of the Market

**PICANTE ADVERTISING**

*When I Grow Up*

Winnipeg Police Service

**BROADCAST / NON-BROADCAST  
(MADE IN MANITOBA)**

**MANITOBA PUBLIC INSURANCE**

*DRIVR-X Promotional Video*

Manitoba Public Insurance

**GLOBAL TELEVISION**

*MMSM Recycling Series*

Multi-Material Stewardship Manitoba

**MCKIM**

*Raccoons*

CBCRA, Recycle Everywhere

**PRINT (SINGLE)**

**TOM POWELL DESIGN STUDIO**

*Eat Well For Life*

Manitoba Canola Growers

**MCKIM**

*Look West*

MLT Aikins

**ST. BONIFACE HOSPITAL FOUNDATION**

*Spark Hope - Leave a Legacy Month Ad*

St. Boniface Hospital Foundation

**PRINT (SERIES)**

**MANITOBA HYDRO**

*Community Energy Efficiency Project*

Manitoba Hydro

**SHERPA MARKETING**

*Farmer Stories Advertorials*

Dekalb Canada

**ST. BONIFACE HOSPITAL FOUNDATION**

*mySBHstory - Crystal, Pat, and Owen*

St. Boniface Hospital Foundation

**6P MARKETING INC.**

*Public Trust Campaign*

Manitoba Pork

**MCKIM**

*Whatever It Takes*

CBCRA, Recycle Everywhere

**POSTER (SINGLE OR SERIES)**

**MCKIM**

*Canadian Wines*

Manitoba Liquor and Lotteries

**MCKIM**

*Coast to Coaster*

Manitoba Liquor and Lotteries

**MCKIM**

*Manitoba Opera Season Posters*

Manitoba Opera

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# 2018 SIGNATURE AWARDS



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## 2018 FINALISTS

### CONGRATULATIONS TO ALL THE FINALISTS! AND THANK YOU TO EVERYONE WHO ENTERED!

#### CORPORATE COMMUNICATIONS DESIGN

##### TOM POWELL DESIGN STUDIO

*Amazon Proposal*

Tourism Winnipeg / Economic Development  
Winnipeg

##### MCKIM

*Volunteer Toolkit*

Gordie Howe Sports Complex

##### SHERPA MARKETING

*VPI Special Opportunities Owners Manual*

Value Partners Investments

#### LOGO / WORDMARK

##### MCKIM

*Gordie Howe Sports Complex Logo*

Gordie Howe Sports Complex

##### PRINT STUDIO ONE & THREE-SIX

##### NORTH MARKETING

*Kingsmen Grooming Products - New Logo*

Kingsmen Grooming Products

##### THINK SHIFT

*Potahto Lovers*

Peak of the Market

#### CONSUMER PUBLICATION DESIGN

##### TOM POWELL DESIGN STUDIO

*"Eat Well With More Meals Together" Recipe Book*

Manitoba Canola Growers

##### TRAVEL MANITOBA

*2018 Travel Manitoba Inspiration Guide*

Travel Manitoba

##### QUANTUM GRAPHICS AND CONSULTING

*Game On*

Game On - Manitoba's Hockey Magazine

#### PACKAGING DESIGN

##### PACKEDGE DESIGNS

*Better Hemp Company Hulled Hemp Seeds*

*Stand Up Pouch*

Better Hemp Company

##### PACKEDGE DESIGNS

*Farmery's Dirty Dozen Variety Pack*

Farmery Estate Brewing Company

##### VANTAGE

*Little Brown Jug 8-Pack Box and Cans*

Little Brown Jug

#### CAMPAIGN OF THE YEAR

##### MCKIM

*2018 CBCRA, Recycle Everywhere Campaign*

CBCRA, Recycle Everywhere

##### THINK SHIFT

*Potahto Campaign*

Peak of the Market

##### TOM POWELL DESIGN STUDIO

*Pulse Convention 2017 - Vancouver*

Canadian Special Crops Association

##### MANITOBA HYDRO

*Spring 2018 Rebate Campaign*

Manitoba Hydro

#### BRAND IDENTITY

##### TOM POWELL DESIGN STUDIO

*390 On The River*

390 Assiniboine Inc.

##### TOM POWELL DESIGN STUDIO

*Catsylvania - Annual Bow Wow Ball*

Winnipeg Humane Society

##### MCKIM

*Gimli*

Travel Manitoba

##### VANTAGE

*Manitoba Chambers of Commerce*

Vantage

##### THINK SHIFT

*Superior Scales - Brand Identity*

Rick Sellar

#### ANNUAL REPORT

##### TOM POWELL DESIGN STUDIO

*50 Years Of Firsts - 2017 Annual Report*

Canola Council of Canada

##### MCKIM

*CBCRA Annual Report*

CBCRA, Recycle Everywhere

##### TOM POWELL DESIGN STUDIO

*Farmers Working For Farmers*

- 2017 Annual Report

Manitoba Canola Growers

#### WEBSITE

##### MCKIM

*Gordie Howe Sports Website*

Gordie Howe Sports Complex

##### VANTAGE

*MEDSYNC Website*

MEDSYNC

##### TOM POWELL DESIGN STUDIO

*Far Out Adventures Website*

Far Out Adventures

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**GAME OR APPLICATION**

**TACTICA INTERACTIVE**

*ENCOURAGE: Move More, Sit Less*  
Heart & Stroke Foundation of Manitoba

**TACTICA INTERACTIVE**

*Kid Diners*  
TVO & Farpoint Films

**TACTICA INTERACTIVE**

*Taken Knowledge Keeper*  
APTN & Eagle Vision

**TACTICA INTERACTIVE**

*My Autism Passport*  
Merit Motion Pictures

**TACTICA INTERACTIVE**

*Bodylogix Personal Coach*  
The Winning Combination Inc.

**SOCIAL MEDIA CAMPAIGN**

**MCKIM**

*Bennett's Bike*  
CBCRA, Recycle Everywhere

**MCKIM**

*Raccoons*  
CBCRA, Recycle Everywhere

**TRAVEL MANITOBA**

*U.S. Influencer Campaign*  
Travel Manitoba

**ANIMATION OR MOTION GRAPHICS**

**R. HAMILTON MEDIA**

*International Development Week*  
Manitoba Council for International Cooperation

**R. HAMILTON MEDIA**

*Review & Rate 2017-2018*  
Government of Manitoba

**FRANK DIGITAL**

*Unfee*  
Cambrian Credit Union

**PHOTOGRAPHY**

**BRIAN GOULD PHOTOGRAPHY INC**

*Eat Well With More Meals Together*  
Manitoba Canola Growers

**FULL CURRENT**

*Hill Sokalski Walsh Olson,*  
*Brand Lifestyle Photography*  
Hill Sokalski Walsh Olson

**NARDELLA PHOTOGRAPHY INC**

*Respect Campaign*  
Manitoba Hydro

**SELF PROMOTION**

**THINK SHIFT**

*Legends of the Forest - Aikens Lake*  
Think Shift

**PATTISON OUTDOOR ADVERTISING**

*Pattison Animals*  
Pattison Outdoor Advertising

**BOUNCE DESIGN**

*Pegland Board Game*  
Bounce Design

**THINGS THAT DIDN'T FLY**

**PATTISON OUTDOOR ADVERTISING**

*Dermapure*  
Dermapure

**PATTISON OUTDOOR ADVERTISING**

*Hurry Before The Wall Goes Up*  
Old El Paso

**PATTISON OUTDOOR ADVERTISING**

*Rock The Island*  
The Q

**PATTISON OUTDOOR ADVERTISING**

*The Hogtown Vegan*  
The Hogtown Vegan

**PATTISON OUTDOOR ADVERTISING**

*The Shining*  
Dentistry at La Salle

**POTPOURRI**

**ST. BONIFACE HOSPITAL FOUNDATION**

*Giving Tuesday - Donna Johnson-Bishop*  
*(Audio / Video Miscellaneous)*  
St. Boniface Hospital Foundation

**ST. BONIFACE HOSPITAL FOUNDATION**

*mySBHstory - Crystal Radio Ads*  
*(Radio Campaign)*  
St. Boniface Hospital Foundation

**THINK SHIFT**

*Legends of the Forest - Aikens Lake*  
*(Illustration or Original Artwork)*  
Think Shift

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