

2018  
SIGNATURE  
AWARDS



advertising association  
of winnipeg

2018 WINNERS

**CONGRATULATIONS TO ALL THE 2018 SIGNATURE AWARDS WINNERS AND RUNNER-UPS!  
AND THANK YOU TO EVERYONE WHO ENTERED!**

**OUTDOOR (SINGLE)**

**WINNER**

**PATTISON OUTDOOR ADVERTISING**

*Go Ninja*

Ninja Sports Club Langley

**RUNNER-UP**

**BOB CONNOR**

*A Canadian Garage Door*

Legacy Garage Doors

**OUTDOOR (SERIES OR CAMPAIGN)**

**WINNER**

**PATTISON OUTDOOR ADVERTISING**

*Up 99.3 fm Emoticon Tease and Reveals*

Up 99.3 fm

**RUNNER-UP**

**PATTISON OUTDOOR ADVERTISING**

*Manitoba Quits Cold Turkey*

Manitoba Lung Association

**LARGE-SCALE AMBIENT  
OR EXPERIENTIAL**

**WINNER**

**MANITOBA PUBLIC INSURANCE**

*DRIVR-X Virtual Reality Experience & Display*

Manitoba Public Insurance

**RUNNER-UP**

**BOUNCE DESIGN**

*BOMImed CAS Showcase Booth*

BOMImed

**PUBLIC SERVICE ANNOUNCEMENT  
/ CHARITY DESIGN**

**WINNER**

**THE NOW GROUP**

*Thin Ice / There's Help*

Pauktuutit Inuit Women of Canada

**RUNNER-UP**

**TOM POWELL DESIGN STUDIO**

*Candace House Support Brochure*

Candace House

**RADIO (SINGLE)**

**WINNER**

**PATTISON**

*They Suck Hard*

Advance Robotic Duct Cleaning

**RUNNER-UP**

**PATTISON**

*Bite Me*

Burrito Splendido

**ORIGINAL SOUND DESIGN**

**WINNER**

**ST. BONIFACE HOSPITAL FOUNDATION**

*mySBHstory Theme - "Stand My Ground"*

St. Boniface Hospital Foundation

**RUNNER-UP**

**DACAPO**

*Hokkaido Region, Birds*

TI ComNet Japan

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

**WINNER**

**GLOBAL TELEVISION**

*MMSM Recycling Series*

Multi-Material Stewardship Manitoba

**RUNNER-UP**

**THINK SHIFT**

*APTN Perspectives*

APTN

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

**WINNER**

**FRANK DIGITAL**

*Unfee*

Cambrian Credit Union

**RUNNER-UP**

**MCKIM**

*Raccoons*

CBCRA, Recycle Everywhere

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

**WINNER**

**R. HAMILTON MEDIA**

*Stronger. Faster. Smarter.*

Farmers Edge

**RUNNER-UP**

**FRANK DIGITAL**

*Food Security*

Canada Food Grains Bank

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**DIGITAL FILM (SINGLE OR SERIES)**

**WINNER**

**MCKIM**

*Bennett's Bike*

CBCRA, Recycle Everywhere

**RUNNER-UP**

**THINK SHIFT**

*Potahto - Mockumentary*

Peak of the Market

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

**WINNER**

**MANITOBA PUBLIC INSURANCE**

*DRIVR-X Promotional Video*

Manitoba Public Insurance

**RUNNER-UP**

**GLOBAL TELEVISION**

*MMSM Recycling Series*

Multi-Material Stewardship Manitoba

**PRINT (SINGLE)**

**WINNER**

**TOM POWELL DESIGN STUDIO**

*Eat Well For Life*

Manitoba Canola Growers

**RUNNER-UP**

**ST. BONIFACE HOSPITAL FOUNDATION**

*Spark Hope - Leave a Legacy Month Ad*

St. Boniface Hospital Foundation

**PRINT (SERIES)**

**WINNER**

**MCKIM**

*Whatever It Takes*

CBCRA, Recycle Everywhere

**RUNNER-UP**

**6P MARKETING INC.**

*Public Trust Campaign*

Manitoba Pork

**POSTER (SINGLE OR SERIES)**

**WINNER**

**MCKIM**

*Canadian Wines*

Manitoba Liquor and Lotteries

**RUNNER-UP**

**MCKIM**

*Coast to Coaster*

Manitoba Liquor and Lotteries

**CORPORATE COMMUNICATIONS  
DESIGN**

**WINNER**

**TOM POWELL DESIGN STUDIO**

*Amazon Proposal*

Tourism Winnipeg / Economic Development

Winnipeg

**RUNNER-UP**

**MCKIM**

*Volunteer Toolkit*

Gordie Howe Sports Complex

**LOGO / WORDMARK**

**WINNER**

**PRINT STUDIO ONE & THREE-SIX  
NORTH MARKETING**

*Kingsmen Grooming Products - New Logo*

Kingsmen Grooming Products

**RUNNER-UP**

**MCKIM**

*Gordie Howe Sports Complex Logo*

Gordie Howe Sports Complex

**CONSUMER PUBLICATION DESIGN**

**WINNER**

**QUANTUM GRAPHICS AND CONSULTING**

*Game On - Manitoba's Hockey Magazine*

Game On

**RUNNER-UP**

**TRAVEL MANITOBA**

*2018 Travel Manitoba Inspiration Guide*

Travel Manitoba

**PACKAGING DESIGN**

**WINNER**

**VANTAGE**

*Little Brown Jug 8-Pack Box and Cans*

Little Brown Jug

**RUNNER-UP**

**PACKEDGE DESIGNS**

*Farmery's Dirty Dozen Variety Pack*

Farmery Estate Brewing Company

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### CAMPAIGN OF THE YEAR

**WINNER**

**THINK SHIFT**

*Potahto Campaign*  
Peak of the Market

**RUNNER-UP**

**MCKIM**

*2018 CBCRA, Recycle Everywhere Campaign*  
CBCRA, Recycle Everywhere

### BRAND IDENTITY

**WINNER**

**MCKIM**

*Gimli*  
Travel Manitoba

**RUNNER-UP**

**VANTAGE**

*Manitoba Chambers of Commerce*  
Manitoba Chamber of Commerce

### ANNUAL REPORT

**WINNER**

**MCKIM**

*CBCRA Annual Report*  
CBCRA, Recycle Everywhere

**RUNNER-UP**

**TOM POWELL DESIGN STUDIO**

*Farmers Working For Farmers*  
- 2017 Annual Report  
Manitoba Canola Growers

### WEBSITE

**WINNER**

**MCKIM**

*Gordie Howe Sports Complex Website*  
Gordie Howe Sports Complex

**RUNNER-UP**

**VANTAGE**

*MEDSYNC Website*  
MEDSYNC

### GAME OR APPLICATION

**WINNER**

**TACTICA INTERACTIVE**

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

**RUNNER-UP**

**TACTICA INTERACTIVE**

*Taken Knowledge Keeper*  
APT-N & Eagle Vision

### SOCIAL MEDIA CAMPAIGN

**WINNER**

**TRAVEL MANITOBA**

*U.S. Influencer Campaign*  
Travel Manitoba

**RUNNER-UP**

**MCKIM**

*Bennett's Bike*  
CBCRA, Recycle Everywhere

### ANIMATION OR MOTION GRAPHICS

**WINNER**

**FRANK DIGITAL**

*Unfee*  
Cambrian Credit Union

**RUNNER-UP**

**R. HAMILTON MEDIA**

*International Development Week*  
Manitoba Council for International Cooperation

### PHOTOGRAPHY

**WINNER**

**BRIAN GOULD PHOTOGRAPHY INC**

*Eat Well With More Meals Together*  
Manitoba Canola Growers

**RUNNER-UP**

**NARDELLA PHOTOGRAPHY INC**

*Respect Campaign*  
Manitoba Hydro

### SELF PROMOTION

**WINNER**

**THINK SHIFT**

*Legends of the Forest - Aikens Lake*  
Think Shift

**RUNNER-UP**

**PATTISON OUTDOOR ADVERTISING**

*Pattison Animals*  
Pattison Outdoor Advertising

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**THINGS THAT DIDN'T FLY**

**WINNER**

**PATTISON OUTDOOR ADVERTISING**

*Rock The Island  
The Q*

**RUNNER-UP**

**PATTISON OUTDOOR ADVERTISING**

*Dermapure  
Dermapure*

**POTPOURRI**

**WINNER**

**THINK SHIFT**

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

**RUNNER-UP**

**ST. BONIFACE HOSPITAL FOUNDATION**

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

**JUDGES' FAVOURITES**

**WINNER**

**THINK SHIFT**

*Potahto Campaign  
(Campaign of the Year)  
Peak of the Market*

**WINNER**

**MCKIM**

*Gordie Howe Sports Website  
(Website)  
Gordie Howe Sports Complex*

**WINNER**

**ST. BONIFACE HOSPITAL FOUNDATION**

*mySBHstory Theme - "Stand My Ground"  
(Original Sound Design)  
St. Boniface Hospital Foundation*

**WINNER**

**VANTAGE**

*Little Brown Jug 8-Pack Box and Cans  
(Packaging Design)  
Little Brown Jug*

**SEE YOU NEXT YEAR!**

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