

2019  
SIGNATURE  
AWARDS

AAW 75<sup>th</sup> ANNIVERSARY



advertising association  
of winnipeg

2019 FINALISTS

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

### OUTDOOR (SINGLE)

**PATTISON OUTDOOR ADVERTISING**  
*The Twisted Purl. Sheep Tongue.*  
The Twisted Purl Yarn Studio

**PATTISON OUTDOOR ADVERTISING**  
*Tax Aid. Stop The Bleeding.*  
Roger Haineault's Tax Aid

**DIRECT FOCUS MARKETING  
COMMUNICATIONS INC.**  
*Recycle Like Michael Campaign*  
Multi-Material Stewardship Manitoba

### OUTDOOR (SERIES OR CAMPAIGN)

**CHANGEMAKERS INC.**  
*Cannabis Public Education Campaign.*  
Liquor, Gaming and Cannabis Authority  
of Manitoba

**PATTISON OUTDOOR ADVERTISING**  
*Now Radio. Free Popsicles.*  
102.3 FM Now Radio

**MCKIM**  
*Whatever It Takes*  
CBCRA, Recycle Everywhere

**PATTISON OUTDOOR ADVERTISING**  
*Brandon Transit TSAs.*  
Brandon Transit

### LARGE-SCALE AMBIENT OR EXPERIENTIAL

**CANADIAN MUSEUM FOR HUMAN RIGHTS**  
*Mandela's Cell: Decal Installation*  
Canadian Museum for Human Rights

**MCKIM**  
*Expedition Churchill*  
University of Manitoba

**CHANGEMAKERS INC.**  
*"Mix It Up With A Mocktail" Pop-Up Bar*  
Manitoba Liquor & Lotteries

**SKIPTHEDISHES**  
*Chill This Summer*  
SkipTheDishes

**PRINT STUDIO ONE & THREE-SIX NORTH  
MARKETING**  
*Semi-Truck Wrap*  
Big Freight

**GRAPE EXPERIENTIAL**  
*Huddle 2019*  
SkipTheDishes

### RADIO (SINGLE)

**CANADIAN MUSEUM FOR HUMAN RIGHTS**  
*For The Struggle*  
Canadian Museum for Human Rights

**JIM PATTISON BROADCAST GROUP**  
*Your Crack*  
Primal Contracting

**MANITOBA PUBLIC INSURANCE**  
*Save the 100 - "Together"*  
Manitoba Public Insurance

**MANITOBA PUBLIC INSURANCE**  
*Save the 100 - "Numbers"*  
Manitoba Public Insurance

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

**GLOBAL TELEVISION**  
*Luxe Brand*  
Luxe Furniture Company Winnipeg

**GLOBAL TELEVISION**  
*Multi-Material Stewardship Manitoba Brand*  
Multi-Material Stewardship Manitoba

**MCKIM**  
*Always Random*  
Manitoba Liquor & Lotteries

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

**MANITOBA PUBLIC INSURANCE**  
*Save the 100*  
Manitoba Public Insurance

**CANADIAN MUSEUM FOR HUMAN RIGHTS**  
*Take A Seat for Viola (Short)*  
Canadian Museum for Human Rights

**MCKIM**  
*Raccoons*  
CBCRA, Recycle Everywhere

**CHANGEMAKERS INC.**  
*With Child Without Alcohol - A Million  
Little Reasons*  
Manitoba Liquor & Lotteries

**THE NOW GROUP**  
*It Takes A Teacher*  
BC Teachers' Federation

**MANITOBA PUBLIC INSURANCE**  
*Keep Your Keys Safe*  
Manitoba Public Insurance

WINNERS WILL BE ANNOUNCED OCTOBER 3, 2019 AT THE METROPOLITAN ENTERTAINMENT CENTRE

JOIN US FOR THE AWARDS GALA Tickets are on sale now at [www.signatureawards.ca](http://www.signatureawards.ca)

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### NON-BROADCAST (SINGLE OR SERIES)

#### UPHOUSE INC.

*See Yourself Like Never Before*  
Balmoral Hall School

#### THE NOW GROUP

*School Day*  
CUPE – BC Regional Office

#### R. HAMILTON MEDIA

*Different*  
Farmers Edge

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

#### MCKIM

*Raccoons*  
CBCRA, Recycle Everywhere

#### CANADIAN MUSEUM FOR HUMAN RIGHTS

*27 Minutes For 27 Hours*  
Canadian Museum for Human Rights

#### UPHOUSE INC.

*Locked Out of Life Campaign Video*  
Cerebral Palsy Association of Manitoba  
& Public Interest Law Centre

#### MANITOBA PUBLIC INSURANCE

*We All Pay*  
Manitoba Public Insurance

### PRINT (SINGLE)

#### MCKIM

*Whatever It Takes*  
CBCRA, Recycle Everywhere

#### THE WINNIPEG FOUNDATION

*BeCause Campaign Print Series*  
The Winnipeg Foundation

#### DIRECT FOCUS MARKETING COMMUNICATIONS INC

*Recycle Like Michael Campaign*  
Multi-Material Stewardship Manitoba

#### 6P MARKETING INC.

*Bonavista Be Beautiful*  
Genstar Development

#### MCKIM

*We're At Work Until You're At Home*  
Maric Homes

### POSTER (SINGLE OR SERIES)

#### GROUNDWORK CREATIVE CO.

*Predict The Pick*  
Canadian Football League

#### MCKIM

*Carmen and Susannah*  
Manitoba Opera

#### TOM POWELL DESIGN

*Diamonds Are Furrever*  
Winnipeg Humane Society

### LOGO / WORDMARK

#### CHANGEMAKERS INC.

*GFF Logo*  
Gimli Film Festival

#### CANADIAN MUSEUM FOR HUMAN RIGHTS

*Mandela Wordmark*  
Canadian Museum for Human Rights

#### TOM POWELL DESIGN

*Gizhe Waa Ti-Sii-Win Expo Logo*  
End Homelessness Winnipeg

### BRAND IDENTITY

#### FULL CURRENT

*Grape Experiential – Brand Identity*  
Grape Experiential

#### UPHOUSE INC.

*Robinson Brand Identity*  
B.A. Robinson Co.

#### MCKIM

*Manitoba Indigenous Tourism Brand*  
Travel Manitoba

#### MCKIM

*Flin Flon Place Brand*  
Travel Manitoba

#### SKIPTHEDISHES

*SkipTheDishes 2.0*  
SkipTheDishes

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## ANNUAL REPORT

### EDGE ADVERTISING

*2018 Deposit Guarantee Corporation  
Annual Report*

Deposit Guarantee Corporation of Manitoba

### MCKIM

*All For One Goal*

CBCRA, Recycle Everywhere

### MCKIM

*Standing Strong*

Exchange Income Corporation

## CONSUMER PUBLICATION DESIGN

### THE WINNIPEG FOUNDATION

*Working Together*

*(A Magazine of The Winnipeg Foundation)*

The Winnipeg Foundation

### TRAVEL MANITOBA

*2019 Travel Manitoba Inspiration Guide*

Travel Manitoba

### PRINT STUDIO ONE & THREE-SIX

#### NORTH MARKETING

*Anniversary Book*

Churchill Wild

## CAMPAIGN OF THE YEAR

### DIRECT FOCUS MARKETING

#### COMMUNICATIONS INC

*Recycle Like Michael Campaign*

Multi-Material Stewardship Manitoba

### MCKIM

*Whatever It Takes*

CBCRA, Recycle Everywhere

### MANITOBA PUBLIC INSURANCE

*Save the 100*

Manitoba Public Insurance

### CANADIAN MUSEUM FOR HUMAN RIGHTS

*27 Minutes for 27 Hours: Mandela:*

*Struggle for Freedom Campaign*

Canadian Museum for Human Rights

### UPHOUSE INC.

*Locked Out of Life*

Cerebral Palsy Association of Manitoba

& Public Interest Law Centre

### SKIPTHEDISHES

*Do More Of What You Want*

SkipTheDishes

### 6P MARKETING INC.

*ICTAM DisruptED Conference 2019*

Information and Communication

Technologies Association of Manitoba

(ICTAM)

## DESIGN MISCELLANEOUS

### MANITOBA PUBLIC INSURANCE

*Save the 100*

*(Public Service Announcement)*

Manitoba Public Insurance

### 6P MARKETING INC.

*CES 2019 Canada Delegate Brochure*

*(Corporate Communications Design)*

TechWest

### GROUNDWORK CREATIVE CO.

*Commonwealth Stadium (106th Grey Cup)*

*(Illustration or Original Artwork)*

Canadian Football League

## SELF-PROMOTION

### PATTISON OUTDOOR ADVERTISING

*Pattison. Elevate Your Brand.*

Pattison Outdoor Advertising

### PATTISON OUTDOOR ADVERTISING

*Pattison. Toronto Jewish Film Festival.*

Pattison Outdoor Advertising

### CHANGEMAKERS INC.

*The New Argyle Group*

The Argyle Group

### WINNIPEG FILM GROUP

*Cinematheque Holiday Sales*

Winnipeg Film Group's Cinematheque

## WEBSITE

### FULL CURRENT

*Powerland Website*

Powerland

### ROTESSA INC

*Rotessa Website*

Rotessa Inc.

### MCKIM

*F.H. Black & Company*

F.H. Black & Company

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### DIGITAL AD (INTERACTIVE)

**MCKIM**

*Whatever It Takes*  
CBCRA, Recycle Everywhere

**6P MARKETING INC.**

*GEN1000 Digital Ad Series*  
Conviron

**MCKIM**

*Waterways*  
CBCRA, Recycle Everywhere

**MCKIM**

*Loft 180*  
Manitoba Liquor & Lotteries

**DIRECT FOCUS MARKETING  
COMMUNICATIONS INC**

*Recycle Like Michael Campaign*  
Multi-Material Stewardship Manitoba

### SOCIAL MEDIA CAMPAIGN

**MCKIM**

*Bernie's Mailbag*  
CBCRA, Recycle Everywhere

**MCKIM**

*Robobin*  
CBCRA, Recycle Everywhere

**MCKIM**

*Terrifying Fall*  
CBCRA, Recycle Everywhere

### ANIMATION OR MOTION GRAPHICS

**CHANGEMAKERS INC.**

*Cannabis Public Education Campaign*  
Liquor, Gaming and Cannabis Authority  
of Manitoba

**R. HAMILTON MEDIA**

*Know the Risks*  
Government of Manitoba

**ENJOY CREATIVE**

*Namaste Technologies - What We Do*  
ORH Marketing & Namaste Technologies

### THINGS THAT DIDN'T FLY

**PATTISON OUTDOOR ADVERTISING**

*Prelam. Various Toilet Deodorizers.*  
Prelam

**PATTISON OUTDOOR ADVERTISING**

*Twisted Purl. Creation Begins Here.*  
The Twisted Purl Yarn Studio

**PATTISON OUTDOOR ADVERTISING**

*Fisherman's Friend. Helping Cold Symptoms*  
*Disappear Since 1865.*  
Fisherman's Friend

**PATTISON OUTDOOR ADVERTISING**

*Vision Zero. Don't Drive High.*  
Vision Zero Edmonton

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