

2017
SIGNATURE
AWARDS

WINNERS

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CONGRATULATIONS TO OUR 2017
WINNERS AND RUNNER-UPS!

Thank you to everyone who submitted
and congratulations to all the nominees!

RADIO (Single or Series)

WINNER

BELL MEDIA

Vasectomy Rap
Buenafe Clinic

RUNNER-UP

JIM PATTISON BROADCAST GROUP

Boyfriend, House, Promotion Confusion
Corner
Confusion Corner Bar and Grill

ORIGINAL SOUND DESIGN

WINNER

DACAPO

CancerCare
Collateral Damage
Picante/Winnipeg Police Service

RUNNER-UP

DACAPO

Ice Age On Ice
KOBA

**BROADCAST UNDER \$20,000
(Single or Series)**

WINNER

TRAVEL MANITOBA

Manitoba, Canada Heart...Beats (Fishing)
Travel Manitoba

RUNNER-UP

RED RIVER COLLEGE

The Difference Is Here
Red River College

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

WINNER

MANITOBA PUBLIC INSURANCE

Does Your Future Look Bright?
Manitoba Public Insurance - Frank Digital

RUNNER-UP

THINK SHIFT

Real Life Ready
Monsanto Canada

NON-BROADCAST (Single or Series)

WINNER

PICANTE ADVERTISING

Just Slow Down - Collateral Damage
Winnipeg Police Service

RUNNER-UP

McKIM

Caissebook Family
Caisse Financial Group

**BROADCAST / NON-BROADCAST
(Made in Manitoba)**

WINNER

BUILD FILMS

The World's Next Great Safari
Churchill Wild

RUNNER-UP

McKIM

How Many Were Yours?
CBCRA Recycle Everywhere

PRINT (Single or Series)

WINNER

McKIM

How Many Were Yours?
CBCRA Recycle Everywhere

RUNNER-UP

ECC - ROBERTSON COLLEGE

"I Need" Campaign - Print Series
ECC - Robertson College

2017 SIGNATURE AWARDS

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Poster (Single or Series)

WINNER

MCKIM

2016 Season: Falstaff and Werther
Manitoba Opera

RUNNER-UP

TÉTRO DESIGN

Canadian Pacific Commemorative Poster
CP Rail

LOGO / WORDMARK

WINNER

TOM POWELL DESIGN

Culinaire Logo
Campus Trading

RUNNER-UP

6P MARKETING INC.

Crosstown Civic Logo
Crosstown Civic Credit Union

BRAND IDENTITY

WINNER

GROUNDWORK CREATIVE CO.

Maxillo Winnipeg Brand
Maxillo Winnipeg

RUNNER-UP

THINK SHIFT

Shea Nerland Rebrand
Shea Nerland

ANNUAL REPORT

WINNER

TOM POWELL DESIGN

Positioned for the Future
Manitoba Public Insurance

RUNNER-UP

EDGE ADVERTISING

*2015 Deposit Guarantee Corporation
of Manitoba Annual Report*
Deposit Guarantee Corporation of Manitoba

RUNNER-UP

TOM POWELL DESIGN

D-Division 2016
Royal Canadian Mounted Police

CONSUMER PUBLICATION DESIGN

WINNER

TOM POWELL DESIGN

Eat Well With More Veggies
Manitoba Canola Growers

RUNNER-UP

MARK SAUNDERS

*Winnipeg Fringe Theatre Festival
2016 Program Guide*
Winnipeg Fringe Theatre Festival

CAMA: EXCELLENCE IN AGRICULTURE & FOOD

WINNER

THINK SHIFT

For the Love of Seed
CANTERRA SEEDS

RUNNER-UP

THINK SHIFT

Real Life Ready
Monsanto Canada

CAMPAIGN OF THE YEAR

WINNER

THINK SHIFT

For the Love of Seed
CANTERRA SEEDS

WINNER

MCKIM

The Power to Move Forward
Manitoba Chiropractors Association

RUNNER-UP

McKIM

How Many Were Yours?
CBCRA Recycle Everywhere

RUNNER-UP

THINK SHIFT

Real Life Ready
Monsanto Canada

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SELF PROMOTION

WINNER

BOUNCE DESIGN

Bouncing Noodle House
Bounce Design

RUNNER-UP

METRIC MARKETING

FOOD FOR THOUGHT
Metric Marketing

THINGS THAT DIDN'T FLY

WINNER

PATTISON OUTDOOR ADVERTISING

Audi Windsor Teaser
Audi Windsor

RUNNER-UP

PATTISON OUTDOOR ADVERTISING

King Cole Tea
King Cole

POTPOURRI (Design & Advertising)

WINNER

TOM POWELL DESIGN

Phantom of the Pawpera
Winnipeg Humane Society

RUNNER-UP

TÉTRO DESIGN

Torque Labels and Variety Pack
Torque Brewing

WEBSITE

WINNER

TOM POWELL DESIGN

Culinaire
Campus Trading

RUNNER-UP

VANTAGE

Arboria
Arboria Plant Care & Design

MICROSITE

WINNER

TACTICA INTERACTIVE

Prairie Climate Atlas
Prairie Climate Centre

RUNNER-UP

TACTICA INTERACTIVE

Taken: The Series
Aboriginal Peoples Television Network / Eagle Vision

ANIMATION OR MOTION GRAPHICS

WINNER

CITY WINNIPEG CREATIVE

Wheeler In The Morning Podcast
Wheeler in the Morning

RUNNER-UP

CITY WINNIPEG CREATIVE

I'm Broadcast Advertising
Broadcasters Association of Manitoba

OUTDOOR (Single)

WINNER

PATTISON OUTDOOR ADVERTISING

The Military Museums
The Military Museums

RUNNER-UP

PATTISON OUTDOOR ADVERTISING

Don't Think & Drive
Yellow Cab

OUTDOOR (Series or Campaign)

WINNER

PATTISON OUTDOOR ADVERTISING

JD Shore Rum
Halifax Distilling Co

RUNNER-UP

McKIM

Condoms Are Always In Style
Winnipeg Regional Health Authority

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PUBLIC SERVICE ANNOUNCEMENT

WINNER

TACTICA INTERACTIVE

Taken: The Series

Aboriginal Peoples Television Network (APTN),
Eagle Vision

RUNNER-UP

TACTICA INTERACTIVE

Prairie Climate Atlas

Prairie Climate Centre

JUDGES' FAVOURITE

FAVOURITE 1

PATTISON OUTDOOR ADVERTISING

The Military Museums

The Military Museums (Outdoor Single)

FAVOURITE 2

THINK SHIFT

For the Love of Seed

CANTERRA SEEDS (Campaign of the Year)

FAVOURITE 3

TACTICA INTERACTIVE

Prairie Climate Atlas

Prairie Climate Centre (Microsite)

PEOPLE'S CHOICE

WINNER

PATTISON OUTDOOR ADVERTISING

#BeccaToldMeToo

Becca Schofield (Public Service Announcement)

CONGRATULATIONS TO ALL THE WINNERS AND RUNNERS-UP, AND
THANK YOU TO EVERYONE WHO SUPPORTED AND ATTENDED THE EVENT.