

# 0070

# SIGNATURE AWARDS

ADVERTISING ASSOCIATION OF WINNIPEG 70<sup>TH</sup> ANNIVERSARY

2014 WINNERS & RUNNERS-UP

## PRINT (SINGLE)

**WINNER** TOM POWELL DESIGN STUDIO Inn At The Forks "Sophisticated Comfort"  
**RUNNER-UP** MCKIM CBCRA Recycle Everywhere "Plane"

## PRINT (SERIES)

**WINNER** MCKIM CBCRA Recycle Everywhere "Plane, Patio Set, Juice Box"  
**RUNNER-UP** MCKIM Manitoba Hydro "Spot the Difference"

## OUTDOOR (SINGLE)

**WINNER** PATTISON OUTDOOR ADVERTISING St. James Volkswagen "Hang A Left Up Ahead"  
**RUNNER-UP** PATTISON OUTDOOR ADVERTISING Cheese Curds "Nova Scotia's Best Burger"

## OUTDOOR (SERIES)

**WINNER** PATTISON OUTDOOR ADVERTISING Shakey's Bar "We're Ready For You"  
**RUNNER-UP** DIRECT FOCUS Polo Park "Polo Park Fall / Winter Campaign"

## DIRECT MARKETING

**WINNER** EDGE MARKETING STRATEGIES "PigTrace Canada Producer Package" PigTrace Canada  
**RUNNER-UP** THINK SHIFT Monsanto "Women in Ag"

## PUBLIC SERVICE ANNOUNCEMENT

**WINNER** MANITOBA PUBLIC INSURANCE Manitoba Public Insurance "Famous Last Words"  
**RUNNER-UP** TRAFFIC ADVERTISING INC. Manitoba Dental Association "We Be Brushin"

## CAMPAIGN OF THE YEAR

**WINNER** MCKIM CBCRA Recycle Everywhere "Transformation"  
**RUNNER-UP** MCKIM Manitoba Hydro "This is Where Your Power Comes From"

## RADIO (SINGLE)

**WINNER** MCKIM CBCRA Recycle Everywhere "Play Structure"  
**RUNNER-UP** THINK SHIFT Westeel "Don't Dump It"

## RADIO (SERIES)

**WINNER** MCKIM CBCRA Recycle Everywhere "Mountain Bike, Highway, Play Structure"  
**RUNNER-UP** BELL MEDIA RADIO WINNIPEG Menchie's Frozen Yogurt "We Make You Smile!"

## ORIGINAL SOUND DESIGN

**WINNER** TRAFFIC ADVERTISING INC. Manitoba Dental Association "We Be Brushin"  
**RUNNER-UP** BELL MEDIA RADIO WINNIPEG Urbanmine "Alu-ma-nuh"

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

**WINNER** CITY WINNIPEG, ROGERS MEDIA 92 Citi FM "Tub (Single)"  
**RUNNER-UP** METRIC MARKETING Minuk Denture Clinic "The Smile"

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

**WINNER** MANITOBA PUBLIC INSURANCE Manitoba Public Insurance "Famous Last Words"  
**RUNNER-UP** FRANK DIGITAL Steinbach Credit Union "SCU Series"

## NON-BROADCAST

**WINNER** TOM POWELL DESIGN STUDIO CancerCare MB Foundation "My name is Sophia"  
**RUNNER-UP** PICANTE ADVERTISING Winnipeg Police Service "Aftermath"

## BROADCAST / NON-BROADCAST (100% MADE IN MANITOBA)

**WINNER** MCKIM CBCRA Recycle Everywhere "Transformation"  
**RUNNER-UP** TOM POWELL DESIGN STUDIO CancerCare MB Foundation "My name is Sophia"  
**RUNNER-UP** MANITOBA PUBLIC INSURANCE Manitoba Public Insurance "Famous Last Words"

## POSTER (SINGLE OR SERIES)

**WINNER** TOM POWELL DESIGN STUDIO CSM "LGBTQ\* Awareness Poster"  
**RUNNER-UP** MCKIM Winnipeg Folk Festival "Winnipeg Folk Festival 2013"

## ILLUSTRATION

**WINNER** TOM POWELL DESIGN STUDIO Mitybilt "USA Map Table"  
**RUNNER-UP** TOM POWELL DESIGN STUDIO Mitybilt "Road Tables"

## LOGO / WORDMARK

**WINNER** THINK SHIFT Westeel "Go Smooth Logo"  
**RUNNER-UP** DIMENSION DISPLAY INC. Bike Winnipeg "Bike Winnipeg logo"  
**RUNNER-UP** EDGE MARKETING STRATEGIES PigTrace Canada "PigTrace Canada Logo"

## BRAND IDENTITY

**WINNER** METRIC MARKETING Celco Controls Inc. "Celco Brand & Identity Project"  
**RUNNER-UP** THINK SHIFT GHY "GHY Brand Identity"

## CORPORATE PUBLICATION DESIGN

**WINNER** MCKIM CBCRA Recycle Everywhere "Recycle Everywhere Kit Folder"  
**RUNNER-UP** DIMENSION DISPLAY INC. NRG Management "NRG Corporate Brochure"

## CONSUMER PUBLICATION DESIGN

**WINNER** CHANGEMAKERS Louis Riel School Division "(ISP) Student Handbook"  
**RUNNER-UP** TOM POWELL DESIGN STUDIO Manitoba Canola Growers "Little Green Thumbs"

## WEBSITE

**WINNER** MCKIM McKim "mckimcg.ca"  
**RUNNER-UP** THINK SHIFT Aikens Lake Wilderness Lodge "Aikens Lake Website"

## MICROSITE

**WINNER** MANOVERBOARD, INC. GDC Manitoba "Why GDC?"  
**RUNNER-UP** TACTICA & CHANGEMAKERS SAFE Manitoba "Spot the Zombie"  
**RUNNER-UP** THINK SHIFT SSCY Centre "Share a Smile"

## ANIMATION OR MOTION GRAPHICS

**WINNER** CITY WINNIPEG, ROGERS MEDIA Breakfast Television "Golden Apple Award"  
**RUNNER-UP** MCKIM CBCRA Recycle Everywhere "Transformation"

## PHOTOGRAPHY

**WINNER** NARDELLA PHOTOGRAPHY Nardella Photography "Holiday Card"  
**RUNNER-UP** IAN MCCAUSLAND PHOTOGRAPHY Polo Park "Holiday Campaign"

## TRADESHOW BOOTH

**WINNER** THINK SHIFT Westeel "Go Smooth Tradeshow Booth"  
**RUNNER-UP** THINK SHIFT Monsanto "Monsanto Tradeshow Booth"

## EXPERIENTIAL

**WINNER** THINK SHIFT Westeel "Go Smooth Experience"  
**RUNNER-UP** MCKIM CBCRA Recycle Everywhere "Magic Bin"

## SELF PROMOTION

**WINNER** APTN APTN "Where We Connect"  
**RUNNER-UP** PATTISON OUTDOOR ADVERTISING Pattison "Thornbury Stampede Days Rodeo"

## THINGS THAT DIDN'T FLY

**WINNER** PATTISON OUTDOOR ADVERTISING NYS Restaurant Thunder Bay "New York Subway"  
**RUNNER-UP** TOM POWELL DESIGN STUDIO CSM "Break The Silence Poster"

## PEOPLE'S CHOICE

**WINNER** MCKIM CBCRA Recycle Everywhere "Plane, Patio Set, Juice Box" Print Series

CONGRATULATIONS TO ALL  
2014 WINNERS AND RUNNERS-UP

THANK YOU TO ALL OUR SPONSORS FOR MAKING THE EVENT POSSIBLE,  
AND THANKS TO EVERYONE WHO ATTENDED THE EVENT!



advertising association  
of winnipeg