

0070

SIGNATURE AWARDS

ADVERTISING ASSOCIATION OF WINNIPEG 70TH 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