

PEARL AWARDS SHORTLIST 2018
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Most Innovative Content Solution		
Company	Client	Campaign
Imprint	T. Rowe Price	T. Rowe Price Retirement Interactives
Revmade	Northwell Health	The Well by Northwell Health
Spoon	SOS Alarm	112 Don't forget to remember
St Joseph Media	GARNIER	FASHION X GARNIER X RYERSON
Studio 1847	NBC	Law & Order True Crime: The Menendez Murders — The Menendez Saga

Best Cover		
Company	Client	Campaign
Bookmark	Air Canada	Air Canada enRoute
Campbell Ewald	Chevrolet	Chevrolet New Roads Magazine: Issue 11
Cedar Communications SA	British Airways	High Life SA
Highbury Media	The Foschini Group	MyKitchen magazine
MPMI Group Co., Ltd	Bangkok Airways Public Company Limited	Fah Thai Inflight Magazine

Best New Program Launch		
Company	Client	Campaign
Imprint	T. Rowe Price	T. Rowe Price Client Loyalty: LGBTQ Toolkit
Mahlab	HIMSS Media	Healthcare IT News Australia
OTW	VOLVO Cars	Volvo Cars Explorers & Global Stories
OTW	VOLVO Construction Equipment	Megaproject Listing and Spirit Magazine
Revmade	Northwell Health	The Well by Northwell Health

Best Overall Content Program		
Company	Client	Campaign
Mahlab	Engineers Australia	create – engineering ideas into reality.
Publicis OneTeam	Citi	Life and Money by Citi
Spafax	Airline Passenger Experience Association (APEX)	APEX Experience Media Platform
St Joseph Media	GARNIER	FASHION X GARNIER X RYERSON
The Foundry @ Meredith Corp.	Merrill Lynch Wealth Management, a Bank of America Corporation	The Bulletin

Best Print Experience B2B		
Company	Client	Campaign
Imagination	Imagination	Orange Magazine
John Brown South Africa	Old Mutual Corporate	Wisdom
Profilwerkstatt	Union Investment Institutional	Weitwinkel - Union Investment Institutional
St. Joseph Communications	Chartered Professional Accountants of Canada	PIVOT magazine
The Chimney Pot	Holmen Paper	Holmen Paper

Best Print Experience B2C		
Company	Client	Campaign
John Brown	Waitrose & Partners	Waitrose Food
New Media Publishing	Sanlam	Centennial
New Media Publishing	Woolworths	Woolworths TASTE
Next Content Studios, Rogers Media	Henry's	The Lens (launch issue – Spring 2018)
Trip Editora	GOL Linhas Aéreas Inteligentes	GOL INFLIGHT MAGAZINE

Best Use of Influencer Marketing		
Company	Client	Campaign
Bank of America	Bank of America	Davos 2018 Influencer Program
OTW	The Swedish Red Cross	Help! Where does the money go?
Profilwerkstatt	Bauerfeind AG	#myperfecttrail
St. Joseph Communications	Sephora	"The Beauty Sessions," as part of Toronto Life Stylebook Best Dressed Issue
Text100	Microsoft	Microsoft Build 2018: Cracking the code behind developer influence

Best Use of Native Advertising		
Company	Client	Campaign
Apartment Therapy Media	The National Association of Realtors	Real Life Real Estate
CNN/Courageous Studio	Aetna	Aetna: American Health Ambitions
Spoon	PostNord	PostNord Native Autumn 2017/Spring 2018
St. Joseph Communications	Sephora	"The Beauty Sessions," as part of Toronto Life Stylebook Best Dressed Issue
WP BrandStudio, The Washington Post	Harry's	The Changing Face of Masculinity

Best Use of Photography		
Company	Client	Campaign
MPMI Group Co., Ltd	Bangkok Airways Public Company Limited	Fah Thai Inflight Magazine
Next Content Studios, Rogers Media	Henry's	The Lens (launch issue – Spring 2018)
Next Content Studios, Rogers Media	Canadian Tire Corporation	Canadian Tire WOW Guide, Fall/Winter 2017 "Christmas Magic"
St Joseph Media	CHANEL	FASHION40 X CHANEL
St Joseph Media	Hong Kong & Thailand Tourism	FASHION X Hong Kong & Thailand Tourism

Best Use of Social Media		
Company	Client	Campaign
Spoon	Preem	Team Preem – for everyone who loves Vasaloppet
Spoon	Volvo Trucks	Volvo Trucks Social Media 2017-2018: A Success Story
St. Joseph Media	McDonald's Canada	Weddingbells/Mariage Quebec, McDonald's As Your Late Night Wedding Caterer? We're Lovin' It!
Superfly	Citi	Citi Sound Vault: the biggest week in music returns to New York City
Text100	Microsoft	Bringing Microsoft Build to Windows developers around the world

Best Use of Video		
Company	Client	Campaign
Group SJR	Aetna	Aetna: My Health Story
OTW	the Swedish Theft Prevention Association (SSF Stöldskyddsöreningen)	Stop the thief: 57 dos and don'ts
Spoon	Kantega	The Mysterious Life of Developers
St Joseph Media	CHANEL	FASHION40 X CHANEL
Superfly	Citi	This is the Power of Humanity: Citi and Global Citizen Festival, partnering to inspire action & personal empowerment

Best Website and Use of Email		
Company	Client	Campaign
C3	Porsche	Christophorus Website and App
King Fish	Risk Strategies	Risk Strategies Website Redesign
madison/miles media	FlexXray	FlexXray Website
Ogilvy & Mather	IBM	Opt-in Content for an Opt-out World
Publicis OneTeam	Citi	Life and Money by Citi
Storyation	Tourism Tropical North Queensland	Tropical North Queensland Website Relaunch

Most Effective: Automotive		
Company	Client	Campaign
Campbell Ewald	Chevrolet	Chevrolet New Roads Magazine
Ndalo Media	Toyota South Africa Motors (TSAM)	Toyota Connect_Lexus Life
Northstar	Audi UK	Audi Magazine (UK)
OTW	Volvo Trucks	Volvo FH 25 years, Celebrating a way of life
Spoon	Volvo Trucks	Volvo Trucks Social Media 2017-2018: A Success Story

Most Effective: Financial Services		
Company	Client	Campaign
Imprint	T. Rowe Price	T. Rowe Price Insights Program
Meredith Corp	U.S.Trust	Capital Acumen issue #32 /"Sci-Fi M.D."
Progressive Content	KPMG	30 Voices on 2030: the future of financial services
Progressive Content	NatWest	NatWest Business Hub
Superfly	Citi	Citi Sound Vault: the biggest week in music returns to New York City

Most Effective: Food and Beverage		
Company	Client	Campaign
Bookmark Content & Communications	Lindt	Lindt The Season
John Brown	Waitrose & Partners	Waitrose Food
Plump + Spry	Robina Town Centre (QIC)	The Kitchens Winter 2017
Spoon and Alexander Reklame	KIWI	Dinner for one
St. Joseph Media	McDonald's Canada	Weddingbells/Mariage Quebec, McDonald's As Your Late Night Wedding Caterer? We're Lovin' It!

Most Effective: Healthcare / Pharmaceutical		
Company	Client	Campaign
Group SJR	Aetna	Aetna We Join You
madison/miles media	U.S. Dermatology Partners	U.S. Dermatology Partners Content Strategy
Mahlab	HIMSS Media	Healthcare IT News Australia
Revmade	Northwell Health	The Well by Northwell Health
The Fat Lady	Takeda	Long-term content marketing campaign for pharmaceutical brand Takeda

Most Effective: Non-profit / Association / Government		
Company	Client	Campaign
C3 Creative Code and Content	German Defence Ministry/German Armed Forces	Y- The Bundeswehr Magazine
Mahlab	Engineers Australia	create – engineering ideas into reality
Make Your Mark	Swedish Armed Forces	Försvarets Forum, the Swedish Armed Forces' staff magazine
OTW	The Swedish Red Cross	#medsyster – by women, for women
The Woolmark Company	The Woolmark Company	WOOL magazine

Most Effective: Retail, Fashion and Beauty		
Company	Client	Campaign
John Brown South Africa	Pick n Pay	Pick n Pay Fresh Content
OTW	Sova	Made for a better sleep
Plump + Spry	Grand Central Shopping Centre (QIC)	Grand Central Autumn 2018
St Joseph Media	CHANEL	FASHION40 X CHANEL
The Woolmark Company	The Woolmark Company	WOOL magazine

Most Effective: Travel and Leisure		
Company	Client	Campaign
MBooth	RCI	Endless Vacation Fall 2018, "In the Heart of Mexico"
MBooth	RCI	Endless Vacation Spring 2018, "Out and About in Ocho Rios"
MPMI Group Co., Ltd	Bangkok Airways Public Company Limited	Fah Thai Inflight Magazine
St Joseph Media	Hong Kong & Thailand Tourism	FASHION X Hong Kong & Thailand Tourism
Storyation	Tourism Tropical North Queensland	Tropical North Queensland Website Relaunch