

INDUSTRY CATEGORIES

Apparel / Fashion

 Award
 Company
 Client

 Gold
 Yahoo
 Old Navy

Silver BauerWorks Westfield (Scentre Group)

Bronze BauerWorks Myer

Associations / Nonprofits

Award Company

Gold Greenleaf Book Group The Morgridge Family Foundation

Client

Client

Cadillac

Client

Client

Sodexo

Client

Sodexo

Client

Client

Aetna

Client

Carrefour

Pingo Doce

Wells Fargo

Tate & Lyle

Sunnybrook

Capital Health

Roche Polska Sp. z o.o.

Bloomberg New Energy Finance

Costco Wholesale Australia Pty Ltd

The Globe and Mail

UC Hastings, College of Law

Pelion Healthcare Group

Foodservice Consultants Society International

Jerónimo Martins

Volvo Trucks

Silver CPA AUSTRALIA CPA AUSTRALIA

Bronze Association of National Advertisers Association of National Advertisers

Automotive

Award Company Gold Spoon

Silver Campbell Ewald

Bronze Spafax Mercedes-Benz

Colleges and Universities

Award Company

Gold The Globe and Mail

Silver Diablo Publications

Corporate Social Responsibility

Award Company

Gold Rodale Grow

Silver ZPR Media S.A.

Bronze Plot Content

Food & Beverage / Restaurants

Award Company

Gold Progressive Customer Publishing

Silver Rodale Grow

Bronze gyro

Healthcare / Pharmaceutical

Award Company

Gold Time4 / Agencja BDB Silver The Globe and Mail

Bronze McNeill Media Group

Professional / Financial / Insurance Services

Award Company

Gold Aetna Silver Imagination

Bronze Bloomberg LP

Retail

Award Company
Gold Propaganda

Silver Plot Content

Bronze Pacific Plus

Publication

Old Navy Springs into Seasonal Trends with Campaign on Yahoo & Tumblr

W Style and W Sydney magazines

MYER EMPORIUM MAGAZINE

Publication

Morgridge Family Foundation, Every Gift Matters Campaign

INTHEBLACK, intheblack.com

ANA magazine

Publication

Volvo Trucks vs. Koenigsegg

Cadillac Magazine

Mercedes-Benz magazine

Publication

Canadian University Report

UC Hastings

Publication

Mindful by Sodexo

Magazyn 60+. Dla młodych duchem (Magazine 60+. For the young at heart)

Less is More

Publication

Foodservice Consultant

Mindful by Sodexo

DOLCIA PRIMA™ Low-Calorie Sugar. Believe It.

Publication

GEOS2014

Sunnybrook Magazine

Real Woman

Publication

The 11 Initiative

Wells Fargo Works Business Plan Center

New Energy Outlook

Publication

Simply you Magazine

Sabe Bem

The Costco Connection



Sports / Leisure

Award Company Gold

Screen Interaction

Client TV4

Client

Client

Client

OnStar

Client

ACLU

Client

Lowe's

Client

Lowe's

Client

Aetna

Client

Nutrisystem

Dave's Killer Bread

Sherwin-Williams

Army National Guard

CPA AUSTRALIA

Scandinavian Airlines (SAS)

IBM

Megalytic

Air Canada

Virgin Australia

McKesson Corp.

Army National Guard

British Airways/Comair

HP Enterprise Services

Deutsche Telekom

FRHI Hotels & Resorts

General Electric

Rogers Communications Inc.

The New Football Channel

Technology & Telecommunications

Award Company Rogers Media Gold

Group SJR

SAS SAS

Bronze Travel

Silver

Award Company

Spafax Gold **EnVeritas Group** Silver

Pacific Plus Bronze

OVERALL AWARDS

Best Blog/Series of Blog Posts

Company Award Gold Campbell Ewald

MSP Communications Silver

Bronze Overit

Best Cover

Award Company MXM Gold

Silver iostudio

Cedar Communications Bronze

Best Digital Design

Company Award Gold D Custom

MXM Silver

Bronze Journal International Verlag

Best Evolution of Print to Digital

Award Company MXM Gold

MSP Communications Silver CPA AUSTRALIA Bronze

Best Short-Form Video (Under 3 Minutes)

Award Company Gold Aetna OTW Silver

Bronze Magnet Media

Best Long-Form Video (Over 3 Minutes)

Award Company

Gold Maxwell PR and Micro-Documentaries

Silver iostudio

Hanley Wood Marketing Bronze

Publication

Publication

Rogers Ignite Content Marketing Campaign

General Electric Content Ecosystem

SAS Insights

Publication

Air Canada enRoute Raffles and Swissôtel

Virgin Australia Voyeur eco-system

Publication

OnStar Connected Journey Blog

McKesson.com

Megalytic Customer & Marketing Blog

Publication

STAND Summer 2015

GX Magazine/Man vs. Bomb cover, Sept.-Oct. 2014

High Life South Africa

Publication

HP Enterprise Forward

Lowe's Creative Ideas February 2015

TELEKOM LIFE

Publication

Lowe's Creative Ideas Summer 2015

IBM Systems Media

INTHEBLACK/intheblack.com

Publication

The 11 Initiative SAS Travel Hacks #NowBelievelt

Publication

Video Storytelling: Bread Company Bakes in Second Chances for Employees

GX Magazine / Man vs. Bomb

Sherwin-Williams STIR: Imogene + Willie Video



Client

Client

Client

Cypres

Lowe's

Client

SAP

Client

Cadillac

Client

Client

Client

RCI

LAN

Client

Aetna

British Airways

Volvo Trucks

HISTORY

Thomson Reuters

Walmart Canada

United Airlines Rhapsody magazine

TV4

Virgin Australia

HP Enterprise Services

Symantec

PBS/The Roosevelts

NordicBet

Arm & Hammer Baking Soda

Army National Guard

Capital Health

British Airways/Comair

National Insurance Brokers Association

National Restaurant Association Educational Foundation

Best Video Series

Award Company Gold OTW and Isobar

Maxus Silver

Bronze Mahlab Media

Best Long-Form Writing

Award Company iostudio Gold

Silver Cedar Communications

McNeill Media Group Bronze

Best Special Issue/One Off Campaign

Company Award

Gold Cypres Imagination Silver

Bronze MXM

Best Use of Illustration/Infographic

Award Company

Time Inc. Content Marketing and Strategies Gold Time Inc. Content Marketing and Strategies Silver

gyro Bronze

Best Use of Mobile

Company Award

Gold Pacific Plus Campbell Ewald Silver

Best Use of Responsive Design

Company Award

Gold Screen Interaction

D Custom Silver

Best Use of Native Advertising

Company Award Nativo Inc

Gold The Globe and Mail Silver

Rogers Media, Inc. Bronze

Best Use of Photography

Award Company

Gold Ink Global Silver Story Worldwide

Spafax Chile Bronze

Best Use of Social Media

Gold

Award Company

Aetna Cedar Communications Silver

Bronze Spoon **Publication**

Garpen's Europe

Martha Stewart Rapping for The First Time

NIBATV Insurance Explainers

Publication

GX Magazine/"Home of the Brave," Jan-Feb. 2015

High Life South Africa

Real Woman

Publication

Content marketing under the spotlight

Advance Restaurants: Industry of Opportunity

Lowe's Creative Ideas Kitchen Planning Guide (August 2014)

Publication

Time

Fortune.com

"Ready to Wear: Track the Fashion Trends from the Runway to the Retailers' Stores"

Publication

Virgin Australia Voyeur travel guide app

Cadillac Magazine (Tablet)

Publication

The New Football Channel **HP Enterprise Forward**

Publication

Multiple publications

Capitalize

Walmart Live Better Pet Guide

Publication

Rhapsody magazine **Endless Vacation**

In Magazine

Publication

The 11 Initiative #FlyBA2015

Volvo Trucks vs. Koenigsegg



Best Use of Typography

Award Company Client

Gold New Media Publishing First National Bank of South Africa

MSP Communications Silver Teradata Bronze MSP Communications Teradata

Best Website

Award Company

Mahlab Media National Insurance Brokers Association Gold

Client

Client

Allianz Deutschland AG

TD Ameritrade

Client

Client

CPA AUSTRALIA **CPA AUSTRALIA** Silver The Economist Group Microsoft Bronze

Best White Paper/eBook

Company Award

Gold Leverage Media LLC Vantiv MSP Communications Code42 Silver

Bronze Time Inc. Content Marketing and Strategies Fortune Knowledge Group + gyro

Most Effective Email Program

Award Company Client

Hanley Wood Marketing Gold Ameriprise Financial Silver Rodale Grow Mead Johnson Nutrition

MSP Communications Bronze IBM

Best Print Magazine (Design) - B2B

Client Award BISSINGER[+] & C3 Creative Code and Content GmbH Gold Evonik

C3 Creative Code and Content Silver T3 CUSTOM

Company

Bronze

Best Print Magazine (Design) - B2C

Award Company Client

SPH Magazines Pte Ltd Gold Diageo Silver Campbell Ewald Cadillac

Rodale Grow Whole Foods Market Bronze

Best Print Magazine (Editorial) - B2B

Company Award

Gold Time Inc. Content Solutions U.S. Trust

Silver Mahlab Media National Insurance Brokers Association

Bronze T3 Custom TD Ameritrade

Best Print Magazine (Editorial) - B2C

Award Company

Gold SPH Magazines Pte Ltd Singapore Airlines Silver **Diablo Publications** San Francisco Giants

Bronze Heritage Auctions Heritage Auctions

Most Innovative Content Solution

Client Award Company Leverage Media LLC

Gold HireVue Manifest Silver Marriott

New Media Publishing Bronze Woolworths **Publication**

Siyasiza

Teradata Magazine Teradata Magazine

Publication

insuranceandrisk.com.au

http://intheblack.com/

http://empoweringbusiness.economist.com

Publication

The Omni-Integration Imperative: Reaching the Omniconsumer

Beyond Backup: The benefits you haven't thought of

Executive Summary

Publication

Ameriprise Financial — From My Practice

Mead Johnson Nutrition (MJN)

IBM i EXTRA

Publication

Evonik Magazine Themenwelten

thinkMoney

Publication

The Johnnie Walker House Edit #3 The Bare issue

Cadillac Magazine

Whole Foods Market Magazine

Publication

Capital Acumen issue 29 "Memory & Your Family"

Insurance & Risk Professional

thinkMoney

Publication

SilverKris June 2015 Giants Magazine

The Intelligent Collector

Publication

ViewMaster Room Drop Meetings Imagined www.taste.co.za



Best Overall Content Marketing Solution

 Award
 Company
 Client

 Gold
 The Economist
 Microsoft

 Silver
 Just Media
 Intel / AWS

 Bronze
 Campbell Ewald
 Cadillac

Publication

Empowering Business

 ${\bf Cloud\ Insights: Content-based\ Brand\ Generation\ Co-Marketing\ Campaign\ (Intel\ \&\ Amazon\ Web\ Services)}$

Cadillac