

OVERALL AWARDS

Best Cover

Company

Cedar Communications SA
D Custom
MSP Communications
MSP Communications
Propaganda
Rogers Media Inc.

Client

British Airways (operated by Comair)
Texas Farm Bureau Insurance Company
Delta Air Lines
Delta Air Lines
METRO Belgium
Maple Leaf Sports and Entertainment

Title

High Life South Africa
Texas Heritage for Living® | Spring 2016
Delta Sky Magazine April 2016: Twitter
Delta Sky Magazine March 2016: The Network
Chef Magazine
Leafs Magazine - Issue 1

Best Illustration/Infographic

Company

Cedar Communications SA
Meredith Xcelerated Marketing
Motiv8
Pace
Time Inc.

Client

British Airways (operated by Comair)
ACLU
Jewel-Osco
Syngenta Thrive
U.S. Trust

Title

High Life South Africa
Stand Summer 2016
Creepy cocktails for your Halloween party
Thrive
Capital Acumen — “The Global Water Crisis”

Best Photography

Company

D Custom
Hunt Marketing Group
Maxwell PR + Engagement
MSP Communications
Rogers Publishing

Client

Texas Farm Bureau Insurance Company
Holland America Line
Diamond of California
UnitedHealthcare
Chevrolet

Title

Texas Heritage for Living® Cookbook
Mariner Magazine
Diamond of California
Renew Magazine
Maclean's

Best Long Form Writing

Company

Cedar Communications SA
EnVeritas Group
iostudio
MSP Communications
Story Worldwide

Client

British Airways (operated by Comair)
Fairmont Hotels and Resorts
Army National Guard
UnitedHealthcare
RCI

Title

High Life South Africa
Fairmont Moments
GX Magazine
Renew Magazine
Endless Vacation Spring 2016

Best Native Advertising/Advertorial

Company

Collectively
Rogers Media Inc.
Rogers Media Inc.
The Foundry at Time Inc. and GroupeConnect
The New York Times / T Brand Studio

Client

Living Proof
Walmart, Fleecy
Walmart, Clorox, Henkel Consumer Goods
Merrill Lynch Wealth Management, a Bank of America Corporation
UBS/Mediavest

Title

Living Proof #YourBestHair
Walmart Live Better Magazine
Walmart Live Better magazine
Totally Different Beast Campaign
AI: What It Takes to Be Human

Best Print Magazine (Design) B2B

Company

BISSINGER[+] and C3 Creative Code and Content
Cypres
Pace Communications
Progressive Content
Story Worldwide

Client

Evonik Industries
Bpost
Walmart
FCSI
RCI Ventures

Title

Evonik Magazin
Sparkle
Walmart World
Foodservice Consultant
Endless Vacation

Best Print Magazine (Design) B2C

Company

iostudio
Rogers Media Inc.
Spoon
Story Worldwide
The Foundry at Time Inc.

Client

Army National Guard
Maple Leaf Sports and Entertainment
Volvo Cars Sweden
RCI
Merrill Lynch Wealth Management, a Bank of America Corporation

Title

GX Magazine
Leafs magazine
Volvo Magazine
Endless Vacation
Merrill Lynch Advisor Magazine, Fall 2015 Issue, "How We Live Now"

Best Print Magazine (Editorial) B2B

Company

COSA Media
Mahlab
Meredith Xcelerated Marketing
Pace Communications
Progressive Content

Client

The Insurance Industry on the African Continent
The Australian Water Association
ACLU
Walmart
FCSI

Title

RISKAFRICA
Current
Stand
Walmart World
Foodservice Consultant

Best Print Magazine (Editorial) B2C

Company

iostudio
John Brown
John Brown Media
MSP Communications
MSP Communications

Client

Army National Guard
Pick n Pay
Hannaford Supermarkets
Delta Air Lines
UnitedHealthcare

Title

GX Magazine
Fresh Living
Fresh Magazine
Delta Sky magazine
Renew Magazine

Best Special Issue/One Off Campaign

Company

A-lehdet Dialogi
D Custom
New Media
Rogers Media
Spoon

Client

Raha-automaattiyhdistys RAY
Texas Farm Bureau Insurance Company
First National Bank South Africa (FNB)
Canadian Tire Corporation
Vasaloppet

Title

Raymond Poker Special
Texas Heritage for Living® Cookbook and Recipe Submission Challenge
Siyasiza Workbook for 2016
The WoW Guide
Nattvasan

Best Blog

Company

Campbell Ewald
Original9 Media
Original9 Media
Overit
Sid Lee

Client

OnStar
Chartboost
ServiceMax
HelpSpot
Italian Trade Agency

Title

OnStar Connected Journey
Chartboost Playbook
Field Service Digital
HelpSpot's The Delightenment Blog
Made in Italy

Best Social Media

Company

Collectively
Meredith Xcelerated Marketing
Sid Lee
Spoon
The Foundry at Time Inc. and GroupeConnect

Client

Hewlett-Packard
AMC
Axe #SELFMAKER
Volvo Trucks
Merrill Lynch Wealth Management, a Bank of America Corporation

Title

HP Epic 360
The Walking Dead
Selfmaker
Volvo Trucks vs 750 Tonnes
Merrill Lynch Twitter handle @MerrillLynch

Best Interactive Content

Company

Campbell Ewald
Imagination
Imprint
Imprint
The Globe and Mail

Client

OnStar
Northern Trust Wealth Management Group
T.Rowe Price
Fidelity Investments PAS-W
Audi

Title

OnStar Connected Journey
Expo Chicago Campaign
T. Rowe Price Savings Age Quiz
Fidelity PAS-W
Audi Live Stream

Best Use of Email

Company

CPA Australia
Imprint
John Brown
Meredith Xcelerated Marketing
OgilvyOne
Rogers Media Inc

Client

CPA Australia
T. Rowe Price
Pick n Pay
Merrill Edge
IBM
AIR MILES/LoyaltyOne

Title

INTHEBLACK
T. Rowe Price Insights Newsletter
Pick n Pay Supper Sorted
Merrill Edge Minute
IBM Bluemix - Dynamic E-mail Nurture
Air Miles Collector Content Email

Best Video

Company

Meredith Xcelerated Marketing
OMD
Spoon
Spoon
Spoon

Client

Barilla USA
Intel
Volvo Trucks
Vasaloppet
Xylem

Title

Pronto Timesaver Essentials Videos
THE GRAMMY'S
Volvo Trucks vs 750 Tonnes
Nattvasan
Impeller Non-Clog Film

Best Website/Microsite

Company

CPA Australia
D Custom
Imprint
JLL
Medium Rare Content Agency
The Economist

Client

CPA Australia
Texas Farm Bureau Insurance Company
Fidelity Investments
JLL
Qantas
The Economist Group & Microsoft Cloud

Title

The Naked CEO
Texas Heritage for Living®
Fidelity Investments In The Money
JLL Real Views
Qantas Travel Insider
The Economist Group & Microsoft Cloud: Transforming Business

Best Mobile/Tablet

Company

Campbell Ewald
D Custom
Medium Rare Content Agency
Meredith Xcelerated Marketing
Story Worldwide

Client

Cadillac
Texas Farm Bureau Insurance Company
Qantas
Lowe's
RCI

Title

Cadillac Magazine Digital Edition
Texas Heritage for Living® | texasheritageforliving.com
Qantas Magazine
Lowe's Creative Ideas app
Endless Vacation

Most Innovative Content Solution

Company

A-lehdet Dialogi
CPA Australia
OMD
OMD
Spoon
St. Joseph Media

Client

Raha-automaattiyhdistys RAY
CPA Australia
Pepsi TM
Intel
Orio AB
Pandora Canada

Title

raymond.fi
The Naked CEO
Pepsi + Empire Partnership
THE GRAMMY'S
How a car ad became a viral brand campaign
Editor's Eye

Best Overall Content Solution

Company

Campbell Ewald
Medium Rare Content Agency
Medium Rare Content Agency
Meredith Xcelerated Marketing
Mustard
OMD

Client

Cadillac
Coles
Qantas
Lowe's
SKODA AUTO a.s.
Pepsi TM

Title

Cadillac Magazine
Coles Magazine
Qantas Magazine | Qantas Travel Insider
Lowe's Creative Idea App
European Bike Stealing Championships 2015
Pepsi + Empire Partnership

INDUSTRY SPECIFIC

Associations/Nonprofits

Company

BauerWorks
GLC
madison/miles media
Mahlab
Mahlab

Client

CPA Australia
National MS Society
Mended Hearts
The Australian Water Association
The Australian Human Resources Institute

Title

INTHEBLACK
Momentum
Heartbeat Magazine
Current
HRM

Automotive

Company

C3 Creative Code and Content
Campbell Ewald
Campbell Ewald
Spoon
Spoon

Client

ŠKODA AUTO a.s
OnStar
Cadillac
Volvo Trucks
Orio AB

Title

ŠKODA Storyboard
OnStar Connected Journey
Cadillac Magazine
Volvo Trucks vs 750 Tonnes
How a car ad became a viral brand campaign

Corporate Social Responsibility

Company

Aude
Leo Burnett
Spoon

Client

ING Bank Śląski
LCBO
Swedfund

Title

ING Bank Śląski S.A. CSR report 2013–2014
Card Or Not (#cardornot)
Poverty reduction through sustainable business: Swedfund's integrated report 2015

Education

Company

Diablo Custom Publishing
EnVeritas Group
King Fish Media
St. Joseph Media

Client

University of California, Hastings College of the Law
Wingate University
Cengage Learning
University of Guelph, The Food Institute

Title

UC Hastings
Website Redesign and Content Strategy
Why Digital?
Food Institute Digital and Social Revamp

Fashion and Beauty

Company

Plump and Spry
St. Joseph Media

Client

Canberra Centre Shopping Centre
Sephora

Title

Canberra Centre AW16
Toronto Life x Sephora Colourful Wisdom

Food & Beverage/Restaurants

Company

Imagination
Medium Rare Content Agency
OMD
Progressive Content
SPH Magazines Pte Ltd

Client

Chick-fil-A
Coles
Pepsi TM
FCSI
Cold Storage

Title

“REMARK”able Magazine
Coles Magazine
Pepsi + Empire Partnership
Foodservice Consultant
Savour

Government

Company

Make Your Mark
Polismyndigheten (The Swedish Police Authority)

Client

Swedish Armed Forces
Polismyndigheten (the Swedish Police Authority)

Title

FORUM
Svensk Polis (The magazine Svensk Polis)

Healthcare/Pharmaceutical

Company

Diablo Custom Publishing
Meredith
Skyword

Client

Ochsner Health System
Nix (Insight Pharmaceuticals)
Anthem Blue Cross Blue Shield

Title

Ochsner Health System Annual Report
Heads Up! The Facts of Lice
Trust Through Simplicity: How Anthem's Content Platform Inverted the Insurance World

Industrial, Manufacturing and Construction

Company

Aude
BISSINGER[+]
BISSINGER[+] and C3 Creative Code and Content
EnVeritas Group
Spoon

Client

Goodyear Dunlop Tires Polska
Körber
Evonik Industries AG
Sealevel Systems
Sandvik Coromant

Title

Oponowości
KörberWorld
Folio
Sealevel Systems Social Media
Looking Ahead 4: Tomorrow's materials

Professional/Financial/Insurance Services

Company

Aetna
A-lehdet Dialogi
Decom
Deloitte
Mahlab
The Foundry at Time Inc.
USAA

Client

Aetna Inc
FIM
KBC
Deloitte
The Australian Human Resources Institute
Merrill Lynch Wealth Management, a Bank of America Corporation
USAA

Title

Sleep Initiative
FIM Lounge
Grappa
2016 Financial Services Industry Outlooks
HRM
Are You Ready to Live to 100? Ways to Help You Get (Financially) Fit
USAA IRA Page

Retail

Company

John Brown
Plot Seven
PM, poslovnih mediji
Rogers Media
Spoon

Client

Pick n Pay
Pingo Doce
Lidl Slovenija
Canadian Tire Corporation
KIWI Minipris

Title

Fresh Living
Sabe Bem Magazine
Preprosto
The WoW Guide
KIWI

Technology & Telecommunications

Company

D Custom
MSP Communications
OMD
Original9 Media
Rogers Media Inc.
The Economist

Client

Hewlett Packard Enterprise
IBM
Intel
Cornerstone OnDemand
Rogers Communications
The Economist Group & Microsoft Cloud

Title

HPE | 5 Reasons You Can't Ignore the Mobile Revolution
IBM Systems Media
THE GRAMMY'S
ReWork
Get the Most Out of NHL Hockey with Rogers
The Economist Group & Microsoft Cloud: Transforming Business

Travel and Leisure

Company

Hunt Marketing Group
Medium Rare Content Agency
OTW
Spoon
St. Joseph Media

Client

Holland America Line
Qantas
Scandinavian Airlines (SAS)
Vasaloppet
Toronto Pearson International Airport

Title

Mariner magazine
Qantas Magazine | Qantas Travel Insider
Scandinavian Traveler
Nattvasan
AWAY magazine