



2018 PEARL AWARDS WINNERS

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Best Cover			
Award	Company	Client	Campaign
Gold	Cedar Communications SA	British Airways	High Life SA
Silver	Highbury Media	The Foschini Group	MyKitchen magazine
Bronze	Bookmark	Air Canada	Air Canada enRoute

Best New Program Launch			
Award	Company	Client	Campaign
Gold	Revmade	Northwell Health	The Well by Northwell Health
Silver	OTW	VOLVO Cars	Volvo Cars Explorers & Global Stories
Bronze	Imprint	T. Rowe Price	T. Rowe Price Client Loyalty: LGBTQ Toolkit

Best Print Experience B2B			
Award	Company	Client	Campaign
Gold	The Chimney Pot	Holmen Paper	Holmen Paper
Silver	John Brown South Africa	Old Mutual Corporate	Wisdom
Bronze	Profilwerkstatt	Union Investment Institutional	Weitwinkel - Union Investment Institutional

Best Print Experience B2C			
Award	Company	Client	Campaign
Gold	New Media Publishing	Sanlam	Centennial
Silver	New Media Publishing	Woolworths	Woolworths TASTE
Bronze	Next Content Studios, Rogers Media	Henry's	The Lens (launch issue – Spring 2018)

Best Email			
Award	Company	Client	Campaign
Gold	Ogilvy & Mather	IBM	Opt-in Content for an Opt-out World

Best Use of Influencer Marketing			
Award	Company	Client	Campaign
Gold	Text100	Microsoft	Microsoft Build 2018: Cracking the code behind developer influence
Silver	St. Joseph Communications	Sephora	"The Beauty Sessions," as part of Toronto Life Stylebook Best Dressed Issue
Bronze	OTW	The Swedish Red Cross	Help! Where does the money go?

Best Use of Native Advertising			
Award	Company	Client	Campaign
Gold	CNN/Courageous Studio	Aetna	Aetna: American Health Ambitions
Silver	Spoon	PostNord	PostNord Native Autumn 2017/Spring 2018
Bronze	Apartment Therapy Media	The National Association of Realtors	Real Life Real Estate

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Best Use of Photography			
Award	Company	Client	Campaign
Gold	St. Joseph Media	CHANEL	FASHION40 X CHANEL
Silver	MPMI Group Co., Ltd	Bangkok Airways Public Company Limited	Fah Thai Inflight Magazine
Bronze	Next Content Studios, Rogers Media	Henry's	The Lens (launch issue – Spring 2018)

Best Use of Social Media			
Award	Company	Client	Campaign
Gold	Spoon	Preem	Team Preem – for everyone who loves Vasaloppet
Silver	Superfly	Citi	Citi Sound Vault: the biggest week in music returns to New York City
Bronze	Spoon	Volvo Trucks	Volvo Trucks Social Media 2017-2018: A Success Story

Best Use of Video			
Award	Company	Client	Campaign
Gold	Group SJR	Aetna	Aetna: My Health Story
Silver	OTW	the Swedish Theft Prevention Association	Stop the thief: 57 dos and don'ts
Bronze	St. Joseph Media	CHANEL	FASHION40 X CHANEL

Best Website			
Award	Company	Client	Campaign
Gold	Storyation	Tourism Tropical North Queensland	Tropical North Queensland Website Relaunch
Silver	C3	Porsche	Christophorus Website and App
Bronze	madison/miles media	FlexXray	FlexXray Website

Most Effective: Automotive			
Award	Company	Client	Campaign
Gold	Northstar	Audi UK	Audi Magazine (UK)
Silver	Ndalo Media	Toyota South Africa Motors (TSAM)	Toyota Connect_Lexus Life
Bronze	Spoon	Volvo Trucks	Volvo Trucks Social Media 2017-2018: A Success Story

Most Effective: Financial Services			
Award	Company	Client	Campaign
Gold	Progressive Content	KPMG	30 Voices on 2030: the future of financial services
Silver	Superfly	Citi	Citi Sound Vault: the biggest week in music returns to New York City
Bronze	Progressive Content	NatWest	NatWest Business Hub

Most Effective: Food and Beverage			
Award	Company	Client	Campaign
Gold	Plump + Spry	Robina Town Centre (QIC)	The Kitchens Winter 2017
Silver	John Brown	Waitrose & Partners	Waitrose Food
Bronze	Spoon and Alexander Reklame	KIWI	Dinner for one

Most Effective: Healthcare / Pharmaceutical			
Award	Company	Client	Campaign
Gold	madison/miles media	U.S. Dermatology Partners	U.S. Dermatology Partners Content Strategy
Silver	Revmade	Northwell Health	The Well by Northwell Health
Bronze	Group SJR	Aetna	Aetna We Join You

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Most Effective: Non-profit / Association / Government			
Award	Company	Client	Campaign
Gold	OTW	The Swedish Red Cross	#medsyster – by women, for women
Silver	Mahlab	Engineers Australia	create – engineering ideas into reality
Bronze	The Woolmark Company	The Woolmark Company	WOOL magazine

Most Effective: Retail, Fashion and Beauty			
Award	Company	Client	Campaign
Gold	The Woolmark Company	The Woolmark Company	WOOL magazine
Silver	John Brown South Africa	Pick n Pay	Pick n Pay Fresh Content
Bronze	OTW	Sova	Made for a better sleep

Most Effective: Travel and Leisure			
Award	Company	Client	Campaign
Gold	Storyation	Tourism Tropical North Queensland	Tropical North Queensland Website Relaunch
Silver	St. Joseph Media	Hong Kong & Thailand Tourism	FASHION X Hong Kong & Thailand Tourism
Bronze	MPMI Group Co., Ltd	Bangkok Airways Public Company Limited	Fah Thai Inflight Magazine

Most Innovative Content Solution			
Award	Company	Client	Campaign
Gold	Revmade	Northwell Health	The Well by Northwell Health
Silver	Spoon	SOS Alarm	112 Don't forget to remember
Bronze	Studio 1847	NBC	Law & Order True Crime: The Menendez Murders – The Menendez Saga

Best Overall Content Program			
Award	Company	Client	Campaign
Gold	St. Joseph Media	GARNIER	FASHION X GARNIER X RYERSON
Silver	Spafax	Airline Passenger Experience Association (APEX)	APEX Experience Media Platform
Bronze	Mahlab	Engineers Australia	create – engineering ideas into reality.