

## OVERALL AWARDS

### Best Blog

Award	Company
Gold	Original9 Media
Silver	Museum of the City of New York
Bronze	Storyation

Client
Cornerstone
Museum of the City of New York
Tourism Australia

Title
ReWork
Museum of the City of New York
Australian Insider - Tourism Australia

### Best Cover

Award	Company
Gold	PM, poslovni mediji
Silver	Highbury Media
Bronze	MSP Communications

Client
Zavarovalnica Triglav
The Foschini Group
Delta Air Lines

Title
Obzornik - Depresija. Pogovarjajmo se.
MyKitchen magazine
Delta Sky magazine

### Best Illustration/Infographic

Award	Company
Gold	New York Times
Silver	Meredith Xcelerated Marketing
Bronze	Campbell Ewald

Client
Chevron
ACLU
Cadillac

Title
Chevron Mobile Moments 2016
The Revolution Will be Televised, Archived and Analyzed
Cadillac magazine: vol. 4, issue 1

### Best Interactive Content

Award	Company
Gold	Studio 1847
Silver	Campbell Ewald
Bronze	Original9 Media

Client
FX
OnStar
Earnest

Title
Los Angeles Times/FX Snowfall
OnStar Connected Journey Blog – Happy Mother’s Day
The Earnest Guide to Decision-Making

### Best Internal Communications

Award	Company
Gold	Imagination
Silver	BISSINGER[+] GmbH
Bronze	Make Your Mark

Client
Chick-fil-A
Folio
Swedish Armed Forces

Title
"REMARK"able Magazine
Folio
Försvarets Forum

### Best Long Form Writing

Award	Company
Gold	Campbell Ewald
Silver	New Media Publishing
Bronze	New Media Publishing

Client
Cadillac
First National Bank
First National Bank

Title
Cadillac Magazine: vol. 4, issue 1 “Starry, Starry Night”
Siyasiza magazine April 2017 Transformers
Siyasiza magazine Aug 2016 Women Who Inspire

### Best Mobile/Tablet

Award	Company
Gold	Campbell Ewald
Silver	Story Worldwide

Client
Cadillac
RCI

Title
Cadillac Magazine Digital Editions
Endless Vacation Spring 2017

### Best Event

Award	Company
Gold	St. Joseph Communications, Media Group

Client
Sonos Inc.

Title
Sonos Playlist Potluck

### Best Native Advertising/Advertorial

Award	Company	Client	Title
Gold	Rogers Media	Walmart Canada/Back to School Campaign	Walmart Live Better/Rubbermaid & Paper Mate tumble cover
Silver	Rogers Media	Walmart Canada	Walmart Live Better, Decadent Desserts with Kraft
Bronze	Studio 1847	Zephyrhills® Brand 100% Natural Florida Spring Water/Nestlé Waters North America/Team N	A Pocket of Paradise

### Best Photography

Award	Company
Gold	MPMI Group Ltd.
Silver	Spoon
Bronze	Campbell Ewald

Client
Bangkok Airways Public Company Limited.
Volvo Trucks
Cadillac

Title
Fah Thai In-flight Magazine
Driver Report, Lofoten
Cadillac Magazine: vol. 4, issue 1 “Island Time”



#### Best Print Magazine (Design) B2B

**Award** **Company**  
**Gold** Akesson & Curry  
**Silver** John Brown South Africa  
**Bronze** Trip

**Client**  
Holmen Paper  
Old Mutual Corporate  
Gol Linhas Aéreas Inteligentes

**Title**  
Holmen Paper 2  
MiNDSPACE  
GOL

#### Best Print Magazine (Design) B2C

**Award** **Company**  
**Gold** Redbird, LLC  
**Silver** Campbell Ewald  
**Bronze** Plump + Spry

**Client**  
California Closets  
Cadillac  
Robina Town Centre (QIC)

**Title**  
Ideas of Order  
Cadillac Magazine: vol. 3, Issue 2  
The Kitchens Autumn 2017

#### Best Print Magazine (Editorial) B2B

**Award** **Company**  
**Gold** John Brown South Africa  
**Silver** SIX Group  
**Bronze** Primafila AG / independent Medien-Design

**Client**  
Old Mutual Corporate  
SIX Group  
Siemens AG

**Title**  
MiNDSPACE  
RED - The Magazine from SIX  
The Magazine for the metropolitan world

#### Best Print Magazine (Editorial) B2C

**Award** **Company**  
**Gold** Redbird, LLC  
**Silver** John Brown South Africa  
**Bronze** John Brown Media

**Client**  
California Closets  
Pick n Pay  
Hannaford Supermarkets

**Title**  
Ideas of Order  
Fresh Living  
Fresh Magazine

#### Best Social Media

**Award** **Company**  
**Gold** Superfly  
**Silver** Publicis  
**Bronze** 256

**Client**  
Citi  
Citibank  
EBS

**Title**  
Citi Sound Vault  
Citi® / Advantage® Cards  
EBS and the lead gen revolution

#### Best Special Issue/One Off Campaign

**Award** **Company**  
**Gold** OTW  
**Silver** Bookmark  
**Bronze** Rogers Media

**Client**  
Scandinavian Airlines  
Air Canada  
Walmart Canada

**Title**  
SAS70  
Air Canada enRoute / Toronto 101  
Walmart Live Better magazine, Kraft cheesecake cover integration (Holiday/New Year 2017)

#### Best Use of Email

**Award** **Company**  
**Gold** John Brown South Africa  
**Silver** Rogers Media  
**Bronze** CPA Australia

**Client**  
Pick n Pay  
Rogers Communications Inc.  
CPA Australia

**Title**  
Pick n Pay Supper Sorted  
Connected Rogers - www.connected.rogers.com  
INTHEBLACK e-newsletter

#### Best Use of Influencers in Content Marketing

**Award** **Company**  
**Gold** Profilwerkstatt GmbH  
**Silver** MTG Media Group  
**Bronze** LeadMD

**Client**  
Bauerfeind AG  
Idaho Potato Commission  
LeadMD

**Title**  
Bauerfeind - #foryourpersonalbest Blogger Event  
Perfect Pairings 2017 Idaho Potato Chefs Calendar  
Monsters of Funnel II: Back to Stack

#### Best Video

**Award** **Company**  
**Gold** OTW  
**Silver** Meredith Xcelerated Marketing  
**Bronze** OTW

**Client**  
NetEnt  
Wasa North America  
Betsson

**Title**  
The Challenge  
Wasa Presents: Snack Confidence/Satisfaction  
Anytime's Playtime feat. Sarah Sjöström

#### Best Website/Microsite

**Award** **Company**  
**Gold** PM, poslovni mediji  
**Silver** Make Your Mark  
**Bronze** Storyation

**Client**  
Zavarovalnica Triglav  
Swedish Armed Forces  
Tourism Australia

**Title**  
Everything Will Be Alright (Vse bo v redu)  
Försvarsmakten: Vår historia  
Australia.com - Selling Australia to the World



#### Most Innovative Content Solution

Award	Company
Gold	Mahlab
Silver	Imprint
Bronze	Rogers Media

Client
HBF
Sodexo
Rogers Communications Inc.

Title
Direct Advice for Dads
Sodexo Make It Mindful
Connected Rogers - Thought Leadership Campaign

#### Best Overall Content Solution

Award	Company
Gold	Linkwell Health
Silver	King Fish Media
Bronze	Mahlab

Client
Tivity Health
Nuance
HBF

Title
SilverSneakers Blog
Get in the Cloud Campaign
Direct Advice for Dads

#### INDUSTRY SPECIFIC CATEGORIES

##### Automotive

Award	Company
Gold	Spoon
Silver	Campbell Ewald
Bronze	Maxposure Media Group

Client
Volvo Trucks
Cadillac
Audi India

Title
The Iron Knight
Cadillac Magazine Content Program
Audi Magazine India

##### Corporate Social Responsibility

Award	Company
Gold	Publicis
Silver	The Washington Post

Client
Citibank
Bank of America

Title
Citi & No Kid Hungry
Responsible Growth Series

##### Education

Award	Company
Gold	Mediaplanet
Silver	Diablo Custom Publishing (DCP)

Client
Several Clients
UC Hastings College of the Law

Title
Empowering Our Educators
UC Hastings

##### Fashion and Beauty

Award	Company
Gold	St. Joseph Communications, Media Group
Silver	St. Joseph Communications, Media Group
Bronze	Plump + Spry

Client
L'Oreal Canada
Joe Fresh
Grand Central Shopping Centre (QIC)

Title
Face Off with Coco Rocha
FASHION X JOE FRESH
Grand Central AW17

##### Food & Beverage/Restaurants

Award	Company
Gold	Imagination
Silver	St. Joseph Communications, Media Group
Bronze	Plump + Spry

Client
Dawn Foods
Lindt & Sprungli Canada Inc
Robina Town Centre (QIC)

Title
Dawn Foods: North American content marketing program
Lindt the Season
The Kitchens, Autumn 2017

##### Healthcare/Pharmaceutical

Award	Company
Gold	Mahlab
Silver	Studio 1847
Bronze	Patients & Purpose

Client
HBF
Rush University College of Nursing
Radius Health, Inc.

Title
Direct Advice for Dads
Nursing in Action
Fractured Truth

##### Industrial, Manufacturing and Construction

Award	Company
Gold	Spoon
Silver	BISSINGER[+] GmbH

Client
KONE
KörberWorld

Title
Machine Conversations
KörberWorld

##### Non-profit/Association/Government

Award	Company
Gold	OTW
Silver	Hands Mediarouting
Bronze	St. Joseph Communications, Media Group

Client
Suicidprevention i Väst & Västra Götalandsregionen
Toerisme Limburg (Belgium)
Department of Canadian Heritage, Government of Canada

Title
Steps for life
Limburg Travel Guide
Passport 2017 / Passeport 2017



#### Professional/Financial/Insurance Services

**Award**   **Company**  
**Gold**   Superfly  
**Silver**   Morgan Stanley  
**Bronze**   Prudential Financial

**Client**  
Citi  
Morgan Stanley  
Prudential Financial

**Title**  
Citi Sound Vault  
Capital Creates Change: Virtual Reality Series  
Masterpiece of Love

#### Retail

**Award**   **Company**  
**Gold**   Spoon  
**Silver**   St. Joseph Communications, Media Group  
**Bronze**   John Brown South Africa

**Client**  
KIWI  
MAISON BIRKS  
Pick n Pay

**Title**  
LilleGo' Launch  
1879 by BIRKS: HOLIDAY 2016  
Fresh Living

#### Technology & Telecommunications

**Award**   **Company**  
**Gold**   Rogers Media  
**Silver**   WP BrandStudio, The Washington Post

**Client**  
Rogers Communications Inc.  
Dell Technologies

**Title**  
Connected Rogers ([www.connected.rogers.com](http://www.connected.rogers.com))  
WP BrandStudio & Dell Branded Content Series: Workforce 2030

#### Travel and Leisure

**Award**   **Company**  
**Gold**   Medium Rare Content Agency  
**Silver**   Plump + Spry  
**Bronze**   Hands Mediarouting

**Client**  
Qantas  
Gold Coast Tourism Corporation  
Toerisme Limburg (Belgium)

**Title**  
Qantas Magazine + Travel Insider  
We Are  
Limburg Travel Guide