

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"äble 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

Gold Rogers Media

Silver Rogers Media

Bronze Studio 1847

Client

Walmart Canada/Back to School Campaign

Walmart Canada

Zephyrhills® Brand 100% Natural Florida Spring Water/Nestlé Waters

Title

Walmart Live Better/Rubbermaid & Paper Mate tumble cover

Walmart Live Better, Decadent Desserts with Kraft

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 Primafile 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 Wired PR Group

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)
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