

OVERALL AWARDS

Best Cover

Award **Company**

Gold MSP Communications

Silver D Custom

Bronze Rogers Media Inc.

Client

Delta Air Lines

Texas Farm Bureau Insurance Company

Maple Leaf Sports and Entertainment

Title

Delta Sky Magazine April 2016: Twitter

Texas Heritage for Living® | Spring 2016

Leafs Magazine - Issue 1

Best Illustration/Infographic

Award **Company**

Gold Meredith Xcelerated Marketing

Silver Pace

Bronze Motiv8

Client

ACLU

Syngenta Thrive

Jewel-Osco

Title

Stand Summer 2016

Thrive

Creepy cocktails for your Halloween party

Best Photography

Award **Company**

Gold D Custom

Silver Hunt Marketing Group

Bronze MSP Communications

Client

Texas Farm Bureau Insurance Company

Holland America Line

UnitedHealthcare

Title

Texas Heritage for Living® Cookbook

Mariner Magazine

Renew Magazine

Best Long Form Writing

Award **Company**

Gold iostudio

Silver MSP Communications

Bronze Story Worldwide

Client

Army National Guard

UnitedHealthcare

Endless Vacation

Title

GX Magazine

UnitedHealthcare

Endless Vacation Spring 2016

Best Native Advertising/Advertorial

Award **Company**

Gold Collectively

Silver The New York Times / T Brand Studio

Bronze Rogers Media Inc

Client

Living Proof

T Brand Studio/UBS/Mediavest

Walmart, Fleecy

Title

Living Proof #YourBestHair

AI: What It Takes to Be Human

Walmart Live Better Magazine

Best Print Magazine (Design) B2B

Award **Company**

Gold BISSINGER[+] and C3 Creative Code and Content

Silver Pace Communications

Bronze Progressive Content

Client

Evonik Industries AG

Walmart

FCSI

Title

Evonik Magazin

Walmart World

Foodservice Consultant

Best Print Magazine (Design) B2C

Award **Company**

Gold Story Worldwide

Silver Rogers Media Inc.

Bronze The Foundry at Time Inc.

Client

RCI

Maple Leaf Sports and Entertainment

Merrill Lynch Wealth Management, a Bank of America Corporation

Title

Endless Vacation Summer 2016

Leafs magazine

Merrill Lynch Advisor Magazine, Fall 2015 Issue, "How We Live Now"

Best Print Magazine (Editorial) B2B

Award **Company**

Gold COSA Media

Silver Pace Communications

Bronze Meredith Xcelerated Marketing

Client

The insurance industry on the African continent

Walmart

ACLU

Title

RISKAFRICA

Walmart World

Summer 2016

Best Print Magazine (Editorial) B2C

Award	Company
Gold	John Brown Media
Silver	MSP Communications
Bronze	John Brown

Client
Hannaford Supermarkets
Delta Air Lines
Pick n Pay

Title
Fresh Magazine
Delta Sky magazine
Fresh Living

Best Special Issue/One Off Campaign

Award	Company
Gold	D Custom
Silver	A-lehdet Dialogi
Bronze	Spoon

Client
Texas Farm Bureau Insurance Company
Raha-automaattiyhdistys RAY
Vasaloppet

Title
Texas Heritage for Living® Cookbook and Recipe Submission Challenge
Raymond poker special
Nattvasan

Best Blog

Award	Company
Gold	Campbell Ewald
Silver	Sid Lee
Bronze	Overit

Client
OnStar
Italian Trade Agency
HelpSpot

Title
OnStar Connected Journey
Made in Italy
HelpSpot's The Delightenment Blog

Best Social Media

Award	Company
Gold	Spoon
Silver	Meredith Xcelerated Marketing (MXM)
Bronze	The Foundry at Time Inc. and GroupeConnect

Client
Volvo Trucks
AMC
Merrill Lynch Wealth Management, a Bank of America Corporation

Title
Volvo Trucks vs 750 Tonnes
The Walking Dead
Merrill Lynch Twitter handle @MerrillLynch

Best Interactive Content

Award	Company
Gold	Imagination
Silver	Campbell Ewald
Bronze	Imprint

Client
Northern Trust Wealth Management Group
OnStar
T.Rowe Price

Title
Expo Chicago Campaign
OnStar Connected Journey
T. Rowe Price Savings Age Quiz

Best Use of Email

Award	Company
Gold	John Brown
Silver	OgilvyOne
Bronze	CPA Australia

Client
Pick n Pay
IBM
CPA Australia

Title
Pick n Pay Supper Sorted
IBM Bluemix - Dynamic E-mail Nurture
INTHEBLACK

Best Video

Award	Company
Gold	Spoon
Silver	Meredith Xcelerated Marketing
Bronze	Spoon

Client
Volvo Trucks
Barilla USA
Vasaloppet

Title
Volvo Trucks vs 750 Tonnes
Pronto Timesaver Essentials Videos
Nattvasan

Best Website/Microsite

Award	Company
Gold	CPA Australia
Silver	The Economist
Bronze	JLL

Client
CPA Australia
The Economist Group & Microsoft Cloud: Transforming Business
JLL

Title
The Naked CEO
The Economist Group & Microsoft Cloud: Transforming Business
JLL Real Views

Best Mobile/Tablet

Award	Company
Gold	Medium Rare Content Agency
Silver	Campbell Ewald
Bronze	Meredith Xcelerated Marketing

Client
Qantas
Cadillac
Lowe's

Title
Qantas Magazine
Cadillac Magazine Digital Edition
Lowe's Creative Ideas app



Best White Paper

Award Company
Gold D Custom

Client
Hewlett Packard Enterprise

Title
HPE | 5 Reasons You Can't Ignore the Mobile Revolution

Best Webinar/Podcast

Award Company
Gold The Foundry at Time Inc.

Client
Merrill Lynch Wealth Management, a Bank of America Corporation

Title
Are You Ready to Live to 100? Ways to Help You Get (Financially) Fit

Most Innovative Content Solution

Award Company
Gold Spoon
Silver CPA Australia
Bronze OMD

Client
Orio AB
CPA Australia
Pepsi

Title
How a car ad became a viral brand campaign
The Naked CEO
Pepsi + Empire Partnership

Best Overall Content Solution

Award Company
Gold OMD
Silver Mustard
Bronze Medium Rare Content

Client
Pepsi
SKODA AUTO a.s.
Coles

Title
Pepsi + Empire Partnership
European Bike Stealing Championships 2015
Coles Magazine

INDUSTRY CATEGORIES

Best Associations/Nonprofits

Award Company
Gold BauerWorks
Silver Mahlab
Bronze madison/miles media

Client
CPA Australia
The Australian Water Association
Mended Hearts

Title
INTHEBLACK
Current
Heartbeat Magazine

Best Automotive

Award Company
Gold Spoon
Silver Campbell Ewald
Bronze Spoon

Client
Volvo Trucks
OnStar
Orio AB

Title
Volvo Trucks vs 750 Tonnes
OnStar Connected Journey
How a car ad became a viral brand campaign

Best Corporate Social Responsibility

Award Company
Gold Leo Burnett
Silver Aude
Bronze Spoon

Client
LCBO
ING Bank Śląski
Swedfund

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

Best Education

Award Company
Gold St. Joseph Media
Silver King Fish Media
Bronze EnVeritas Group

Client
University of Guelph, The Food Institute
Cengage Learning
Wingate University

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

Best Fashion and Beauty

Award Company
Gold Plump and Spry
Silver St. Joseph Media

Client
Canberra Centre Shopping Centre
Sephora

Title
Canberra Centre AW16
Toronto Life x Sephora Colourful Wisdom

Best Food & Beverage/Restaurants

Award	Company
Gold	OMD
Silver	SPH Magazines Pte Ltd
Bronze	Medium Rare Content Agency

Client
Pepsi
Cold Storage
Coles

Title
Pepsi + Empire Partnership
Savour
Coles Magazine

Best Government

Award	Company
Gold	Make Your Mark
Silver	Polismyndigheten (The Swedish Police Authority)

Client
Swedish Armed Forces
Polismyndigheten (the Swedish Police Authority)

Title
FORUM
Svensk Polis (The magazine Svensk Polis)

Best Healthcare/Pharmaceutical

Award	Company
Gold	Meredith
Silver	Skyword
Bronze	Diablo Custom Publishing

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

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

Best Industrial, Manufacturing and Construction

Award	Company
Gold	Spoon
Silver	BISSINGER[+] and C3 Creative Code and Content
Bronze	Aude

Client
Sandvik Coromant
Evonik Industries
Goodyear Dunlop Tires Polska

Title
Looking Ahead 4: Tomorrow's materials
Folio
Oponowości

Best Professional/Financial/Insurance Services

Award	Company
Gold	Aetna
Silver	Decom
Bronze	A-lehdet Dialogi

Client
Aetna Inc
KBC
FIM

Title
Sleep Initiative
Grappa
FIM Lounge

Best Retail

Award	Company
Gold	John Brown
Silver	PM, poslovní mediji
Bronze	Plot Seven

Client
Pick n Pay
Lidl Slovenija
Pingo Doce

Title
Fresh Living
Preprosto
Sabe Bem Magazine

Best Technology & Telecommunications

Award	Company
Gold	OMD
Silver	The Economist
Bronze	Original9 Media

Client
Intel
The Economist Group & Microsoft Cloud
Cornerstone OnDemand

Title
THE GRAMMY'S
The Economist Group & Microsoft Cloud: Transforming Business
ReWork

Best Travel and Leisure

Award	Company
Gold	Medium Rare Content Agency
Silver	OTW
Bronze	Hunt Marketing Group

Client
Qantas
Scandinavian Airlines (SAS)
Holland America Line

Title
Qantas Magazine Qantas Travel Insider
Scandinavian Traveler
Mariner magazine