



2010 IABC/Toronto

MAY 6, 2010 – THE LIBERTY GRAND

OVATION
AWARDS

Galaxy

CELEBRATING
25 YEARS
OF COMMUNICATIONS
EXCELLENCE

IABC
TORONTO

2010 OVATION Award Winners

Communication Management

Community Relations

Merit

Title of Entry: Canada's Top Teen Philanthropist

Entrants: Bruce MacLellan, Trish Tervit, Olivia Yu, Lisa Mills, Emily Abrahams, Environics Communications

Entrant Company: Environics Communications Inc.

Merit

Title of Entry: Leon's Furniture Celebrates 100 Years of Making Life More Comfortable For Canadians

Entrants: The Team at Strategic Objectives

Entrant Company: Strategic Objectives

Government Relations

Excellence

Title of Entry: Fairness for Girls' Hockey in Toronto

Entrants: Roanne Argyle, Argyle Communications

Entrant Company: Argyle Communications

Media Relations up to 50K

Excellence

Title of Entry: A Dare to Remember 2009

Entrants: Martine Lévy, James Loftus, Sally Byun, DDB Public Relations

Entrant Company: DDB Public Relations

Excellence

Title of Entry: TD's Break the (Piggy) Bank Campaign for Children's Miracle Network

Entrants: Nancy Evans, Lisa Mills, Sarah McConnell, Anita Lo, Environics Communications; Matthew

Cram, Tashlin Hirani, Toni-Lynn Raponi, TD Bank Financial Group

Entrant Company: Environics Communications Inc.

Excellence

Title of Entry: Save the economy, Show some leg

Entrants: Tracey Bochner, Gina Kohn, Paradigm Public Relations; Giselle Smejda, Energizer Personal Care

Entrant Company: Paradigm Public Relations

Merit

Title of Entry: Gaming as it was meant to be: The launch of the Samsung 3D Monitor

Entrants: APEX Public Relations; Samsung Electronics Canada

Entrant Company: APEX Public Relations

Merit

Title of Entry: Patak's Naan Bread: Weston Bakeries brings authentic Indian cuisine to Ontario

Entrants: Roanne Argyle, Emily Hanft, Mackenzie Keller, Kristina Rikunova, Daniel Tisch, Argyle Communications

Entrant Company: Argyle Communications

Merit

Title of Entry: Nutty and Saucy: Recipe Campaign Promoting Peanuts

Entrants: Alison George, Kerry Collings, Janet Grdovich, Ashley Ballantyne, Danielle Scheinman, Argyle Communications

Entrant Company: Argyle Communications

Merit

Title of Entry: Smart, not Cheap

Entrants: Sarah Hall, Leah Gaucher, Cathy-Anne O'Brien, Julie O'Brien, Lynda Sydney, BlueSky Communications; Debbie Frye, Callie Hirshe, Flyerland.ca

Entrant Company: BlueSky Communications

Merit

Title of Entry: Kraft Hunger Challenge 2009

Entrants: Lynne Galia, Mindy Turner, Kraft Canada; Marzena Gersho, Kayley Collum, Food Banks Canada; Katherine Clark, Sonja Andic, Julie Leblanc, Cathy Cowan, Cowan & Company

Entrant Company: Cowan & Company

Merit

Title of Entry: Canadian Tourism Commission: Locals Know Best When it Comes to Exploring Canada

Entrants: Martine Lévy, Keka DasGupta, Sarah Waldock, DDB Public Relations

Entrant Company: DDB Public Relations

Merit

Title of Entry: Lucky in money, lucky in love? What your relationships say about your finances

Entrants: Maria Saros Leung, Susan Webb, TD Bank Financial Group; Carolyn Abbass, Tracey Bochner, Karen McCullough, Sinead Brown, Paradigm Public Relations

Entrant Company: Paradigm Public Relations

Merit

Title of Entry: Rubik's 360 Canadian Launch

Entrants: The Team at Strategic Objectives

Entrant Company: Strategic Objectives

Media Relations 51K to 100K

Merit

Title of Entry: L'Oreal Paris MasterClass in Haircare & Haircolour

Entrants: Anik Gagnon, Julie Tremblay, Eric Del Monaco, Stephanié Binette, L'Oréal Paris; Graphique M&H & Illya Noble, Graphic Design; Margaret Batuszkin, Sonja Andic, Cathy Cowan, Cowan & Company

Entrant Company: Cowan & Company

Merit

Title of Entry: Poly To Go 2009 Public Relations Campaign

Entrants: Jennifer Meehan, Lindsay Williams, Angie DiRezze, Riddhi Gandhi, Lisa Kimmel, Marie-Anne Grondin, Edelman Canada

Entrant Company: Edelman Canada

Merit

Title of Entry: Safe Kids Week 2009 – Home, Safe Home

Entrants: Kate Carroll, David Mircheff, Jennifer Schipper, Environics Communications; Pam Fuselli, Denyse Boxell, Safe Kids Canada

Entrant Company: Environics Communications Inc.

Merit

Title of Entry: The Re-Launch of Bio-Oil in Canada

Entrants: The Team at Strategic Objectives

Entrant Company: Strategic Objectives

Media Relations 100K and up

Excellence

Title of Entry: Purex Natural Elements Little Drops, Big Ripples

Entrants: Diana Degan Robinson, Diana Robinson & Associates

Entrant Company: Diana Robinson & Associates

Excellence

Title of Entry: The psoriasis Knowledge IN Canada (SKIN) Survey

Entrants: Joanna Wilson, Laura Espinoza, Marie-Anne Grondin, Marsha Knoll, Edelman Canada; Lisa Ross, Wyeth, a Pfizer company; Kristy Douglas, Amgen

Entrant Company: Edelman Canada

Merit

Title of Entry: ZANTAC® Chili Challenge

Entrants: Tina Peyregatt, Johnson & Johnson; Marissa Smith, Angie Di Rezze, Julia Alter, Edelman Canada

Entrant Company: Edelman Canada

Merit

Title of Entry: The It's Canada's Time to Quit Comedy Tour

Entrants: Elisabeth Mozel-Jury, NATIONAL Public Relations (Toronto); Heather Bisset, Pfizer Canada Inc.; Jane McCoubrey, Lynn Bessoudo, Jacqueline Zonneville, Jessica Kaplan, NATIONAL Public Relations (Toronto); Claire Alter, Gwennie Cheung, Alexa Young, NATIONAL Public Relations (Vancouver)

Entrant Company: NATIONAL Public Relations

Merit

Title of Entry: Leon's Furniture Celebrates 100 Years of Making Life More Comfortable For Canadians

Entrants: The Team at Strategic Objectives

Entrant Company: Strategic Objectives

Marketing Communications up to 50K

Excellence

Title of Entry: Smart, not Cheap

Entrants: Sarah Hall, Leah Gaucher, Cathy-Anne O'Brien, Julie O'Brien, Lynda Sydney, BlueSky Communications; Debbie Frye, Callie Hirshe, Flyerland.ca

Entrant Company: BlueSky Communications

Marketing Communications 51K to 100K

Excellence

Title of Entry: Children in Need of Treatment (CINOT) Age Expansion Campaign

Entrants: Andrea Montgomery, Kellie Bogle, John Filice, Colin Jameson, Halton Region; Stephen Benedict, CHCH-TV; Tricia Piasecki, Cossette

Entrant Company: Halton Region

Merit

Title of Entry: Northern Pulse Strings Integrated Campaign

Entrants: Gary Lintern, Janice Tsao, Dan Rempel, Josh McInerney, Tenzing; Liisa Woolley, Northern Credit Union

Entrant Company: Tenzing Communications Incorporated

Marketing Communications 100K and up

Excellence

Title of Entry: 50 Unique

Entrants: APEX Public Relations Inc., RSA Canada

Entrant Company: APEX Public Relations

Excellence

Title of Entry: Get Smart Toronto

Entrants: Catherine Parry, Thelma Hatzis, Marina Tomasone, Chris Wong, Karen Evans, Vanessa Nero, Toronto Hydro-Electric System Limited; Apex; Context Creative

Entrant Company: Toronto Hydro-Electric System Limited

Special Events up to 50K

Excellence

Title of Entry: "Straight From the Fridge" – A Toronto Hydro Pop Up Gallery

Entrants: Tanya Bruckmueller-Wilson, Casey Solomon, Christina Basil, Catherine Parry, Karen Evans, Blair Peberdy, Toronto Hydro-Electric System Limited

Entrant Company: Toronto Hydro-Electric System Limited

Merit

Title of Entry: L'Oreal Paris MasterClass in Haircare & Haircolour

Entrants: Anik Gagnon, Julie Tremblay, Eric Del Monaco, Stephanié Binette, L'Oréal Paris; Graphique M&H & Illya Noble, Graphic Design; Margaret Batuszkin, Sonja Andic, Cathy Cowan, Cowan & Company

Entrant Company: Cowan & Company

Special Events 51K to 100K

Excellence

Title of Entry: Panasonic: Sharing the Passion Sponsorship Event

Entrants: Amy Gillespie, Ryan Lockhart, Liz Carson, Alison Dresser, Jennifer Lui, Environics Communications

Entrant Company: Environics Communications Inc.

Merit

Title of Entry: Retail Therapy – Jergens and Curel unveil the Kao Brands Beauty Boutique

Entrants: APEX Public Relations Inc.; Kao Brands Canada

Entrant Company: APEX Public Relations

Special Events 100K and up

Excellence

Title of Entry: Charitable Fun Day

Entrants: Christine De Siato, Kyla Drewette, LoyaltyOne

Entrant Company: LoyaltyOne, Inc.

Merit

Title of Entry: Villa Charities Foundation 16th Annual Venetian Ball Communications Campaign

Entrants: Julie Rusciolelli, Kelly Olive, Maverick Public Relations; Laura Dal Bo, Villa Charities Foundation; Lori D'Amore, Villa Charities Inc.

Entrant Company: MAVERICK Public Relations

Merit

Title of Entry: 2009 Ontario Trillium Foundation Great Grants Awards Program

Entrants: Sandra Cruickshanks, Lorraine Gandolfo, Alexis Mantell, Angela Kooji, Lori Kay, Diane Sigouin-Daniel, Valerie McCullough, Colleen Coyne, Shae Zeru, Renée Ouellet, OTF

Entrant Company: Ontario Trillium Foundation

Issues Management and Crisis Communication

Excellence

Title of Entry: Get Smart Toronto

Entrants: Catherine Parry, Thelma Hatzis, Marina Tomasone, Chris Wong, Karen Evans, Vanessa Nero, Toronto Hydro-Electric System Limited; Apex; Context Creative

Entrant Company: Toronto Hydro-Electric System Limited

Merit

Title of Entry: Peanuts in Crisis: An Industry responds to North America's largest food recall

Entrants: Daniel Tisch, Alison George, Janet Grdovich, Laura LaMontagne, Argyle Communications

Entrant Company: Argyle Communications

Merit

Title of Entry: Groupe Aeroplan Acquisition of Carlson Marketing

Entrants: Michele Meier, Groupe Aeroplan; Anne Lachance, Janine Allen, Fleishman Hillard Toronto; Sue Jolly, Fleishman Hillard St. Louis; Ralph Posner, Fleishman Hillard D.C.; Eric Lamoureux, Fleishman Hillard Ottawa

Entrant Company: Fleishman-Hillard Canada

Employee, Member or HR Communication

Excellence

Title of Entry: Women@Enbridge Employee Engagement Initiative

Entrants: Maria Morra, Debbie Boukydis, Janet Holder, Enbridge Gas Distribution

Entrant Company: Enbridge Gas Distribution

Excellence

Title of Entry: A Proactive Genuine Partner

Entrants: Meridian Credit Union

Entrant Company: Meridian Credit Union

Excellence

Title of Entry: Making Partner Program

Entrants: RSA Canada

Entrant Company: RSA Canada

Excellence

Title of Entry: "Just Clean Them" Hand Hygiene Campaign

Entrants: Dave Bourne, Anne Marie Males, Cindy Woods, Tracy Huffman, The Scarborough Hospital

Entrant Company: The Scarborough Hospital

Strategic Management Process

Merit

Title of Entry: Richmond Hill Strategic Plan: A Plan for People, A Plan for Change

Entrants: Gwen Manderson, Town of Richmond Hill, Strategic Initiatives; Carol Moore, Benton Sangster, Carrie Pitcher, Ash O'Malley, Jason Hogg, Town of Richmond Hill, Communication Services; Chris Merkley, Merkley Design; David West, West Photography

Entrant Company: Town of Richmond Hill

Brand Communication

Merit

Title of Entry: Canadians Love to Snoop

Entrants: Ashley Curran, Johanna VanderMass, GCI Canada

Entrant Company: GCI Canada

Social Responsibility including Economic, Societal and Environmental Development

Excellence

Title of Entry: Purex Natural Elements Little Drops, Big Ripples

Entrants: Diana Degan Robinson, Diana Robinson & Associates

Entrant Company: Diana Robinson & Associates

Excellence

Title of Entry: The Bicycle Factory

Entrants: The Team at Strategic Objectives; The Hive, Promotion Agency

Entrant Company: Strategic Objectives

Merit

Title of Entry: Kraft Hunger Challenge 2009

Entrants: Lynne Galia, Mindy Turner, Kraft Canada; Marzena Gersho, Kayley Collum, Food Banks Canada; Katherine Clark, Sonja Andic, Cathy Cowan, Cowan & Company

Entrant Company: Cowan & Company

Merit

Title of Entry: White Ribbon Campaign Challenges Men To Walk A Mile In Her Shoes

Entrants: Jenn Duggan, Lorna Freeman, Environics Communications; Nick Rodrigue, Todd Minerson, White Ribbon Campaign

Entrant Company: Environics Communications Inc.

Merit

Title of Entry: Ontario Tire Stewardship Launches the Used Tires Program

Entrants: Josh Cobden, Carrie Makrigiannis, Lisa Mills, Emily Abrahams, Environics Communications

Entrant Company: Environics Communications Inc.

Merit

Title of Entry: Halton Region's 3rd Annual Be a Hero Be a Voice for Affordable Housing Contest

Entrants: Sandie Drzewiecki, Stephanie o'Keefe, Sharon Will, Halton Region

Entrant Company: Halton Region

Merit

Title of Entry: Peel District School Board's micro-websites in 40 languages

Entrants: Danielle Norris, Brian Woodland, APR, Sylvia Link, APR, Monica Depta, Peel District School Board; Randall Craig, Ashish Malik, PINETREE Advisors; Despina Zanganas, Chromatica Design and Communications

Entrant Company: Peel District School Board

Merit

Title of Entry: The Body Shop "Stop Sex Trafficking of Children and Young People" Campaign

Entrants: The Team at Strategic Objectives

Entrant Company: Strategic Objectives

Electronic, Digital and Interactive Communications

Excellence

Title of Entry: Kellogg's Rice Krispies Holiday recipes with Trish Magwood

Entrants: APEX Public Relations Inc.; Kellogg Canada Inc.

Entrant Company: APEX Public Relations

Merit

Title of Entry: Customer Care Home Page – Redesign

Entrants: Melanie Esteves, Veronica Noronha, Lizanor Barrera, Priscilla Travassos, Cecilee Bouyea, Hilda Ochangco, Patricia Estabrooks, Rogers

Entrant Company: Rogers Communications Inc.

Merit

Title of Entry: ABC Microsite

Entrants: RSA Canada

Entrant Company: RSA Canada

Merit

Title of Entry: Broker Podcasts

Entrants: RSA Canada

Entrant Company: RSA Canada

Merit

Title of Entry: Toronto Hydro Earth Hour 2009: How Low Can We Go T.O?

Entrants: Vanessa Nero, Denise Attallah, Christina Basil, Catherine Parry, Casey Solomon, Tanya Bruckmueller-Wilson, Toronto Hydro-Electric System Limited; Context Creative

Entrant Company: Toronto Hydro-Electric System Limited

Social Media

Excellence

Title of Entry: Rogers Wireless Android Smartphone Launch

Entrants: Keith McArthur, Elizabeth Hamilton, Odette Coleman, Michelle Ghandour, Rob Manne, Miranda Macdonald, Ashleigh Blackmore, Rogers Communications; Paul Keable, Aaron Michiels, Matt Roth, Jennifer Runza, Marc Esposito, Chloe da Silva, MS&L

Entrant Company: MS&L

Communication Skills**Writing**

Excellence

Title of Entry: Welcome to the New Toronto

Entrants: APEX Public Relations Inc.; George Brown College

Entrant Company: APEX Public Relations

Merit

Title of Entry: Lucky in money, lucky in love? What your relationships say about your finances

Entrants: Maria Saros Leung, Susan Webb, TD Bank Financial Group; Carolyn Abbass, Tracey Bochner, Karen McCullough, Sinead Brown, Paradigm Public Relations

Entrant Company: Paradigm Public Relations

Publications

Excellence

Title of Entry: 2010 Rate Book & Services Overview

Entrants: Janet Vandehaar, Peter Bromley, City Of Hamilton; Eugene Martinello, Creative Designer - covers; Sharon Lovell, Athens Printing

Entrant Company: Water & Wastewater Group, City of Hamilton

Multimedia or Digital Content

Excellence

Title of Entry: Why Join IABC

Entrants: Cyrus Mavalwala, Joe Bergl, Keven Albers, Julie Angle, Advantis Communications Inc.

Entrant Company: Advantis Communications Inc.

**Communication Creative
Other Graphic Design/3D**

Excellence

Title of Entry: Leon's 100th Anniversary – The Leon's Living Room

Entrants: The Team at Strategic Objectives; Timothy P. Schmalz, Master Sculptor

Entrant Company: Strategic Objectives

Excellence

Title of Entry: "Straight From the Fridge" – A Toronto Hydro Art Collective

Entrants: Tanya Bruckmueller-Wilson, Casey Solomon, Christina Basil, Catherine Parry, Karen Evans, Blair Peberdy, Toronto Hydro-Electric System Limited; Frank Lam, Zema, Gordon Ball, Ryan Buchnea, Francisco Garcia, Cody Finney, Artists

Entrant Company: Toronto Hydro-Electric System Limited

Merit

Title of Entry: "Lived It" Lectures

Entrants: Meagan Durlak, MaRS Discovery District

Entrant Company: MaRS Discovery District

Photography

Excellence

Title of Entry: AstraZeneca Canada's Frontline Health Story Project

Entrants: Suzanne Senior-Mitchell, Cathy Bright (retired), Nancy Liebs-Benke (retired), Nicole D'Amato, AstraZeneca Canada; Gary Myers, Michael Surgey, Rae Lamm, BaAM Productions; Emily McInnes, Curator; Eric Young, Linda Brown, Nadja Gale, E.Y.E. The Social Projects Studio™; Richard Pringle, Helen Seibel, GrantStream Inc.; Paul Hodgson, Graphic Design; John Filletti, Interactive Design; Alison Moss, Journalist & Writer; Jonathan Gallivan, Music; Roger Lemoyne, Photojournalist; David Campion, Christopher Grabowski, Colin O'Connor, Photographers

Entrant Company: AstraZeneca Canada

Excellence

Title of Entry: 2009 eBay Canada Entrepreneur of the Year

Entrants: Andrew Berthoff, APR, Nazia Khan, Elisabeth Napolano, Environics Communications; Bayne Stanley, Canadian Press Images; Greig Reekie, Greig Reekie Photography, Andrea Stairs, eBay Canada

Entrant Company: Environics Communications Inc.

Merit

Title of Entry: The White Cashmere Collection 2009: Fashion with Compassion

Entrants: The Team at Strategic Objectives; Peter Papapetrou, Artistic Director; Koby, Koby Inc.

Entrant Company: Strategic Objectives