



International Association
of Business Communicators
Toronto

CONGRATULATIONS TO THE 2019 OVATION WINNERS

Communications Management

Internal Communication

Award of Excellence

*Sheridan@50: A Creative History for a Creative
Campus*
Sheridan College

*Sharing some Cookie - Internal engagement for
McDonald's Canada's launch of new RMHC
Cookies*
McDonald's Canada

Award of Merit

*Strategic Workplace Initiative: Transforming and
Modernizing Where and How We Work*
The Regional Municipality of York

Shaping the Future Together!
City of Vaughan

Re:Defining Canadian P&C's Performance
BMO Financial Group

*Re-engineering Communications to Drive
Manulife Canada's Biggest Transformation in
130 Years*
Manulife Canada

Employee Engagement

Award of Excellence

*#YRCARES – The 2017-2018 York Region and
York Regional Police Employee Campaign for
United Way*
The Regional Municipality of York

Human Resources and Benefits Communication

Award of Merit

Introducing Sprout at Work at York Region
The Regional Municipality of York

Supporting a Pension Merger
CAAT Pension Plan

Change Communication

Award of Excellence

Dexterra Rebranding - Change Communications
Jan Kelley

Award of Merit

*Transforming LIVES. Transforming JOBS.
Transforming FUTURES.*
The Regional Municipality of York

Media Relations with budget up to \$50K

Award of Excellence

Savour Serenity with Loacker
Strategic Objectives

Award of Merit

*The Royal LePage Peak Millennial Price
Compare Study*
Kaiser Lachance Communications and Royal
LePage

The Royal LePage Boomer Trends Survey
Kaiser Lachance Communications and Royal
LePage

Media Relations with budget > \$50K up to \$100K

Award of Excellence

National Payroll Week 2018
The Canadian Payroll Association

La Maison Maille Media Relations 2018
The PR Department

Chevrolet Good Deeds Cup: 2017/18 Season
Weber Shandwick Canada

Award of Merit

Barilla Pasta World Championship
Zeno Group Canada

GE Appliances: National Laundry Day 2018
Craft Public Relations

Media Relations with budget > \$100K

Award of Excellence

Volkswagen Canada Arteon Project
Strategic Objectives

Kashi joi Launch
Strategic Objectives

The Woods Parka Lodge
Weber Shandwick Canada

Award of Merit

RE/MAX Media Relations 2018: Differentiation Through Liveability
RE/MAX, APEX PR, ruckus Digital

The Royal LePage House Price Survey
Royal LePage and Kaiser Lachance Communications

Benjamin Moore 2018 Colour of the Year - Caliente
Strategic Objectives

Air Canada Signature Service Launch
Weber Shandwick Canada

Marketing Communication

Award of Excellence

RE/MAX Integrated Communications 2018 - Differentiation Through Liveability
RE/MAX, APEX PR, ruckus Digital

Johnson & Johnson Reactine Allergy Feels
Zeno Group Canada

#TurkeyONTour 2018
edana integrated marketing

Upstairs Amy: Scripted content
Walmart Canada

The Need Is Now
Huntsville Hospital Foundation with Tenzing Communications Inc.

2018 SYSTANE® COMPLETE Canadian Launch
Alcon Canada and Cohn & Wolfe

Walmart Rewards Mastercard Goes Digital
APEX Public Relations

McCafe Bagel Launch
Weber Shandwick Canada

Award of Merit

National Payroll Week 2018
The Canadian Payroll Association

The Search for Ontario's Best Veal Sandwich
edana integrated marketing

Canadian Dietitians Unlock the Potential of Food
Argyle Public Relationships

SPLENDA® Stevia Sweetener: "The Sweet Spot"
Weber Shandwick Canada

Fraud=Fraud
Proof Inc.

Certified Sustainable Beef
Weber Shandwick Canada

The Hottest Collab of 2018: The Big Mac® x Bacon
Weber Shandwick Canada

The Woods Parka Lodge
Weber Shandwick Canada

Advertising and Brand Communication

Award of Excellence

Helping Young Canadians Succeed - Our Way Campaign
Manifest Communications Inc.

Tetley Super Tea Break
Craft Public Relations

The Disruptors, Presented by Samuel Adams
Craft Public Relations

My Life, My Choice- A Stress-Free Holiday
Argyle Public Relationships

SPLENDA® Stevia Sweetener: "The Sweet Spot"
Weber Shandwick Canada

Fraud=Fraud
Proof Inc.

Kashi joi Launch
Strategic Objectives

Award of Merit

Playbook Hub Canada Launch
Strategic Objectives

Upstairs Amy: Scripted content
Walmart Canada

2018 "This is The Place" Innovation & Entrepreneurship Campaign
University of Toronto

The Hottest Collab of 2018: The Big Mac® x Bacon
Weber Shandwick Canada

Customer Relations

Award of Merit

TruceTO: Boosting harmony on our streets
RSA Canada, APEX PR and ruckus Digital

Community Relations

Award of Merit

National Payroll Week 2018
The Canadian Payroll Association

TruceTO: Boosting harmony on our streets
RSA Canada, APEX PR and ruckus Digital

International Day of Older Persons – Advice to my younger self
The Regional Municipality of York

Government Relations

Award of Merit

"Support the Report" Campaign for Increased Federal Research Funding
University of Toronto

Issues Management and Crisis Communication

Award of Merit

"Do you know if this is real?": managing communications at Sunnybrook during the Yonge Street van attack
Communications & Stakeholder Relations
Sunnybrook Health Sciences Centre

Corporate Social Responsibility

Award of Excellence

Cashmere Collection 15th Anniversary
Strategic Objectives

Award of Merit

TruceTO: Boosting Harmony on our Streets
RSA Canada, APEX PR and ruckus Digital

Chevrolet Good Deeds Cup: 2017/18 Season
Weber Shandwick Canada

Social Media Programs

Award of Excellence

Planet Fitness Canada Digital Launch
ruckus Digital

Great Value: Building quality perception
Walmart Canada

Award of Merit

Be Part of the Equation
Proof Inc.

Government Communication Programs

Award of Excellence

2018 Aerial Spray
City of Mississauga

WSIB - Day of Mourning
Workplace Safety and Insurance Board

Award of Merit

#loveyr
The Regional Municipality of York

2018 Municipal Election
City of Markham

Gordie Howe International Bridge – Financial Close
Windsor-Detroit Bridge Authority

Nonprofit Campaigns

Award of Excellence

National Payroll Week 2018
The Canadian Payroll Association

Digital Poppy Launch
DDB Public Relations

Award of Merit

Be Part of the Equation
Proof Inc.

Dear Everybody anti-stigma campaign
Holland Bloorview Kids Rehabilitation Hospital

Communication Skills

Special Events

Award of Excellence

CF Blue Monday
Cadillac Fairview

Estrella Damm Gastronomy Congress
Craft Public Relations

The Truly Studio - Celebrating the Launch of Truly Spiked & Sparkling
Craft Public Relations

Johnny Bower Official Rink Dedication Ceremony
City of Mississauga

Cashmere Collection 15th Anniversary
Strategic Objectives

Volkswagen Canada Arteon Project
Strategic Objectives

Kashi joi Launch
Strategic Objectives

Canadian Tire Christmas House
Weber Shandwick Canada

#BuickStyle: The Ultimate Driving Shoe
Weber Shandwick Canada

Award of Merit

L'Oréal Paris Women of Worth Awards Gala
Cowan & Company

Hologic Heavy Period Talk Comedy Show
Zeno Group Canada

FUJIFILM X-T3 Launch Event
FUJIFILM Canada Inc. and Swerve Public
Relations Inc.

SPLENDA® Stevia Sweetener "The Sweet Spot"
Weber Shandwick Canada

A&W Burgers to Beat MS Day
Strategic Objectives

*Benjamin Moore 2018 Colour of the Year -
Caliente*
Strategic Objectives

Schick Hydro Trade Deadline Campaign
Paradigm Public Relations and Edgewell
Personal Care

*Reimagining Insurance Bureau of Canada's
Presence at GLOBE Forum*
Paradigm Public Relations and Insurance
Bureau of Canada

Digital Communication

Award of Excellence

Volkswagen Canada Arteon Project
Strategic Objectives

Flood Factor
Paradigm Public Relations and Insurance
Bureau of Canada

Award of Merit

Solutions Online
Manulife

Liaison E-newsletter
RTO/ERO

Audio/Visual

Award of Excellence

Markham Votes Online
Advantis Communications

2018 Newmarket Municipal Election
Town of Newmarket

Extraordinary Moments
Novartis Pharmaceuticals Canada Inc. and
Edelman

Award of Merit

Volkswagen Canada Arteon Project
Strategic Objectives

#DotheShiggy! #InMyFeelings Challenge
The Regional Municipality of York

*I Count. I'm Not Just a Number. – Homeless
Enumeration Campaign Video Series*
The Regional Municipality of York

Publications

Award of Excellence

Renaissance magazine for education retirees
RTO/ERO

*EarlyON Community Engagement Summary
Report*
The Regional Municipality of York

Advisor Focus
Manulife

IKEA Canada's Fiscal Year 2018 Annual Report
IKEA Canada and Hill+Knowlton Strategies

*Combating Canada's Rising Flood Costs with
Natural Infrastructure*
Paradigm Public Relations and Insurance
Bureau of Canada

Award of Merit

Liaison E-newsletter
RTO/ERO

Writing

Award of Excellence

*Fifty Years at the Forefront of Teaching Art in
Motion*
Sheridan College

Award of Merit

*Vale News: Mental Health Awareness series
(2017)*
Vale