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

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

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

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

Government Relations

Award of Merit

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

Social Media Programs

Award of Excellence

Planet Fitness Canada Digital Launch
ruckus Digital

Great Value: Building quality perception
Walmart Canada

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

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

Communication Skills

Special Events

Award of Excellence

Be Part of the Equation
Proof Inc.

Dear Everybody anti-stigma campaign
Holland Bloorview Kids Rehabilitation Hospital

Nonprofit Campaigns

Award of Excellence

National Payroll Week 2018
The Canadian Payroll Association

Digital Poppy Launch
DDB Public Relations

Award of Merit

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