2014 WINNERS LIST
The Content Marketing Awards exist to recognize what real communication professionals do to make media that have a strategic impact. This year, the caliber of the more than 1,100 entries has demonstrated the success of that endeavor.

Content Marketing Awards judges consider all elements of communication, from strategic to aesthetic, so that CMA winners are examples of the very best that the content marketing industry has to offer.

To review this book is to behold excellence.

This is an interactive PDF. Click on any of the categories below to view the winners’ information for that category. You may also scroll to browse the full list of winners.
## Strategy

### Best Email Driven Content Program

**Gold**
- Time Inc. Content Solutions
- Allstate
- Allstate Good Hands News

**Silver**
- Immersion Active
- Home Instead Senior Care
- Alzheimer’s Reflections Email Series

**Bronze**
- The Walt Disney Company
- Disney Corporate Creative Resources
- Disney Newsreel: D23

### Honorable Mention
- Dell
- Commonwealth Games Glasgow 2014
- Mahlab Media
- Institute of Public Works Engineering Australasia

### Best New Product or Publication Launch

**Gold**
- The Globe and Mail
- Grey Goose/Bacardi Canada
  - Host: The Spirit of Entertaining by Grey Goose

**Silver**
- Meredith Xcelerated Marketing
- Kia Motors America
  - Kia K900 Communications Series

**Bronze**
- BMO Harris Bank
  - Engaging parents on the cost of raising kids

### Best Print/Digital Content Integration

**Gold**
- Kircher-Burkhardt
- Volkswagen AG
  - Das Auto. Magazine

**Silver**
- Nomadic Agency
- Ubisoft Entertainment
  - Rocksmith 2014 Integrated Campaign: Repositioning a Video Game as Learning Software

### Best Use of Marketing Automation in Content Marketing

**Gold**
- Kaiser Permanente Colorado
  - B2B Health Care Marketing

**Silver**
- Base CRM
  - 10x More Productive Ebook Series

**Bronze**
- SnapApp
  - DDI Lifts Eloqua Campaign Conversions With SnapApp

### Highest Conversion Response from a Content Program

**Gold**
- King Content
- Spiegelworld
  - Empire Australia

**Silver**
- Nomadic Agency
- Ubisoft Entertainment
  - Rocksmith 2014 Integrated Campaign: Repositioning a Video Game as Learning Software
BRONZE
Sage

HONORABLE MENTION
Sungard Availability Services

HONORABLE MENTION
Marcus Thomas LLC
Sherwin-Williams
Krylon ColorMaster Challenge: 24 in 24

HIGHEST SUBSCRIBER GROWTH
GOLD
Guitar Center

BRONZE
National Fire Protection Association
NEC Connect

MOST INNOVATIVE CONTENT DISTRIBUTION STRATEGY
GOLD
GE

SILVER
Oracle

HONORABLE MENTION
CPA Australia

BEST INTERVIEW OR PROFILE
GOLD
CPA Australia
The Naked CEO

SILVER
The Economist/GE
GE Look ahead

BEST OVERALL CONTENT MARKETING MEASUREMENT PROGRAM
HONORABLE MENTION
Collective Bias, Inc.
Disney
Disney #FROZENFUN

BEST IN-PERSON CONTENT MARKETING STRATEGY
HONORABLE MENTION
Insperity
Pulse Check

BEST AGENCY/CLIENT CONTENT MARKETING PARTNERSHIP
HONORABLE MENTION
Pace Communications
Four Seasons Hotel & Resorts
Romance in Paris and Beyond

BEST CLIENT/AGENCY PARTNERSHIP
HONORABLE MENTION
The Globe and Mail
Grey Goose/Bacardi/Denneboom Media
Host: The Spirit of Entertaining by Grey Goose
2013

BEST USE OF CONTENT MARKETING FOR EARNED MEDIA

GOLD
Marcus Thomas LLC
Sherwin-Williams
Krylon ColorMaster Challenge: 24 in 24

SILVER
SDL
SDL CX Playbook

BRONZE
Hatchd Digital
Metropolitan Redevelopment Authority
Educating Perth Drivers Through Playful Animation

HONORABLE MENTION
Brandwood Produções Ltda
Unilever
Rexona

HONORABLE MENTION
New Content Editora e Productora Ltda
SKYY
Battle of DJ’s

BEST EXECUTIVE VIDEO OR VIDEO SERIES (EXTERNAL)

GOLD
Teach for America
Get to know EVB, Co-CEO of TFA

HONORABLE MENTION
The Joint Commission
Collaborating with Physicians

HONORABLE MENTION
PR Newswire / MultiVu
64893 Sodexo Workplace Trends Report 2014

BEST EXECUTIVE VIDEO OR VIDEO SERIES (INTERNAL)

GOLD
Jyske Bank
Conversations with Anders

HONORABLE MENTION
Embryo Creative
JF & CS Boston

HONORABLE MENTION
CPA Australia
The Naked CEO Episodes

BEST ONE-TIME CONTENT-BASED VIDEO

GOLD
Liberty Mutual Insurance
Liberty Mutual and the Ad Inspired by a Tweet

SILVER
Notch Video
Canadian Tire Corporation
Only in Canada: The Canadian Tire Ice Truck

BRONZE
Jyske Bank
The Common Thread

DIGITAL ONLY

VIDEO

BEST EXECUTIVE VIDEO OR VIDEO SERIES (EXTERNAL)

HONORABLE MENTION
HootSuite Media Inc.
Game of Social Thrones

HONORABLE MENTION
OTW Communications
Husqvarna
Outdoor Engineering – Oaks of war

BEST MOTIVATIONAL VIDEO OR VIDEO SERIES

GOLD
PR Newswire / MultiVu
HOKA ONE ONE Leo Manzano Video
SILVER
Ariad Communications
Unilever
Degree DO:MORE

BRONZE
Embryo Creative
JF&CS Boston

HONORABLE MENTION
EMC Corporation
A Record-Breaking Antarctic Quest

BEST PHILANTHROPIC/CHARITABLE VIDEO OR VIDEO SERIES

GOLD
Group SJR
General Electric
Girls Who Code

SILVER
ExactTarget Marketing Cloud
Shepherd Community – Charitable Video

BEST TOPIC SPECIFIC VIDEO

GOLD
Notch Video
Canadian Tire Corporation
Only in Canada: The Canadian Tire Ice Truck

HONORABLE MENTION
Firespotter Labs
UberConference
Linda Honey Listen

BEST SHORT FORM VIDEO OR VIDEO SERIES

GOLD
Asurion
Asurion Short Form Video Series

HONORABLE MENTION
Dell
Dell Smart Business Achievement

BEST VIDEO WITH VIRAL PERFORMANCE

GOLD
Virtual Identity AG
Siemens AG
Paper Dreams/answers

SILVER
Firespotter Labs
UberConference
I’m on Hold

HONORABLE MENTION
One Productions
Tom Hopkins & Trevor Curran
Aer Lingus: New customer service delivery initiatives

HONORABLE MENTION
Firespotter Labs
UberConference
HootSuite Media Inc.
Game of Social Thrones
<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
<th>HONORABLE MENTION</th>
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<tbody>
<tr>
<td>BEST CONTENT MARKETING VIDEO SERIES</td>
<td>Target Corporation</td>
<td>EMC Corporation</td>
<td>Suite the LiveLab company</td>
<td>Sungard Availability Services</td>
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<td>Why Rankings don’t Matter Anymore</td>
<td>Credit Suisse</td>
<td>Line//Shape//Space</td>
<td>Phoenix Forward: For Hazel Downing, leaving India for a nursing career in the U.S. was her ticket out of poverty</td>
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<td>BEST INTERVIEW OR PROFILE</td>
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<td>The Motion Picture Association of America</td>
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<td>CPA Australia</td>
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<td>The Naked CEO Access All Areas</td>
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<td>BEST NEW PUBLICATION</td>
<td>Autodesk</td>
<td>King Fish</td>
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<td>Best New Publication</td>
<td>Google</td>
<td>TD Ameritrade</td>
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<td>Think With Google</td>
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<td>HONORABLE MENTION</td>
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<td>thinkMoney Magazine</td>
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</table>
MOST IMPROVED EDITORIAL

GOLD
Tan Tock Seng Hospital (TTSH)
TTSH GP BUZZ (Oct – Dec 2013)

HONORABLE MENTION
Time Inc. Content Solutions
Allstate
Allstate Good Hands News

BEST OVERALL DIGITAL DESIGN

GOLD
Kircher-Burkhardt
Allianz Deutschland AG
1890 Das Magazin der Allianz Deutschland AG

SILVER
Autodesk
Line//Shape//Space

BEST DESIGN, NEW PUBLICATION

GOLD
FVM Strategic Communications
UNIVAR
Connectivity E-Newsletter

HONORABLE MENTION
Erie Insurance
eriesense.com

HONORABLE MENTION
Phillips 66
Growing Business with Phillips 66 Customer Communication

BEST OVERALL DIGITAL PUBLICATION

GOLD
Story Worldwide
RCI
Endless Vacation iPad App

SILVER
Avaya
Guide to Cloud Collaboration

BEST FEATURE DESIGN

GOLD
Story Worldwide
RCI
Ventures Magazine – Las Vegas Feature Profile

HONORABLE MENTION
Petrol Advertising
WD, a Western Digital Company
WD Ventito

MOST IMPROVED

GOLD
Tan Tock Seng Hospital (TTSH)
TTSH GP BUZZ (Oct-Dec 2013)

HONORABLE MENTION
Cie Studios
Nitto Tire U.S.A. Inc.
Driving Line
BEST CUSTOMER-BASED PUBLICATION

GOLD
Autodesk
Line/Shape/Space

HONORABLE MENTION
Kircher-Burkhardt
Kircher-Bukhardt GmbH
The Narrative

SOCIAL MEDIA

BEST BLOG ENTRY

GOLD
ePromos Promotional Products
Is Your Marketing Smelly? 5 Tips to Infuse Scent into your Campaigns

SILVER
Teach for America
Teaching Isn’t Rocket Science - It’s Harder

BRONZE
Pardot, a salesforce.com Company
7 Examples of Successful Email Templates: A Case Study

HONORABLE MENTION
Technology Marketing Corporation
Content Boost
Hey Coca-Cola, Will You Go With Me to Prom?

BEST INDIVIDUAL CORPORATE BLOG

GOLD
Shutterstock
Shutterstock Blog

SILVER
Pardot, a salesforce.com Company
Pardot Corporate Blog

BEST MULTI-AUTHOR BLOG

GOLD
Marketo
Best Multi-Author Blog

SILVER
Autodesk
Line/Shape/Space

BRONZE
ExactTarget Marketing Cloud
ExactTarget Marketing Cloud Blog

HONORABLE MENTION
PTC Agency
PTC
PLS Blog - Multi Author

HONORABLE MENTION
The Joint Commission
Take 5 with The Joint Commission

BEST PODCAST SERIES

GOLD
Angie’s List
Angie’s List: Chat with the Experts

HONORABLE MENTION
The Joint Commission
Take 5 with The Joint Commission
2013

HONORABLE MENTION
NR Media Group LLC
Social Restaurant Podcast Best Podcast Series entry: #35 Liz Lessner, #36 Dan Kim & #37 Jason Smylie

BEST PODCAST EPISODE

BRONZE
NR Media Group LLC
Social Restaurant Podcast Best Podcast Episode entry: #038 Dan Ponton on Building Corporate Culture While Working From Home

BEST USE OF INFOGRAPHICS

GOLD
Blackbaud
Next Generation of America Giving

SILVER
WebbyMonks
WebbyMonks - Website Testing Infographic

BRONZE
256 Media
EBS Ltd
The Worlds First Infozine

HONORABLE MENTION
Marketeto
Leveraging Snapchat for Brands

HONORABLE MENTION
Pardot, a salesforce.com Company
Sales vs. Marketing: The Original Game of Thrones Infographic

BEST INFOGRAPHICS SERIES

GOLD
WSJ Custom Studios, Dow Jones
SPDR, State Street Global Advisors
America: A Portfolio of Ideas - Infographics: The Great Wall of China; Help Needed, If Not Wanted; Bubbles: A History; Euphoria, Relative to Recession; 5 Natural Gas Shale Deposits in the U.S.; The Beauty of Bonds

2014

SILVER
Canadian Olympic Committee
Best Infographic Series

BEST TOPIC SPECIFIC BLOG

GOLD
Kircher-Burkhardt
Kircher-Burkhardt GmbH
The Narrative

SILVER
WITH/Sims
Neenah Paper
Land the Job

BRONZE
King Content
Robert Half
Work Life

BEST USE OF FACEBOOK FOR CONTENT MARKETING

GOLD
Laughlin Constable
Medlea
Breastpump Company Create Supportive Community for Moms to Learn, Celebrate and Grow

SILVER
FGL Sports Ltd. (Sport Chek)
Sport Chek Social Flyer

BEST USE OF PINTEREST FOR CONTENT MARKETING

GOLD
GE
GE Pinterest

SILVER
Imagination
Tablespoon
Tablespoon Pinterest
<table>
<thead>
<tr>
<th>Category</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<tr>
<td><strong>BEST USE OF INSTAGRAM FOR CONTENT MARKETING</strong></td>
<td>The Barbarian Group, General Electric, General Electric Instagram</td>
<td>Cie Studios, Nitto Tire U.S.A. Inc., Live From SEMA</td>
<td>Palio + Ignite, inventive Health, Palio + Ignite Twitter</td>
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<td><strong>BEST USE OF SLIDESHARE FOR CONTENT MARKETING</strong></td>
<td>HB Agency, Congratulations Graduate: 11 Reasons I Will Never Hire You</td>
<td>Four Winds Interactive, The Value of Effective Employee Communication</td>
<td>Spafax, Air Canada, Air Canada’s Instagram</td>
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<td><strong>BEST USE OF TWITTER FOR CONTENT MARKETING</strong></td>
<td>Adobe, CMO.com</td>
<td>Luckie &amp; Company, McKee Foods – Little Debbie Vines</td>
<td>Palio + Ignite, GE, How to Effectively Reach Your Audience In The Digital Age</td>
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<td><strong>BEST USE OF YOUTUBE FOR CONTENT MARKETING</strong></td>
<td>Esurance, Why I Ride</td>
<td>Guitar Center, Guitar Center Official YouTube Channel</td>
<td>Marcus Thomas LLC, Sherwin-Williams, Krylon ColorMaster Challenge: 24 in 24</td>
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<td><strong>BEST INTEGRATED SOCIAL MEDIA (TWO OR MORE SOCIAL CHANNELS)</strong></td>
<td>GOLD</td>
<td>Marcus Thomas LLC, Sherwin-Williams</td>
<td><em>Krylon ColorMaster Challenge: 24 in 24</em></td>
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<td>SILVER</td>
<td>Ayzenberg Group, Microsoft, Xbox One Launch</td>
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<td></td>
<td>BRONZE</td>
<td>GE, 3D Printing Day</td>
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<td><strong>HONORABLE MENTION</strong></td>
<td></td>
<td>Laughlin Constable, Medela</td>
<td><em>Breastpump Company’s Multi-Media Strategy Drives Awareness While Celebrating and Supporting Fans’ Journeys</em></td>
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<td><strong>BEST USE OF CONTENT REPURPOSING</strong></td>
<td>GOLD</td>
<td>Idea Grove, Long Range Systems</td>
<td><em>Wait Time Study Repurposing Campaign Results in Significant Visibility</em></td>
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<td>SILVER</td>
<td>KPMG International, World Economic Forum Live (WEFLIVE)</td>
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<td>BRONZE</td>
<td>Vertical Measures, Google Penalty Recovery Kit Campaign</td>
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<tr>
<td><strong>WEBSITE</strong></td>
<td>GOLD</td>
<td>Huge, Google, Think with Google</td>
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<td>SILVER</td>
<td>The Adcom Group, Kauffman Foundation, ID8 Nation</td>
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<td>BRONZE</td>
<td>Weber Shandwick, Ricoh Americas Corporation, WorkIntelligent.ly</td>
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<td><strong>HONORABLE MENTION</strong></td>
<td></td>
<td>Waggener Edstrom Communications, Microsoft, Windows Embedded Marketing Site</td>
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<td><strong>BEST OVERALL EDITORIAL</strong></td>
<td>GOLD</td>
<td>Huge, Google, Think with Google</td>
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<td>SILVER</td>
<td>The Adcom Group, Kauffman Foundation, ID8 Nation</td>
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<td><strong>HONORABLE MENTION</strong></td>
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<td>Waggener Edstrom Communications, Microsoft, Windows Embedded Marketing Site</td>
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<td><strong>BEST CURATED SITE</strong></td>
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<td>Waggener Edstrom Communications, Microsoft, MadePossibly.by Microsoft</td>
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<td>SILVER</td>
<td>Adobe, CMO.com</td>
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<td>BRONZE</td>
<td>Vertical Measures, Google Penalty Recovery Kit Campaign</td>
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BEST LANDING PAGE

GOLD
Federal Retirement Thrift Investment Board
Take FIVE for Your Future Microsite

SILVER
Dell
Dell World

BRONZE
Nomadic Agency
PepsiCo

Diet Pepsi Brand Site: Creating a Content Marketing Hub to Build Equity with Loyal Consumers

HONORABLE MENTION
Oppenheimerfunds, Inc.
Oppenheimer Rochester Annual Overview Landing page 2013

HONORABLE MENTION
Autodesk
Line//Shape//Space

MOBILE

BEST PUBLICATION SPECIFIC TO A MOBILE DEVICE (PHONE OR TABLET)

GOLD
Sage
Job Ready Guide to Reducing Risk and Protecting Profits

BRONZE
Kircher-Burkhardt
Vacheron Constantin
HOUR VIEWS

BEST TABLET-BASED MAGAZINE

GOLD
Story Worldwide
RCI
Ventures Magazine - Q2 2014

SILVER
U.S. Trust Capital Acumen App

BEST OVERALL DESIGN OF WEBSITE CONTENT

GOLD
Huge
Google
Think With Google

SILVER
Kircher-Burkhardt GMBH
Kircher-Burkhardt Website

BRONZE
Canadian Olympic Committee
Best Overall Design of Website Content

HONORABLE MENTION
Madden Media
Kansas City Convention & Visitors Association

BEST MOBILE APP

GOLD
OTW Communication
TV4
Hockey World Cup App
**BEST PUBLICATION BY INDUSTRY**

**BEST AIRLINE PUBLICATION**

**GOLD**
New Content Editora e Produtora Ltda
TAM Airlines
TAM Nos Nuvens

**SILVER**
Pace Communications
Southwest Airlines
Spirit Magazine – December 2013 Issue

**BEST MOBILE RESPONSIVE CONTENT**

**GOLD**
Canadian Olympic Committee
Agency Fish
Colours the magazine of Garuda Indonesia
Colours

**SILVER**
Ariad Communications
Unilever
Knorr Responsive

**HONORABLE MENTION**
Armstrong World Industries
Replacement Ceilings App

**HONORABLE MENTION**
Shoutz, Inc.
LotteryHUB
LotteryHUB – The Official Mobile App of Powerball and Mega Millions

**HONORABLE MENTION**
Meredith Xcelerated Marketing
Kia Motors America
Kia Cadenza Responsive Design Launch Site

**HONORABLE MENTION**
Imprint
Fidelity
In The Money

**BEST ASSOCIATION PUBLICATION**

**GOLD**
Horwitz Publications
Australian Turf Club
Carnival

**BEST EDUCATIONAL PUBLICATION**

**GOLD**
University of Southern Queensland
USQ Online Marketing – Best Educational Publication

**SILVER**
C. Mondavi & Family
The Witch, the Water & the Wine

**PRINT OR DIGITAL**

**BRONZE**
Marcus Thomas LLC
Sherwin-Williams
paintlist

**BRONZE**
Armstrong World Industries
New Bruce.com Responsive Website

**HONORABLE MENTION**
Armstrong World Industries
Replacement Ceilings App

**HONORABLE MENTION**
Shoutz, Inc.
LotteryHUB
LotteryHUB – The Official Mobile App of Powerball and Mega Millions

**HONORABLE MENTION**
Meredith Xcelerated Marketing
Kia Motors America
Kia Cadenza Responsive Design Launch Site
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<th>Category</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<td>Best Financial Services Publication</td>
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<td>CLEAResult</td>
<td>A-lehedet Dialogi Oy, Espoo</td>
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<td>TDA’s How to think or Swim</td>
<td>City of Garland, TX, Energy &amp; Water Efficiency Idea Book</td>
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<td>Brink Magazine</td>
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<td>Best Healthcare/Medical Publication</td>
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<td>Optum, Moneyball Analytics eBook</td>
<td>Clearesult, City of Garland, TX</td>
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<td>F. Hoffman-La Roche Ltd</td>
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<td>Energy &amp; Water Efficiency Idea Book</td>
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<td>Mr Roche 06/2013</td>
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<td>Best Hospitality Publication</td>
<td>HCP/Aboard Publishing</td>
<td>Pace Communications, Wells Fargo</td>
<td>A-lehedet Dialogi Oy, Espoo</td>
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<td></td>
<td>Hyatt Hotels &amp; Resorts</td>
<td>Four Seasons Hotel &amp; Resorts</td>
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<td>Best Government Publication</td>
<td>Agency for Integrated Care</td>
<td>CLEAResult</td>
<td>A-lehedet Dialogi Oy, Espoo</td>
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<td>NEXTSTEP</td>
<td>City of Garland, TX, Energy &amp; Water Efficiency Idea Book</td>
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<td>HCP/Aboard Publishing</td>
<td>Optum, Moneyball Analytics eBook</td>
<td>Clearesult, City of Garland, TX</td>
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<td>Moneyball Analytics eBook</td>
<td>Energy &amp; Water Efficiency Idea Book</td>
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<td>Destination Hyatt 2014</td>
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<td>Four Seasons Hotel &amp; Resorts</td>
<td>Four Seasons Magazine, Issue 3, 2013</td>
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2014 CONTENT MARKETING AWARDS

BEST INSURANCE PUBLICATION

BRONZE
- Story Worldwide RCI Ventures Magazine- Q2 2013

HONORABLE MENTION
- World Vision U.S. Word Vision Magazine

BEST INSURANCE PUBLICATION

GOLD
- Head Office Ethias Welcome Magazine

SILVER
- Time Inc. Content Solutions Allstate Allstate Good Hands News

BRONZE
- Totem GEICO GEICO Now: Fall/Winter 2013

BEST INSURANCE PUBLICATION

HONORABLE MENTION
- Allstate The Allstate Blog

BEST NONPROFIT PUBLICATION

GOLD
- The Trust for Public Land Land and People Magazine

SILVER
- Meredith Xcelerated Marketing ACLU STAND Magazine, Fall 2013

BRONZE
- The Humane Society of the United States All Animals, May/June 2013

HONORABLE MENTION
- Imagination be.group be.magazine

BEST RETAIL PUBLICATION

GOLD
- News Custom Content Chadstone shopping centre Fashion Capital (Spring/Summer 2013 issue)

SILVER
- Newmen Tabris Magazine Tabris Magazine. Edition about gastronomic culture

BRONZE
- New Content Editora e Productora Ltda O Boticário Viva Linda

HONORABLE MENTION
- News Custom Content Woolworths Supermarkets Fresh (December 2013 issue)

BEST SCHOOL/UNIVERSITY PUBLICATION

BRONZE
- The Globe and Mail Canadian University Report

HONORABLE MENTION
- University of Southern Queensland HeyU

HONORABLE MENTION
- Stowaway Magazine Stowaway Magazine, Winter 2014 issue
BEST SPORTS PUBLICATION

GOLD
Horwitz Publications
Australian Turf Club
Carnival

HONORABLE MENTION
Autodesk
Line//Shape//Space

HONORABLE MENTION
The Trust for Public Land
Land & People Magazine

BEST TOURISM

GOLD
Plot Content Agency
Casa di Azeite – Portugal
Revista Az-zait 2013

HONORABLE MENTION
Story Worldwide
Endless Vacation - Fall 2013

HONORABLE MENTION
Story Worldwide
Endless Vacation - Spring 2013

SILVER
HCP/Abroad Publishing
Jamaica Hotel & Tourist Association
Our Jamaica 2014

SILVER
National Association of REALTORS®
Kitchen Remodeling Decisions You’ll Never Regret

BEST FEATURE ARTICLE

GOLD
Pace Communications
USAA
Taking Care of Their Own – Fall 2013 pg 12.

HONORABLE MENTION
Ministry of Defence, Singapore
PREP FOR DISASTER

HONORABLE MENTION
Meredith Xcelerated Marketing
ACLU
STAND magazine, Watching the Watchers

BEST HOW-TO ARTICLE

GOLD
Pace Communications
USAA
The Road to a Civilian Career – Spring 2013, pg 7

SILVER
The Globe and Mail
Grey Goose/Bacardi
Holidays Unwrapped in Host: The Spirit of Entertaining by Grey Goose

EDITORIAL CATEGORIES

BEST EDITORIAL- NEW PUBLICATION

GOLD
Meredith Xcelerated Marketing
ACLU
STAND Magazine

SILVER
The Xerox Corporation
Real Business

BRONZE
REM Publishing Group
Behr Process Corporation
inPAINT

HONORABLE MENTION
Autodesk
Line//Shape//Space

HONORABLE MENTION
The Trust for Public Land
Land & People Magazine

HONORABLE MENTION
Meredith Xcelerated Marketing
ACLU
STAND magazine, Watching the Watchers

HONORABLE MENTION
Ministry of Defence, Singapore
PREP FOR DISASTER

HONORABLE MENTION
Meredith Xcelerated Marketing
ACLU
STAND magazine, Watching the Watchers

HONORABLE MENTION
Meredith Xcelerated Marketing
ACLU
STAND magazine, Watching the Watchers
BRONZE
Pace Communications
Verizon Wireless
Insider’s Guide “How to Watch Videos from Your Smartphone or Tablet on Your TV” editorial article

HONORABLE MENTION
University of Phoenix
Phoenix Forward “How to bring Common Core into the classroom”

BEST INTERVIEW OR PROFILE
GOLD
WSJ Custom Studios, Dow Jones
Janus Capital Group
“Reducing Unintended Risks” Janus Report, Winter 2013

SILVER
PTC Agency
PTC
PLS Blog – Profile

BRONZE
WSJ Custom Studios, Dow Jones
Regions Private Wealth Management
Insights, Summer 2013 issue, “Beyond the Bike”

HONORABLE MENTION
SPH Magazines Pte Ltd
SO/HO June 2013 (Issue 4)

BEST NEWS STORY
GOLD
Pace Communications
USAA
Meet the New Target of Identity Theft – Summer 2013, pg 22

SILVER
CPA Australia
2013 Integrated Report

BRONZE
AHA!
2012 Corporate Social Responsibility Report

HONORABLE MENTION
Dell
2013 Corporate Responsibility Report

BEST REGULARLY FEATURED COLUMN OR SECTION
GOLD
Association of Corporate Counsel
CareerPath

HONORABLE MENTION
The Walt Disney Company
Disney Corporate Creative Resources
Disney Twenty-Three Winter 2013: “Saving Mr. Banks”

BEST SPECIAL – TOPIC ISSUE
GOLD
Angie’s List
“Finding Normal AFTER THE DISASTER”

HONORABLE MENTION
Liberty Mutual Insurance
Life with Liberty, Final Issue, Fall 2013

BEST ANNUAL REPORT EDITORIAL
GOLD
Spoon
If
The Safest People in the World

HONORABLE MENTION
CPA Australia
2013 Integrated Report

BEST NEWS SERIES/PROGRAM
GOLD
World Vision U.S.
World Vision Magazine Online: Syrian Refugee Crisis
MOST IMPROVED EDITORIAL

GOLD
Base
Baseline Blog

SILVER
Staples
Staples Business Hub

BRONZE
Totem
Philadelphia Convention and Visitors Bureau (PHLCVB)
CAA Magazine, Winter 2013 Magazine

HONORABLE MENTION
Imagination
be.group
be.magazine

BEST OVERALL EDITORIAL

GOLD
Story Worldwide
RCI
Endless Vacation Magazine

SILVER
Adobe
CMO.com

BRONZE
Time Inc. Content Solutions
U.S. Trust
Capital Acumen Issue #26

HONORABLE MENTION
Mahlab Media
Insurance and Risk Professional

HONORABLE MENTION
Totem
Acura

PRINT ONLY

OVERALL CATEGORIES

BEST NEW PUBLICATION

GOLD
The Globe and Mail
KPMG Enterprise
In Business

SILVER
Meredith Xcelerated Marketing
ACLU
STAND Magazine

BRONZE
Ink
United
Rhapsody

BEST FEATURE ARTICLE

SILVER
Agency Fish
Colours
Colours November Issue “Island Hoper” article

BEST INTERVIEW OR PROFILE

GOLD
The Walt Disney Company
Disney Corporate Creative Resources
Disney Twenty-Three Fall 2013: “Sklar Struck”

SILVER
American Airlines
American Way: December 1, 2013: The Power of Love

BRONZE
Story Worldwide
RCI
Ventures Magazine – Q2 2014: Wend Poe Profile

Acura STYLE: Best Overall Editorial – Spring/Summer 2013
### HONORABLE MENTION

**Hopelink**

"Living in Survival Mode" – A Profile of a Hopeline Client Family

### BEST REGULARLY FEATURED COLUMN OR SECTION

#### GOLD

American Airlines

*American Way: Americana: March 15, 2013 + May 1, 2013 + September 15, 2013*

#### SILVER

Time Inc. Content Solutions

*U.S. Trust In Brief Issue 26*

### MOST IMPROVED EDITORIAL

#### SILVER

Allstream

*expertIP Blog Topic Pages*

### BEST DESIGN, NEW PUBLICATION

#### GOLD

The Globe and Mail

*KPMG Enterprise In Business*

#### SILVER

RedPoint Media & Marketing Solutions

*The Calgary Foundation Spur Magazine*

#### BRONZE

The Walt Disney Company

*Disney Corporate Creative Resources Disney Twenty-Three Spring 2013: “A Great & Powerful Odyssey”*

### BEST FEATURE DESIGN

#### GOLD

Brandwood Produções Ltda

Unilever

Dove

#### SILVER

Ink

United

*Hemispheres Magazine - Blind Ambition*

#### BRONZE

Spafax Chile

In Magazine

*Testino, Alta Moda*

### MOST IMPROVED DESIGN

#### GOLD

Dino Publishing

Sea Ray Boats

*Sea Ray Living Magazine*

#### SILVER

Publicitas

*HomeTeamNS Frontline*

#### BRONZE

Emmis Communications

Indiana Office of Tourism Development

*Indiana Travel Guide 2014*

#### HONORABLE MENTION

Meredith Xcelerated Marketing

Kraft Foods

*Kraft Food & Family Magazine Redesign*
HONORABLE MENTION

ExactTarget Marketing Cloud

ExactTarget Marketing Cloud Blog Redesign

BEST OVERALL PRINT DESIGN

GOLD

Brandwood Produções Ltda
Unilver
Dove

SILVER

Hungry Eye Media
Re/Max LLC

BRONZE

Spafax Chile

In Magazine

Testino, Alta Moda

HONORABLE MENTION

Totem
CAA

Fast Forward

BEST OVERALL PRINT PUBLICATION

GOLD

Plot Content Agency
Casa di Azeite – Portugal
Revista Az-zeait 2013

SILVER

Spafax Chile

In Magazine

November Issue/Street Art

HONORABLE MENTION

The Walt Disney Company
Disney Corporate Creative Resources

Disney Twenty-Three Winter 2013: “Saving Mr. Banks”

BEST EMPLOYEE-BASED PUBLICATION

GOLD

Pace Communications
Walmart
Walmart World

SILVER

Hungry Eye Media
Re/Max LLC

ABOVE the RE/MAX Magazine

BRONZE

Booze Allen Hamilton

INNOVO

HONORABLE MENTION

Aude
Netia

@mazing

HONORABLE MENTION

Kircher Burkhardt GmbH
Dr. Ing. H.c.F. Porsche AG
Carrera Magazine

BEST CUSTOMER-BASED PUBLICATION

GOLD

News Custom Content
Woolworths Supermarkets
Fresh (January 2014 Issue)

SILVER

Kircher Burkhardt GmbH
Nord Stream AG

Secure Energy for Europe – The Nord Stream Pipeline Project

BRONZE

Publicitas
Singapore Airlines LTD
Priority
2013

HONORABLE MENTION
The Globe and Mail
Elizabeth Arden
Modern Beauty

HONORABLE MENTION
The Globe and Mail
Audi Canada
Mavericks

DESIGN CATEGORIES

BEST COLUMN OR SECTION DESIGN

GOLD
HCP/Abroad Publishing
Volaris
V de Volaris March/April 2013

SILVER
T3 Custom
TD Ameritrade
TDA’s How to think or Swim

BEST DESIGN – NEW PUBLICATION

GOLD
Ink
United
Rhapsody

SILVER
Plot Content Agency
Montepio
Casa do Azeite

BEST COVER

GOLD
Plot Content Agency
Montepio
Casa do Azeite

SILVER
St. John’s University
Undergraduate Viewbook

BRONZE
Imagination
US Foods
Food Fanatics

BEST FEATURE DESIGN

SILVER
Totem
GEICO
GEICO SIU: GEICO Now – Spring/Summer 2013

BRONZE
Totem
Acura
New England Calling: Acura STYLE: Fall/Winter 2013

BEST INFOGRAPHIC

GOLD
Vertical Measures
The Author Rank Building Machine Infographic

SILVER
Kircher-Burkhardt
Bundesministerium der Verteidigung
Ein Land will raus aus der Steinzeit

BRONZE
Time Warner Cable Business Class
Network of Possibility

HONORABLE MENTION
Publicitas
Singapore Airlines Ltd
Priority

HONORABLE MENTION
The Walt Disney Company
Disney Corporate Creative Resources
Disney Newsreel January 11: “Joining Forces”
B E S T  U S E  O F  I L L U S T R A T I O N,  S I N G L E  F E A T U R E

G O L D
American Airlines
American Way: October 15, 2013; Friday Night

S I L V E R
Meredith Xcelerated Marketing
State Farm
Good Neighbor Magazine, Summer 2013

H O N O R A B L E  M E N T I O N
Totem
Acura
In Your Dreams: Acura STYLE: Spring/Summer 2013

H O N O R A B L E  M E N T I O N
Totem
CAA
Fast Forward

B E S T  U S E  O F  P H O T O G R A P H Y,  S I N G L E  F E A T U R E

G O L D
Publicitas
Thai Airways International Public Company Limited
Sawasdee

S I L V E R
Story Worldwide
RCI
Endless Vacation – Fall 2013 – Tobago Feature

B R O N Z E
HCP/Aboard Publishing
Hyatt Hotels & Resorts
Destination Hyatt 2014 – Tea Time

B E S T  U S E  O F  P H O T O G R A P H Y –  O V E R A L L  P U B L I C A T I O N

G O L D
Meredith Xcelerated Marketing
Publix Super Markets, Inc.
Publix Grape Magazine, Winter Issue 2013

S I L V E R
World Vision U.S.
World Vision Magazine Photography

H O N O R A B L E  M E N T I O N
Aude
Netia
@mazing

M O S T  I M P R O V E D  D E S I G N,  M A G A Z I N E

G O L D
Imagination
be.group
be.magazine

S I L V E R
Ministry of Defence, Singapore
Pioneer Magazine Revamp 2014

B R O N Z E
Xerox
Savers Digest Newsletter

M O S T  I M P R O V E D  D E S I G N,  N E W S L E T T E R
BEST OVERALL DESIGN – MAGAZINE

GOLD
Plot Content Agency
Casa do Azeite – Portugal
az-zait

SILVER
Agency Fish
Colours
Colours Magazine

BRONZE
Ink
United
Hemispheres Magazine

HONORABLE MENTION
Newmen
Huntworld
Huntworld Magazine: Edition about Hunting, Fishing, Tourism and Scuba diving

HONORABLE MENTION
A-lehdet Dialogi Oy
Smartum

BEST OVERALL DESIGN, NEWSLETTER

HONORABLE MENTION
Newmen
Mir Ohoty/Hunt World

HONORABLE MENTION
WSJ Custom Studios, Dow Jones
Lincoln Financial Group
Your Future, Fall 2013

BEST OVERALL DESIGN, ANNUAL REPORT

GOLD
Rubrik AB
Elanders On Time

HONORABLE MENTION
Kircher-Burkhardt
Allianz Deutschland AG
Results for the Customer