



2014 WINNERS LIST

CONGRATULATIONS TO THE WINNERS OF THE 2014 CONTENT MARKETING AWARDS!



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.

2014 WINNERS

STRATEGY WINNERS

DIGITAL ONLY WINNERS

VIDEO WINNERS

DIGITAL PUBLICATION WINNERS

SOCIAL MEDIA WINNERS

WEBSITE WINNERS

MOBILE WINNERS

PRINT OR DIGITAL WINNERS

BEST PUBLICATION BY INDUSTRY WINNERS

EDITORIAL CATEGORIES

PRINT ONLY WINNERS

OVERALL CATEGORIES

DESIGN CATEGORIES

AGENCY OF THE YEAR:

Meredith Xcelerated Marketing
New York, NY, USA

AGENCY OF THE YEAR:

Group SJR
New York, NY, USA

MARKETER OF THE YEAR:

Bryan Rhoads, Executive Editor,
Intel Digital Media Labs

PROJECT OF THE YEAR:

Guitar Center Official YouTube Channel
Produced by Guitar Center

2014



CONTENT MARKETING AWARDS

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

Miles
Austin Convention & Visitors Bureau
Austin Leisure eNewsletter Program

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

Spoon
Axel Johnson
Let's Make a Difference

HONORABLE MENTION

Dell
Commonwealth Games Glasgow 2014

HONORABLE MENTION

Mahlab Media
Institute of Public Works Engineering Australasia

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

HONORABLE MENTION

Eastwick Communications
ReachLocal
Lead Nurturing Campaign: ReachEdge Product

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

2014



CONTENT MARKETING AWARDS

BRONZE

Sage
Construction Business Visibility Lead Nurture

HONORABLE MENTION

Sungard Availability Services
Holiday Resiliency

HONORABLE MENTION

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

HIGHEST SUBSCRIBER GROWTH

GOLD

Guitar Center
Guitar Center Official YouTube Channel

BRONZE

National Fire Protection Association
NEC Connect

MOST INNOVATIVE CONTENT DISTRIBUTION STRATEGY

GOLD

GE
#SecondScienceFair

SILVER

Oracle
Latin American Oracle Technology Network

HONORABLE MENTION

CPA Australia
Most Innovative Content Strategy

BEST INTERVIEW OR PROFILE

GOLD

CPA Australia
The Naked CEO

SILVER

The Economist/GE
GE Look ahead

BRONZE

WSJ Custom Studios, Dow Jones
SPDR, State Street Global Advisors
America: A Portfolio of Ideas

BEST OVERALL CONTENT MARKETING MEASUREMENT PROGRAM

HONORABLE MENTION

Collective Bias, Inc.
Disney
Disney #FROZENFUN

BEST IN-PERSON CONTENT MARKETING STRATEGY

HONORABLE MENTION

Insperty
Pulse Check

BEST AGENCY/CLIENT CONTENT MARKETING PARTNERSHIP

GOLD

Pace Communications
Four Seasons Hotel & Resorts
Romance in Paris and Beyond

SILVER

The Economist/GE
GE Look ahead

BRONZE

Sunset Publishing
Visit California

HONORABLE MENTION

Group SJR
General Electric & Group SJR

BEST CLIENT/AGENCY PARTNERSHIP

HONORABLE MENTION

The Globe and Mail
Grey Goose/Bacardi/Denneboom Media
Host: The Spirit of Entertaining by Grey Goose

2014



CONTENT MARKETING AWARDS

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

DIGITAL ONLY

VIDEO

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

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

2014



CONTENT MARKETING AWARDS

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

BRONZE

Luckie & Company
Jingle Ball: Zorbing for Charity

HONORABLE MENTION

Hopelink
Reaching Out Luncheon Video

HONORABLE MENTION

Embryo Creative
JF&CS Boston

BEST TOPIC SPECIFIC VIDEO

GOLD

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

SILVER

The Tesh Media Group
Home Depot Honey-Do List

BEST SHORT FORM VIDEO OR VIDEO SERIES

GOLD

Asurion
Asurion Short Form Video Series

HONORABLE MENTION

Dell
Dell Smart Business Achievement

HONORABLE MENTION

PR Newswire / MultiVu
Hack@Turn 2013

BEST VIDEO WITH VIRAL PERFORMANCE

GOLD

Virtual Identity AG
Siemens AG
Paper Dreams,/answers

SILVER

Firespotter Labs
UberConference
Linda Honey Listen

BRONZE

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

HONORABLE MENTION

Firespotter Labs
UberConference
I'm on Hold

HONORABLE MENTION

HootSuite Media Inc.
Game of Social Thrones

2014



CONTENT MARKETING AWARDS

BEST CONTENT MARKETING VIDEO SERIES

GOLD

Target Corporation
Target presents: The Way Up

SILVER

EMC Corporation
Data Crunchers! Data Center Detonation

BRONZE

Suite the LiveLab company
Craftsman
Restoration Rollout

HONORABLE MENTION

Sungard Availability Services
Holiday Resiliency

HONORABLE MENTION

Zehnder Communication Inc.
Visit Baton Rouge
Visit Baton Rouge: Mo and Arrow at Bass Pro

DIGITAL PUBLICATION

BEST NEW PUBLICATION

GOLD

Autodesk
Line//Shape//Space

SILVER

King Fish
Ameriprise Financial
Best New Publication

BRONZE

HUGE
Google
Think With Google

BEST FEATURE ARTICLE

GOLD

R.O.I. Media
Why Rankings don't Matter Anymore

SILVER

Group SJR
Credit Suisse
From the Mine to the Mind: Australia's Economic Future

BRONZE

Autodesk
Line//Shape//Space

BEST INTERVIEW OR PROFILE

SILVER

Group SJR
The Motion Picture Association of America
One of the Greatest Cinematographers Ever – Emmanuel Lubezki

BRONZE

University of Phoenix
Phoenix Forward: For Hazel Downing, leaving India for a nursing career in the U.S. was her ticket out of poverty

BEST REGULARLY FEATURED COLUMN OR SECTION

GOLD

CPA Australia
The Naked CEO Access All Areas

HONORABLE MENTION

T3 Custom
TD Ameritrade
thinkMoney Magazine

2014



CONTENT MARKETING AWARDS

MOST IMPROVED EDITORIAL

GOLD

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

HONORABLE MENTION

Erie Insurance
eriesense.com

HONORABLE MENTION

Phillips 66
Growing Business with Phillips 66 Customer Communication

BEST DESIGN, NEW PUBLICATION

GOLD

FVM Strategic Communications
UNIVAR
Connectivity E-Newsletter

HONORABLE MENTION

Alma 360
Suomen Ekonomiliitto SEFE
www.ekonomilehti.fi

HONORABLE MENTION

LinkedIn
The Sophisticated Marketer's Guide to LinkedIn

BEST FEATURE DESIGN

GOLD

Story Worldwide
RCI
Ventures Magazine - Las Vegas Feature Profile

MOST IMPROVED

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

HONORABLE MENTION

Esker
Esker eBook: Doomsday Faxers, a Fax Survival Guide

BEST OVERALL DIGITAL PUBLICATION

GOLD

Story Worldwide
RCI
Endless Vacation iPad App

SILVER

Avaya
Guide to Cloud Collaboration

BRONZE

Autodesk
Line//Shape//Space

HONORABLE MENTION

Petrol Advertising
WD, a Western Digital Company
WD Ventito

HONORABLE MENTION

Cie Studios
Nitto Tire U.S.A. Inc.
Driving Line

2014



CONTENT MARKETING AWARDS

BEST CUSTOMER-BASED PUBLICATION

GOLD

Autodesk
Line//Shape//Space

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?

HONORABLE MENTION

Firespotter Labs
UberConverence
Linda Honey Listen

BEST INDIVIDUAL CORPORATE BLOG

GOLD

Shutterstock
Shutterstock Blog

SILVER

Pardot, a salesforce.com Company
Pardot Corporate Blog

BRONZE

Allstate
The Allstate Blog

HONORABLE MENTION

Kircher-Burkhardt
Kircher-Bukhardt GmbH
The Narrative

HONORABLE MENTION

Liberty Mutual Insurance
Liberty Mutual Safe and Smart Living 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

Allstream
expertIP

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

2014



CONTENT MARKETING AWARDS

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

Marketo

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 Suidios, 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

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

2014



CONTENT MARKETING AWARDS

BRONZE

ExactTarget Marketing Cloud
ExactTarget Email Swipe File Pinterest board

BEST USE OF INSTAGRAM FOR CONTENT MARKETING

GOLD

The Barbarian Group
General Electric
General Electric Instagram

SILVER

Cie Studios
Nitto Tire U.S.A. Inc.
Live From SEMA

BRONZE

Spafax
Air Canada
Air Canada's Instagram

BEST USE OF SLIDESHARE FOR CONTENT MARKETING

GOLD

HB Agency
Congratulations Graduate: 11 Reasons I Will Never Hire You

SILVER

Four Winds Interactive
The Value of Effective Employee Communication

BRONZE

Four Winds Interactive
How to Effectively Reach Your Audience In The Digital Age

BEST USE OF TWITTER FOR CONTENT MARKETING

GOLD

Adobe
CMO.com

SILVER

Allstream
@allstream

BRONZE

Palio + Ignite
inventive Health
Palio + Ignite Twitter

BEST USE OF YOUTUBE FOR CONTENT MARKETING

GOLD

Esurance
Why I Ride

SILVER

Guitar Center
Guitar Center Official YouTube Channel

BRONZE

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

HONORABLE MENTION

Firespotter Labs
UberConference
Linda Honey Listen

BEST USE OF VINE FOR CONTENT MARKETING

GOLD

GE
#6SecondScienceFair

SILVER

Luckie & Company
McKee Foods - Little Debbie Vines

2014



CONTENT MARKETING AWARDS

BEST INTEGRATED SOCIAL MEDIA (TWO OR MORE SOCIAL CHANNELS)

GOLD

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

SILVER

Ayzenberg Group
Microsoft
Xbox One Launch

BRONZE

GE
3D Printing Day

HONORABLE MENTION

Laughlin Constable
Medela
Breastpump Company's Multi-Media Strategy Drives Awareness While Celebrating and Supporting Fans' Journeys

BEST USE OF CONTENT REPURPOSING

GOLD

Idea Grove
Long Range Systems
Wait Time Study Repurposing Campaign Results in Significant Visibility

SILVER

KPMG International
World Economic Forum Live (WEFLIVE)

BRONZE

Vertical Measures
Google Penalty Recovery Kit Campaign

WEBSITE

BEST OVERALL EDITORIAL

GOLD

Huge
Google
Think with Google

SILVER

The Adcom Group
Kauffman Foundation
ID8 Nation

BRONZE

Weber Shandwick
Ricoh Americas Corporation
WorkIntelligent.ly

HONORABLE MENTION

Waggener Edstrom Communications
Microsoft
Windows Embedded Marketing Site

HONORABLE MENTION

Pace Communications
Four Seasons Hotel & Resorts
Four Seasons Magazine Website

BEST CURATED SITE

GOLD

Waggener Edstrom Communications
Microsoft
MadePossibly.by Microsoft

SILVER

Adobe
CMO.com

2014



CONTENT MARKETING AWARDS

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

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

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
HOURLY VIEWS

BEST TABLET-BASED MAGAZINE

GOLD

Story Worldwide
RCI
Ventures Magazine – Q2 2014

SILVER

U.S. Trust Capital Acumen App

BRONZE

Newmen
Tabris Magazine
Tabris Magazine, Edition about Gastronomic Culture and Product of Tabris

HONORABLE MENTION

Madden Media
Kansas City Convention & Visitors Association
Visit KC: 2014 Official Visitors Guide

BEST MOBILE APP

GOLD

OTW Communication
TV4
Hockey World Cup App

2014



CONTENT MARKETING AWARDS

BRONZE

Marcus Thomas LLC
Sherwin-Williams
paintlist

HONORABLE MENTION

Shoutz, Inc.
LotteryHUB
LotteryHUB - The Official Mobile App of Powerball and Mega Millions

HONORABLE MENTION

Armstrong World Industries
Replacement Ceilings App

BEST MOBILE RESPONSIVE CONTENT

GOLD

Canadian Olympic Committee
Best Mobile Responsive Content

SILVER

Ariad Communications
Unilever
Knorr Responsive

BRONZE

Armstrong World Industries
New Bruce.com Responsive Website

HONORABLE MENTION

Meredith Xcelerated Marketing
Kia Motors America
Kia Cadenza Responsive Design Launch Site

HONORABLE MENTION

Imprint
Fidelity
In The Money

BEST PUBLICATION BY INDUSTRY

BEST AIRLINE PUBLICATION

GOLD

New Content Editora e Produtora Ltda
TAM Airlines
TAM Nas Nuvens

SILVER

Pace Communications
Southwest Airlines
Spirit Magazine - December 2013 Issue

BRONZE

BRONZE
Agency Fish
Colours the magazine of Garuda Indonesia
Colours

HONORABLE MENTION

HCP/Aboard Publishing
Cayman Airways
Cayman Skies January-February 2013

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

2014



CONTENT MARKETING AWARDS

BRONZE

T3 Custom
TD Ameritrade
TDA's How to think or Swim

HONORABLE MENTION

MMIC
Brink Magazine

BEST FINANCIAL SERVICES PUBLICATION

GOLD

T3 Custom
TD Ameritrade
TDA's How to think or Swim

SILVER

T3 Custom
TD Ameritrade
TD Ameritrade's thinkMoney Magazine

BRONZE

Pace Communications
Wells Fargo
Conversations Magazine

HONORABLE MENTION

The Globe and Mail
KPMG Enterprise
In Business

HONORABLE MENTION

WSJ Custom Suidios, Dow Jones
Regions Magazine
Insights, Spring 2013

BEST GOVERNMENT PUBLICATION

GOLD

Agency for Integrated Care
NEXTSTEP

SILVER

CLEARresult
City of Garland, TX
Energy & Water Efficiency Idea Book

BRONZE

A-lehdet Dialogi Oy
Espoo

BEST HEALTHCARE/MEDICAL PUBLICATION

GOLD

Kircher-Burkhardt GmbH
F. Hoffman-La Roche Ltd
Mr Roche 06/2013

SILVER

Optum
Moneyball Analytics eBook

BRONZE

MMIC
Brink Magazine

HONORABLE MENTION

Meredith Xcelerated Marketing
Health Alliance Plan (HAP)
HAP Balanced Living magazine, Fall 2013

HONORABLE MENTION

Singapore Health Services Pte Ltd
Tomorrow's Medicine

BEST HOSPITALITY PUBLICATION

GOLD

HCP/Aboard Publishing
*Hyatt Hotels & Resorts
Destination Hyatt 2014*

SILVER

Pace Communications
Four Seasons Hotel & Resorts
Four Seasons Magazine, Issue 3, 2013

2014



CONTENT MARKETING AWARDS

BRONZE

Story Worldwide
RCI
Ventures Magazine- Q2 2013

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

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

HONORABLE MENTION

World Vision U.S.
Word Vision 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

2014



CONTENT MARKETING AWARDS

BEST SPORTS PUBLICATION

GOLD

Horwitz Publications
Australian Turf Club
Carnival

BEST TOURISM

GOLD

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

SILVER

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

HONORABLE MENTION

Story Worldwide
Endless Vacation - Fall 2013

HONORABLE MENTION

Story Worldwide
Endless Vacation - Spring 2013

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

BEST FEATURE ARTICLE

GOLD

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

SILVER

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

BRONZE

Oak Ridge National Laboratory
Titan Propels GE Wind Turbine Research into New Territory

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

2014



CONTENT MARKETING AWARDS

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

BEST NEWS SERIES/PROGRAM

GOLD

World Vision U.S.

World Vision Magazine Online: Syrian Refugee Crisis

SILVER

Jyske Bank
Made in Denmark

BEST REGULARLY FEATURED COLUMN OR SECTION

GOLD

Association of Corporate Counsel
CareerPath

BEST SPECIAL - TOPIC ISSUE

GOLD

Angie's List
"Finding Normal AFTER THE DISASTER"

HONORABLE MENTION

The Walt Disney Company
Disney Corporate Creative Resources
Disney Twenty-Three Winter 2013: "Saving Mr. Banks"

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

SILVER

CPA Australia
2013 Integrated Report

BRONZE

AHA!
Comcast and NBCUniversal
2012 Corporate Social Responsibility Report

HONORABLE MENTION

Dell
2013 Corporate Responsibility Report

2014



CONTENT MARKETING AWARDS

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

Acura STYLE: Best Overall Editorial - Spring/Summer 2013

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

2014



CONTENT MARKETING AWARDS

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

HONORABLE MENTION

Totem

CAA

Fast Forward

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

2014



CONTENT MARKETING AWARDS

HONORABLE MENTION

ExactTarget Marketing Cloud
ExactTarget Marketing Cloud Blog Redesign

BEST OVERALL PRINT DESIGN

GOLD

Brandwood Produções Ltda
Unilver
Dove

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-zait 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"

HONORABLE MENTION

Hungry Eye Media
Inspirato
Inspirato Magazine

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

KircherBurkhardtGmbH
Dr. Ing. H.c.F. Porsche AG
Carrera Magazine

BEST CUSTOMER-BASED PUBLICATION

GOLD

News Custom Content
Woolworths Supermarkets
Fresh (January 2014 Issue)

SILVER

KircherBurkhardt GmbH
Nord Stream AG
Secure Energy for Europe - The Nord Stream Pipeline Project

BRONZE

Publicitas
Singapore Airlines LTD
Priority

2014



CONTENT MARKETING AWARDS

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

BEST COVER

GOLD

Plot Content Agency
Montepio
Casa do Azeite

SILVER

St. John's University
Undergraduate Viewbook

BRONZE

Imagination
US Foods
Food Fanatics

HONORABLE MENTION

Publicitas
Singapore Airlines Ltd
Priority

BEST DESIGN – NEW PUBLICATION

GOLD

Ink
United
Rhapsody

SILVER

T3 Custom
TD Ameritrade
TDA's How to think or Swim

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

The Walt Disney Company
Disney Corporate Creative Resources
Disney Newsreel January 11: "Joining Forces"

2014



CONTENT MARKETING AWARDS

BEST USE OF ILLUSTRATION, SINGLE FEATURE

GOLD

American Airlines
American Way: October 15, 2013; Friday Night

SILVER

Meredith Xcelerated Marketing
State Farm
Good Neighbor Magazine, Summer 2013

HONORABLE MENTION

Totem
Acura
In Your Dreams: Acura STYLE: Spring/Summer 2013

HONORABLE MENTION

Totem
CAA
Fast Forward

BEST USE OF PHOTOGRAPHY, SINGLE FEATURE

GOLD

Publicitas
Thai Airways International Public Company Limited
Sawasdee

SILVER

Story Worldwide
RCI
Endless Vacation – Fall 2013 – Tobago Feature

BRONZE

HCP/Aboard Publishing
Hyatt Hotels & Resorts
Destination Hyatt 2014 – Tea Time

BEST USE OF PHOTOGRAPHY – OVERALL PUBLICATION

GOLD

Meredith Xcelerated Marketing
Publix Super Markets, Inc.
Publix Grape Magazine, Winter Issue 2013

SILVER

World Vision U.S.
World Vision Magazine Photography

BRONZE

Aude
Netia
@mazing

HONORABLE MENTION

Story Worldwide
RCI
Endless Vacation – Fall 2013

MOST IMPROVED DESIGN, MAGAZINE

GOLD

Imagination
be.group
be.magazine

SILVER

Ministry of Defence, Singapore
Pioneer Magazine Revamp 2014

MOST IMPROVED DESIGN, NEWSLETTER

BRONZE

Xerox
Savers Digest Newsletter

2014



CONTENT MARKETING AWARDS

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