



Silver Leaf AWARDS

2017 Winners

NWT

YELLOWKNIFE

Government Communication Programs *Government of the Northwest Territories Visual Identity Program*

Leslie Straker, Adele Bisailon, Shawn Savoie,
Tami Johnson, Tait Communications and
Consulting
Award of Excellence

BC

VANCOUVER

Advertising Campaigns

Take a Look at Fees campaign
B.C. Securities Commission
Award of Excellence

Digital Communication Channels

2016 Open Access Awareness Campaign
UBC Library Communications and Marketing team
Award of Excellence

Employee Engagement

Celebrating 15 years of care
Vancouver Coastal Health Corporate
Communications Team
Award of Excellence

External Communication Research

Smarter Investor Research
B.C. Securities Commission
Award of Excellence

Human Resources and Benefits Communication

Celebrating 15 years of care
Vancouver Coastal Health Corporate
Communications Team
Award of Excellence

Internal Communication

Flu Fighters to the rescue!
Tiffany Akins, Vancouver Coastal Health
Award of Excellence

Health Research Awareness Campaign

Vivian Sum, Dr. W. Robert McMaster, Stephania
Manusha, Vancouver Coastal Health Research
Institute
Award of Excellence

Issues Management and Crisis Communication

*The balance between disclosing risk and causing
panic – medical device advisory*
Angela Wilson, Melissa Mueller, Provincial Health
Services Authority (PHSA)
Award of Excellence

Photography Within a Communication Vehicle

Celebrating 15 Years of Care in Pictures and Words
Clive Camm and Rennie Brown,
Vancouver Coastal Health
Award of Excellence

Special Events – Internal

*Vancouver All-Staff Forum: The Rise of Nurse
Practitioners*
Heather Prime, Communications Leader;
Alison Swalwell-Franks, Director, Professional
Practice, Nursing; Jennifer Beaveridge, Nurse
Practitioner & Professional Practice Initiatives
Lead; Rennie Brown, APR, Communications
Leader; and Ian Young, Marketing Advisor;
Vancouver Coastal Health
Award of Excellence

Alberta

CALGARY

Advertising Campaigns

One Good Scam
Edelman Canada and Alberta Securities
Commission
Award of Excellence

Carbon Monoxide (CO) Awareness Campaign

Danielle Brown, Tara McLaughlin,
Jennifer Sheehan, Jenny Le, Tony Rino,
and Crystal Douglas, ATCO
Award of Excellence

Community Relations

Crowchild Trail Study, The City of Calgary
The City of Calgary, ISL Engineering, Russell PR
Award of Excellence

Issues Management and Crisis Communication

Crowchild Trail Study, The City of Calgary
The City of Calgary, ISL Engineering, Russell PR
Award of Excellence

Special Events – External

Shell Montreal Grand Prix Destination: Engine
Edelman Canada
Award of Excellence

EDMONTON

Community Relations

*Wasteless Holidays – holiday waste reduction
and sorting campaign*
Danielle Thibaudeau, Connie Boyce, Erika
Droessler, John Fenton, City of Edmonton,
Waste Services
Award of Merit

Government Communication Programs

Go Bagless – Waste Reduction Through Grasscycling
Connie Boyce, Kerry-Ann McGeown, Pat Church,
Morgan Deschner, Farid Iskandar, Nathalie Feehan,
City of Edmonton, Waste Services
Award of Excellence

Wasteless Holidays – holiday waste reduction and sorting campaign

Danielle Thibaudeau, Connie Boyce,
Erika Droessler, John Fenton, City of Edmonton,
Waste Services
Award of Merit

Marketing, Advertising and Sales Vehicles

All Weather Windows Renovations - Don't Let It In
Starburst Creative
Award of Excellence

What's on @yourAGA this Fall?

Nikki van Dusen, Sarah Teasdale, Charles Cousins,
Alex Keays, Lexi Pendzich, Lynda Vang
Award of Excellence

Other Graphic Design

Dow Canada: Power Engineering Recruitment
Shawna Bruce, Michael Liu and the Dow
Canada team
Award of Excellence

Publications

ASEBP 2016-2017 Calendar & Health Planner
Alberta School Employee Benefit Plan
Award of Excellence

The Stars of ISTAR – 2016 ISTAR Annual Report – 30th Anniversary Issue

Amanda McCarthy
Award of Excellence

Heroes of Rehabilitation Medicine –

Rehab Impact Report
Laurie Wang, Faculty of Rehabilitation Medicine,
University of Alberta
Award of Excellence

2016 ASEBP Annual Report

Alberta School Employee Benefit Plan
Award of Excellence

LETHBRIDGE

Public Service Announcements

City of Lethbridge Public Works – Always There
Carly Kleisinger, Travis Hillier, Gerald Gauthier, Tara
Grindle, Dan Berdusco
Award of Excellence

Saskatchewan

REGINA

Advertising Campaigns

SaskPower Public Safety Campaign
Janelle Cannon, Todd Lazurca, Rae Anne Moen
Award of Excellence

Manitoba

WINNIPEG

Internal Communication

Qualico: Celebrating 65 Years of Building Together
Colleen Holloway, Qualico
Award of Excellence

Special Events – Internal

Qualico: Celebrating 65 Years of Building Together
Colleen Holloway, Qualico
Award of Excellence

Ontario

GREATER TORONTO AREA

Advertising Campaigns

*2016 Financial Literacy Month Campaign –
Advertising*
Jo Langham, Jenna LeBlanc, Jeff Coles, Melinda
Reyes, Greg DeClara, Financial Services
Commission of Ontario
Award of Excellence

Audio Visual

*Buildings That Build People Up – York Region's
Belinda's Place and Youth Hub*
Nathalie Thivierge, Lisa Zabolotin, Benton
Sangster, Trinette Klein, Adelina Urbanski,
Cordelia Abankwa, Elizabeth Brims,
Nancy Lennox
Award of Excellence

In the Head of a Hacker

Edelman Canada
Award of Excellence

Promotional videos help launch GeoWarehouse solution

Cyrus Mavalwala (Advantis Communications), Sixmar Diaz (Teranet), Ernesta Rossi (Advantis Communications)

Award of Merit

Corporate Social Responsibility

Ontario Pork: An Era of Change & Accountability

Daniel Tisch APR, FCPRS, Alison George, Louis Payette, Heidi Kim, Alexa Znidarec, Tina Gladstone

Award of Excellence

Digital Communication Channels

The New RichmondHill.ca

Communication Services: Meeta Gandhi, Carol Moore, Anthony Petrielli, Ash O'Malley, Sinead Fegan, Carrie Pitcher, Libbi Hood, Lynn Chan, Kevin Long; IT: Pakizah Kozak, Jimmy Chao, Dan Mocanu, Rob Jones, Jamie Staples, Davis Kwon; eSolutions: Jason Soo Hoo, Alison Carden, Nicole Pyman; Project Manager: Ludmila Boiarintseva

Award of Excellence

Scotiabank Jam

Scotiabank Global Communication

Award of Excellence

2016 Financial Literacy Month –

Understanding Mortgages subsite

Jo Langham, Jenna LeBlanc, Jeff Coles, Melinda Reyes, Greg DeClara, Financial Services

Commission of Ontario

Award of Merit

External Communication Research

2016 Financial Literacy Month Campaign – Baseline Research

Jo Langham, Jenna LeBlanc, Jeff Coles, Melinda Reyes, Greg DeClara, Financial Services

Commission of Ontario

Award of Excellence

Financial Communication

Inflation 2017

Ontario Teachers' Pension Plan Member Communications

Award of Excellence

Government Communication Programs

The Good Neighbour Awards

Sonia Taurasi, Melissa Pinto, Karen Marshall, Randall Proffitt, Angela Lippensky, Steffanie Rundle, Erinn Jay, Zainab Habib, The Regional Municipality of York

Award of Excellence

2016 Financial Literacy Month Campaign

Jenna LeBlanc, Melinda Reyes, Jeff Coles, Greg DeClara, Financial Services Commission of Ontario

Award of Excellence

Internal Communication

International Women's Day 2017

Joe Waterman, Stephanie Gibson, Bethany Fracassi, KPMG International

Award of Excellence

Tax Canada Bot-a-thon

EY Canada's Internal Communication Team

Award of Excellence

Issues Management and Crisis Communication

IBC's Response to Canada's Costliest Disaster – the Fort McMurray Wildfire

Andrew Bartucci, Chris Chan, Cynthia Gardner, Steve Kee, Christine Langlois, Hellim Lee, Chris Lydon, David McGown, Christine Siemiernik, Sally Turney, Mark Ziv

Award of Excellence

Marketing, Advertising and Sales Vehicles

Manulife Securities marketing recruit campaign

Advisory Services Marketing and Communications, Ilsa Williams

Award of Merit

Marketing Communication

In the Head of a Hacker

Edelman Canada

Award of Excellence

Carefree Free To Be You

Paradigm Public Relations, MEC Canada and Edgewell Personal Care

Award of Excellence

2016 Financial Literacy Month Campaign

Jo Langham, Jenna LeBlanc, Jeff Coles, Melinda Reyes, Greg DeClara, Financial Services

Commission of Ontario

Award of Excellence

Media Relations

Reframing Canada's Climate Policy Discussion

Daniel Tisch, Roanne Argyle, Brendan Agnew-Iler, Marc Budgell, Mary Zajac, Shirven Rezvany

Award of Excellence

Commissionnaires Remembrance Day 2016 Campaign

Thornley Fallis Communications and Commissionnaires

Award of Excellence

Growing IMAGINiT's AEC & FM thought leadership at Autodesk University

Chantale Marchand, VP of Marketing, IMAGINiT Technologies, Ernesta Rossi, Partner, Advantis Communications

Award of Excellence

Publications

Paramedic and Seniors Services Strategic Plan Roadmaps

Norm Barrette, Carol Hotchkiss, Nathalie Thivierge, Lisa Zabolotin, Ben Mulholland, Sarah De Schulthess, Neal Kelly, The Regional Municipality of York

Award of Excellence

IKEA Canada's Fiscal Year 2016 Annual Summary Report

Chantelle Anderson, Citizen Relations

Award of Excellence

Manulife Securities Horizons magazine for advisors

Manulife's Advisory Services Communications; Lisa Arnold, Gillian Earle, Nicole Yeomans, Ilsa Williams, Jen Hoch, Joanne Almayah, Melissa Di Genova, Heather Burdett, Ilsa Williams, Julie Hause, Maurice Fleming, Pat Johnson, Janet Owens, Brian Huber

Award of Excellence

Manulife Dialogue magazine final issue

Advisory Services Communications

Award of Merit

Social Media Programs

Walmart Canada Nostalgic Holiday Workout

ruckus Digital: Linda Andross, Diane Bégin, Katie Boland, Dimitri Bariamis, Nathalie Khouri, Sarah Rogers, Tyler Genovese; Ad Parlor: Morgan Chapman, Inder Singh, Natalie Miras; Mindshare Canada: Lisa Wong, Lorena Chiarotto, Chris Martucci-Power, Ricky Lui, Fahmida Islam, Michaela Ryan, Rachel Schmidt; Walmart Canada: Jennifer Holgate, Heather Loosemore, Martine English, Patrick Djandji, Karen D'Souza

Award of Excellence

Special Events – External

One Good Scam

Edelman Canada and Alberta Securities

Commission

Award of Excellence

Thermador Celebrates 100 Years of Culinary Excellence

Paradigm and Thermador

Award of Excellence

Innovate U

Dawn Britton, Kyle Coulter, Marit Mitchell, Raymond Cheah, Faculty of Applied Science & Engineering, University of Toronto

Award of Excellence

WATERLOO

Audio Visual

I am an advisor video

Michael Elgamal, Patti Annable, Jessica Weisner, Kirstin Pauly and Sun Life Financial Individual Marketing Team

Award of Excellence

Publication Design

Insurance E-books

Sun Life Financial Individual Marketing Team

Award of Excellence

Solutions magazine

David Marcus, Natalie McKeown, Carolyn Zaum, Vivian Ozols, Sarit Scheer, Manulife

Award of Excellence

Publications

Solutions magazine

David Marcus, Natalie McKeown, Carolyn Zaum, Manulife

Award of Merit

OTTAWA

Digital Communication Channels

Stéphanie Magnan

DCC Communications Team

Award of Excellence

Digital Communication Vehicles

Converge 2017 Wrap-up e-newsletter

Team Universities Canada: Rosella Chibambo, Brenna Baggs, Jeanne Thibault, Janis Hass, Helen Murphy, Jamie McLennan, Ryan Thompson

Award of Excellence

Social Media Programs

Royal Canadian Legion 2016 Poppy Campaign

Banfield Agency, Jessica Kovar

Award of Excellence