



Silver Leaf AWARDS

2018 Winners Lauréats de 2018

British Columbia Colombie-Britannique

External Communication Measurement Mesure des résultats des communications externes

When Words Matter Campaign
Fraser Health Communications & Public Affairs
Award of Merit
Prix de mérite

External Communication Research
Recherche liée aux communications externes
Investor Readiness for Better Investing
BC Securities Commission
Award of Excellence
Prix d'excellence

Advertising Campaigns
Campagnes publicitaires
Take a Look at Fees | Year 2
BC Securities Commission
Award of Merit
Prix de mérite

Digital Communication Channels
Voies de communication numériques
Mental Health & Substance Use Web Resource
Fraser Health Communications & Public Affairs
Award of Merit
Prix de mérite

*New intranet for Provincial Health Services
Authority*
Provincial Health Services Authority
Communications Team
Award of Merit
Prix de mérite

Publications
Publications
UBC Library 2016/17 Senate Report
UBC Library Communications and Marketing
Award of Excellence
Prix d'excellence

Alberta Alberta

Internal Communication
Communications internes
Retail Mobile 3.0
Nekolina Lau, CMP & Calvin Seaman, CMP,
ATB Financial
Award of Merit
Prix de mérite

Safety Communication
Communication liée à la sécurité
EPCOR Health & Safety Campaign
EPCOR Utilities Inc.
Award of Merit
Prix de mérite

Audio Visual
Audiovisuel
You Think You Know Edmonton? Video Series
Edmonton Tourism Consumer Marketing
Award of Merit
Prix de mérite

*GSA Annual Elections: Run for an Executive
Position!*
Graduate Students' Association of the
University of Calgary
Award of Merit
Prix de mérite

*Strathcona County – Election 2017 –
Why Vote? video*
Thelma Scammell, Strathcona County
Award of Merit
Prix de mérite

Digital Communication Channels
Voies de communication numériques
ASEBP Public Website (asebp.ca)
Alberta School Employee Benefit Plan
Award of Merit
Prix de mérite

Publication Design
Conception de publications
*Long Term Strategic Plan:
2040 and Beyond*
Rebecca Lewicki, Parkland County
Award of Merit
Prix de mérite

Publications
Publications
ASEBP Spending Account Brochures
Alberta School Employee Benefit Plan
Award of Excellence
Prix d'excellence

WCB-Alberta 2016 Annual Report
WCB-Alberta
Award of Excellence
Prix d'excellence

Saskatchewan Saskatchewan

Advertising Campaigns
Campagnes publicitaires
SaskPower Smart Meter Pilot
Janelle Cannon, SaskPower
Award of Merit
Prix de mérite

Change Communication
Communication du changement
*Nokia A&A-Comptel Integration
and A&A Transformation*
Nokia Software Communication Team
Award of Merit
Prix de mérite

Social Media Programs
Programmes de médias sociaux
*SIGA's Corporate Social Media Strategy
2017-2018*
Corporate Communications, SIGA
Award of Merit
Prix de mérite

Ontario Ontario

Advertising Campaigns
Campagnes publicitaires
Choose.CA
Canadian Internet Registration Authority
Award of Excellence
Prix d'excellence

Brand Communication
Communication de la marque
Brand Refresh: Where Mind & Action Intersect
Katherine Greflund, Ryerson University
Award of Excellence
Prix d'excellence

London Symphonia Rebrand
Lashbrook Marketing & Public Relations
Award of Merit
Prix de mérite

Change Communication
Communication du changement
Improve Life
University of Guelph with Tenzing
Communications Inc.
Award of Excellence
Prix d'excellence

Employee Engagement
Engagement des employés
*#YRCARES – The 2017 York Region and York
Regional Police Employee Campaign for
United Way*
The Regional Municipality of York
Award of Excellence
Prix d'excellence



Financial Communication

Communication financière

Ice cream micro-experience: What's the scoop on your leave

Ontario Teachers' Pension Plan

Award of Merit

Prix de mérite

Government Communication Programs

Programmes de communications

gouvernementales

Launching Canada's first-ever National

Housing Strategy

CMHC Public Affairs Team

Award of Excellence

Prix d'excellence

Issues Management and Crisis

Communication

Gestion des enjeux et communications de crise

Veterans Affairs Canada: Pension for Life

Stiff

Award of Merit

Prix de mérite

Marketing Communication

Communication marketing

Alcon Canada's Lose Your Readers Campaign

Cohn & Wolfe Canada, Alcon Canada

Award of Merit

Prix de mérite

Media Relations

Relations médias

Walmart Canada Fresh 2017

Walmart Canada and APEX Public Relations

Award of Excellence

Prix d'excellence

Social Media Programs

Programmes de médias sociaux

Walmart Toy Academy

Walmart Canada

Award of Excellence

Prix d'excellence

Walmart Canada 360 Dorm Room

Walmart Canada / ruckus Digital

Award of Excellence

Prix d'excellence

#MeetTheUC

Narrative, Bensimon Byrne, Bayer Inc.

Award of Merit

Prix de mérite

Walmart Canada Dinnder – Matching AAA

meat with fresh produce

ruckus Digital / Walmart Canada

Award of Merit

Prix de mérite

Audio Visual

Audiovisuel

Bluewater Health – Laura's Story

Bluewater Health Communications & PA

Award of Excellence

Prix d'excellence

Faculty of Arts & Science, University of Toronto:

My Favourite Places Video Series

Faculty of Arts & Science, University of Toronto

Award of Excellence

Prix d'excellence

Bluewater Health – Kaleo's Story

Bluewater Health Communications & PA

Award of Merit

Prix de mérite

Digital Communication Channels

Voies de communication numériques

Walmart Canada Dinnder – Matching AAA

meat with fresh produce V2

ruckus Digital / Walmart Canada

Award of Excellence

Prix d'excellence

The right choice for a bright future

The Regional Municipality of Durham

Award of Merit

Prix de mérite

Publication Design

Conception de publications

Power up with RSA Pro

APEX PR and RSA Canada Broker Marketing

Award of Excellence

Prix d'excellence

It Starts with Kids campaign

The Regional Municipality of York

Award of Merit

Prix de mérite

Publications

Publications

Faculty of Arts & Science, University of Toronto:

There is So Much Here for You Welcome Guide

Faculty of Arts & Science, University of Toronto

Award of Excellence

Prix d'excellence

Faculty of Arts & Science, University of Toronto:

Surrounded by Opportunity Viewbook

Faculty of Arts & Science, University of Toronto

Award of Excellence

Prix d'excellence

Ryerson University Centre for Urban Energy

Annual Report

Ryerson University

Award of Excellence

Prix d'excellence

Pursuit – Faculty of Kinesiology and Physical

Education, University of Toronto

PR & Communications, KPE, University

of Toronto

Award of Merit

Prix de mérite

IKEA Canada's Fiscal Year 2017 Annual

Summary Report

IKEA Canada

Award of Merit

Prix de mérite

Special Events – External

Événements spéciaux – Externes

IKEA Canada's Halifax Store Grand

Opening

IKEA Canada

Award of Excellence

Prix d'excellence

The Gateway 2017 Conference for

Internationally Educated Professionals

The Regional Municipality of York

Award of Merit

Prix de mérite

Special Events – Internal

Événements spéciaux – Internes

70/25 Ryerson Double Anniversary –

Gould Street Anniversary Party

Ryerson University

Award of Merit

Prix de mérite

Writing

Rédaction

CMHC – Impact of Vancouver Foreign

Buyer Tax

Canada Mortgage and Housing Corporation

Award of Merit

Prix de mérite

Quebec

Québec

Marketing Communication

Campagnes publicitaires

A wave of entrepreneurs to sell their company: are they ready to exit?

Business Development Bank of Canada (BDC)

Award of Merit

Prix de mérite

Social Media Programs

Campagnes publicitaires

It's About mBC Time/Parlons Stade 4

Pfizer Canada/NATIONAL Public Relations

Award of Excellence

Prix d'excellence

Newfoundland

Terre-Neuve

Advertising Campaigns

Campagnes publicitaires

takeCHARGE Thermostat Program

with m5 marketing communications

takeCHARGE & m5 marketing communication

Award of Merit

Prix de mérite



International Association
of Business Communicators
Canada West Region



International Association
of Business Communicators
Canada East Region

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