



# 2007 Marketing Canada Awards Winner's Listing

## Less than \$200,000

### Business Development - Advertising (Print/Electronic) - [A] Single Advertisement

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Town of Caledon	You Fit Here

### Business Development - Advertising (Print/Electronic) - [B] Advertising Campaign

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	The Northwest Business Centre/City of Kenora	The Northwest Business Centre

### Business Development - Branding

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Town of Bracebridge	The Heart of Muskoka: Branding Strategy, Phase II

### Business Development - Promotions - [B] Innovative Delivery Mechanism

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Central Development Corporation Ltd.	Technology on the Landscape

### Business Development - Publications (Electronic) - [B] Web Sites

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Fort MacLeod Economic Development	www.fortmacleod.com

### Business Development - Publications (Printed) - [A] General Purpose/Lure/Community Profile

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Economic Development Lethbridge	County of Lethbridge Business Investment Profile 2007-2008

### Business Development - Publications (Printed) - [B] Special Product/Sector/Topic

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Town of Caledon	Economic Development & Communications: 2006 Review

### Business Development - Publications (Printed) - [C] Research Findings

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Town of Caledon	Town of Caledon Competitive Analysis



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## Business Development - Publications (Printed) - [D] Tourism

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Township of Wellington North	The Butter Tart Trail TM Brochure

## Tourism - Advertising (Print/Electronic) - [B] Advertising Campaign

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Township of Wellington North	Discover the Butter Tart Trail TM

## Between \$200,001 and \$600,000

### Business Development - Advertising (Print/Electronic) - [A] Single Advertisement

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	City of Summerside	Teaser Campaign

### Business Development - Advertising (Print/Electronic) - [B] Advertising Campaign

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	City of Summerside	Partner Ad Campaign

### Business Development - Branding

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	City of Summerside	Small City. Big Opportunity.

### Business Development - Promotions - [A] Events

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Corporation of the County of Prince Edward	5th Anniversary - TASTE! A celebration of regional cuisine

### Business Development - Promotions - [B] Innovative Delivery Mechanism

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Corporation of the County of Prince Edward	Prince Edward County Media Kit

### Business Development - Publications (Electronic) - [B] Web Sites

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Northumberland County	www.northumberlandtourism.com

### Business Development - Publications (Electronic) - [A] Information stored on CD Rom, DVD etc.

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Joint Economic Development Initiative	JEDI Connected For Growth CD ROM



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## Business Development - Publications (Printed) - [A] General Purpose/Lure/Community Profile

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	County of Renfrew	Renfrew County - Your Guide to Exceptional Living

## Business Development - Publications (Printed) - [B] Special Product/Sector/Topic

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	City of Oshawa	World Cuisine Downtown Oshawa

## Business Development - Publications (Printed) - [C] Research Findings

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	City of Airdrie Economic Development	Economic Development Sustainable Prosperity Strategy 2007

## Business Development - Publications (Printed) - [D] Tourism

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Northumberland Economic Development & Tourism	Proudly Northumberland Farm Gate Guide

## Direct Communications

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	City of Summerside	Wellness Centre Brochure / Convention Centre

## Tourism - Publications (Print/Electronic)

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Corporation of the County of Prince Edward	Taste Trail

## Greater than \$600,001

### Business Development - Advertising (Print/Electronic) - [A] Single Advertisement

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Investissement Quebec	With Invest Quebec, Nearshoring becomes Rightshoring

### Business Development - Advertising (Print/Electronic) - [B] Advertising Campaign

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Investissement Quebec	Imaginez les possibilites!



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## Business Development - Branding

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Tourism Kamloops	Kamloops Playtime Redefined

## Business Development - Business Directories (Print/Electronic)

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Region of Durham, Economic Dev. &	Durham Region's Agricultural Services Directory

## Business Development - Promotions - [A] Events

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Region of Durham, Economic Dev. & Tourism	Durham Region's Farm Connections 2007

## Business Development - Promotions - [B] Innovative Delivery Mechanism

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	City of Vaughan	Communities in Bloom Teaser Brochure: "Come See What's Blooming"

## Business Development - Publications (Electronic) - [A] Information stored on CD Rom, DVD etc.

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	City of St. John's	City of St. John's - Centre of Ocean Excellence

## Business Development - Publications (Electronic) - [B] Web Sites

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Town of Markham	Markham Centre Website www.markhamcentre.com

## Business Development - Publications (Printed) - [A] General Purpose/Lure/Community Profile

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Investissement Quebec	Invest in Quebec

## Business Development - Publications (Printed) - [B] Special Product/Sector/Topic

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Destination Winnipeg Inc.	Destination Winnipeg 2006 Annual Report



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## **Business Development - Publications (Printed) - [C] Research Findings**

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	City of Mississauga, Economic Development	Mississauga: Strength in Advanced Manufacturing, A Study of Automotive and Aerospace Clusters

## **Business Development - Publications (Printed) - [D] Tourism**

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Sault Ste. Marie Economic Development	Explorer's Handbook

## **Direct Communications**

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Canada's Technology Triangle Inc.	Pocket Facts

## **Tourism - Advertising (Print/Electronic) - [B] Advertising Campaign**

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Edmonton Tourism	It's Cooler Here Summer Campaign

## **Tourism - Publications (Print/Electronic)**

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Edmonton Tourism	Edmonton Festival City Brochure

## **Best of Category Less than \$200,000**

### **Business Development - Advertising (Print/Electronic) - [B] Advertising Campaign**

The Northwest Business Centre/City of Kenora - "The Northwest Business Centre"

## **Best of Category \$200,001 - \$600,000**

### **Tourism - Publications (Print/Electronic)**

Corporation of the County of Prince Edward - "Taste Trail"

## **Best of Category Greater than \$600,001**

### **Business Development – Branding**

Tourism Kamloops - "Kamloops Playtime Redefined"

## **Best of Show**

### **Business Development – Branding**

Tourism Kamloops - "Kamloops Playtime Redefined"