



# 2008 Marketing Canada Awards Winner's Listing

## Less than \$200,000

### Advertising - Advertising Campaign

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	City of Abbotsford	City in the Country Print Campaign

### Advertising - Single Advertisement

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Town of Wellington North	Avoid The Last Minute Rush

### Brand - Branding Application

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	City of Abbotsford	City in the Country Brand

### Brand - Branding Guidelines

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	County Of Hastings	Destination Comfort Country: Explore the Four

### Promotions - Events

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Town of Wellington North	Celebrate the Tart Taste Fest

### Publications - Business Directory / Annual Report

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Town of Caledon	Annual Report

### Publications - General Purpose Publication

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Town of Wellington North	Wellington North Birding Trail

### Publications - Newsletter

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Northwest Business Centre	Biz Buzz

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## Website

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	City of Abbotsford	cityinthecountry.ca Web Portal

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

### Advertising - Advertising Campaign

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	City of Barrie	InvestBarrie Marketing Campaign

### Brand - Branding Application

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	City of Moncton	Our Tide is Rising. A New City of Moncton Corporate Brand.

### Brand - Branding Guidelines

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Strathcona County Economic	Strathcona County - Economic Development & Tourism

### Promotions - Events

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Corporation of the County of Prince Edward	Harvestin' the County Supper

### Promotions - Items / Displays

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	City of Brockville	Brockville Heritage Pewter Promotion

### Publications - Business Directory / Annual Report

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Northumberland County Economic	Northumberland County Arts Guide

### Publications - General Purpose Publication

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Corporation of the County of Prince Edward	2008 Media Kit

# 2008 Marketing Canada Awards Winner's Listing

## Publications - Newsletter

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	City of St. Catharines	City of St. Catharines Tourism E-Newsletter

## Publications - Research Papers

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	City of St. Catharines	St. Catharines Downtown Creative Cluster Master Plan

## Publications - Tear Sheet / Card

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Venture Kamloops Business	Kamloops - Your Place in the Sun Bookmark

## Website

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Corporation of the County of Prince Edward	Build a New Life Investment Attraction Initiative

## Greater than \$600,001

### Advertising - Advertising Campaign

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Domestic Marketing Unit, OMAFRA	Pick Ontario Freshness

### Advertising - Single Advertisement

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	City of Toronto	How Does Toronto Stack Up?

### Brand - Branding Application

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Edmonton Tourism	Live All Year

### Promotions - Events

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Town of Markham	Markham China Business Mission 2008

# 2008 Marketing Canada Awards Winner's Listing

## Promotions - Items / Displays

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	City of Greater Sudbury	Tradeshow Booth - A City Reborn

## Publications - Business Directory / Annual Report

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Calgary Economic Development	2007 Annual Report - Greater Than

## Publications - General Purpose Publication

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Calgary Economic Development	LURE Book

## Publications - Newsletter

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Edmonton Tourism	'Live All Year' Festival City Newsletter

## Publications - Research Papers

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Calgary Economic Development	The Calgary Economic Strategy

## Publications - Tear Sheet / Card

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Region of Durham, Economic	Sports Sell Sheet

## Website

<u>Placed</u>	<u>Organization</u>	<u>Submission Title</u>
1	Windsor Essex Development Commission	choosewindsorsex.com

# 2008 Marketing Canada Awards Winner's Listing

## Best of Class - Less than \$200,000

<u>Category</u>	<u>Organization</u>	<u>Submission Title</u>
Single Advertisement	Town of Wellington North	Avoid the Last Minute Rush

## Best of Class - Between \$200,001 and \$600,000

<u>Category</u>	<u>Organization</u>	<u>Submission Title</u>
General Purpose Publication	Corporation of the County of Prince Edward	2008 Media Kit

## Best of Class - Greater than \$600,001

<u>Category</u>	<u>Organization</u>	<u>Submission Title</u>
Promotional Items/Displays	City of Greater Sudbury	A City Reborn

## Best of Show

<u>Category</u>	<u>Organization</u>	<u>Submission Title</u>
Promotional Items/Displays	City of Greater Sudbury	A City Reborn