



**EDAC • ACDE**

Economic Developers Association of Canada



2005 Marketing Canada Awards  
Winner's List

# Greater than \$600,001

## Brand Development

Placed	Organization	Submission	Judge's Comments
1st	Durham Region Economic	Creating the Brand	Good start!

## Brochures: General Purpose

Placed	Organization	Submission	Judge's Comments
1st	Investissement Quebec	Invest-quebec International Investment Newsletter	Sophisticated, professional, rich! In a class by itself!

## Brochures: Project/Theme/Topic

Placed	Organization	Submission	Judge's Comments
1st	Investissement Quebec	Aerospace Brochure	Wow! Great design, great layout, very sophisticated!

## Brochures: Tourism

Placed	Organization	Submission	Judge's Comments
1st	Edmonton Tourism	Discover Edmonton - Film Brochure	Easily updateable and visually exciting!

## Business Directories

Placed	Organization	Submission	Judge's Comments
1st	Edmonton Tourism	Greater Edmonton Destination Planner	Professional, information rich!

## Community Profiles

Placed	Organization	Submission	Judge's Comments
1st	Municipality of Chatham-Kent	For Business For Life	Good display of information!

## Direct Communication

Placed	Organization	Submission	Judge's Comments
1st	City of Brampton	Think Big	Appeals to target audience!

## Information Technology

Placed	Organization	Submission	Judge's Comments
1st	City of Brampton	Yes Brampton	Inviting presentation, good content!

## Innovative Promotions

Placed	Organization	Submission	Judge's Comments
1st	Canada's Technology Triangle Inc.	The only thing better than RIM - Blackberry	Clever!

## Print Advertisements

Placed	Organization	Submission	Judge's Comments
1st	The City of Mississauga	BIO Ad	Clever, challenging, encourages you to explore!

## Promotional Campaign

Placed	Organization	Submission	Judge's Comments
1st	City of St. Catharines	the City with Soul, Spiritstyle, Fun for everyone.	Great outreach program!

## Special Events

Placed	Organization	Submission	Judge's Comments
1st	Municipality of Chatham-Kent	Hoopla 2005!	Very creative in a fun way!

## Tourism Marketing

Placed	Organization	Submission	Judge's Comments
1st	Edmonton Tourism	@ The heart of Alberta's Centennial	Comprehensive two phased program with clear results!

## Websites

Placed	Organization	Submission	Judge's Comments
1st	City of St. Catharines	www.GatewayNorthAmerica.com	Great design, easily accessible!

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

## Brand Development

Placed 1st	Organization Societe Franco-Manitobaine	Submission C'est Si Bon....	Judge's Comments Informative, inviting and spirited!
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## Brochures: General Purpose

Placed 1st	Organization Enterprise Chaleur	Submission Region Investment Portfolio	Judge's Comments Credible interpretive adaptation of the region.
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## Brochures: Project/Theme/Topic

Placed 1st	Organization City of Kitchener	Submission Downtown Kitchener Student Housing Program	Judge's Comments Well Targeted!
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## Brochures: Tourism

Placed 1st	Organization City of Brantford	Submission Six Nations New Credit Discovery Guide 2005	Judge's Comments Great community participation, informative use of product!
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## Business Directories

Placed 1st	Organization Regional District of Central Okanagan	Submission 100 Reasons to do business in Kelowna	Judge's Comments Very innovative, informative; compelling packaging
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## Community Profiles

Placed 1st	Organization Town of Richmond Hill	Submission 2005 Richmond Hill Municipal Economic Profile	Judge's Comments Comprehensive, well organized.
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## Information Technologoy

Placed 1st	Organization Leduc-Nisku Economic Development	Submission Be! Card	Judge's Comments Very innovative and functional!
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## Innovative Promotions

Placed 1st	Organization Comox Valley Economic	Submission The Comox Valley Culture & Heritage Corridor	Judge's Comments Very sophisticated, well thought out, comprehensive, strong brand
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## Print Advertisements

Placed 1st	Organization City of Kitchener	Submission Playground of the New Economy	Judge's Comments Clever and funny. Attracts your attention!
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## Promotional Campaign

Placed 1st	Organization City of Coquitlam	Submission Flaunt Your Frenchness!	Judge's Comments Very Comprehensive Campaign!
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## Special Events

Placed 1st	Organization City of St. Albert	Submission Country Cuisine	Judge's Comments Original! Markets uniqueness of the area!
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## Tourism Marketing

Placed 1st	Organization City of Coquitlam	Submission Flaunt Your Frenchness!	Judge's Comments Fun, flair, memorable and delivers on the theme!
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## Websites

Placed 1st	Organization Regional District of Central Okanagan	Submission www.investkelowna.com	Judge's Comments Fast retrieval of information.
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# Less than \$200,000

## Brand Development

Placed 1st	Organization Rocky View Municipal	Submission Competition District Flag Design	Judge's Comments Bright, original & shows what the community has done! Very engaging!!!
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## Brochures: Project/Theme/Topic

Placed 1st	Organization City of Spruce Grove	Submission Greening City Hall	Judge's Comments Taken a community promise and engaged everyone to make it happen.
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## Brochures: Tourism

Placed 1st	Organization Edmonton Region AG/Tourism Action	Submission Visit the Country	Judge's Comments Comprehensive & inviting; marvel approach to targeted market!
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## Business Directories

Placed 1st	Organization Rocky View Municipal District	Submission Rocky View Business Directory	Judge's Comments The needs of the users is the primary driving force!
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## Community Profiles

Placed 1st	Organization City of Spruce Grove	Submission Smart Choice, Developers Package	Judge's Comments Comprehensive, visually appealing!
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## Information Technology

Placed 1st	Organization Town of Sylvan Lake	Submission A Different Kind of Town	Judge's Comments Comprehensive, easy to utilize, interactive
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## Innovative Promotions

Placed 1st	Organization Town of Bracebridge	Submission Bracebridge Moving Billboard Project	Judge's Comments Concept has expansive future applications!
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## Print Advertisements

Placed 1st	Organization Campbell River EDC Rivercorp	Submission Campbell River, Flights Daily	Judge's Comments Multi-messaging!
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## Promotional Campaign

Placed 1st	Organization Saint-Pierre-Jolys	Submission Country Living at It's Best	Judge's Comments Very, very ambitious. Comprehensive, well executed!
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## Tourism Marketing

Placed 1st	Organization City of Spruce Grove	Submission Developers Package	Judge's Comments Consistent brand identity.
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## Websites

Placed 1st	Organization Corporation of the Town of Perth	Submission www.perthcanada.com	Judge's Comments Accessible, comprehensive, each to utilize....
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# Best of Category

Less Than \$200,000

## **Brand Development**

Rockview Municipal District – Rocky View Flag Design Competition

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


## **Business Directories**

Regional District of Central Okanagan – 100 Reasons to do business in Kelowna

Greater than 600,001

## **Special Events**

Municipality of Chatham-Kent – Hoopla 2005!



# Best of Show

Municipality of Chatham-Kent – Hoopla 2005!

visit [www.edac.ca](http://www.edac.ca) to view the Awards Presentation