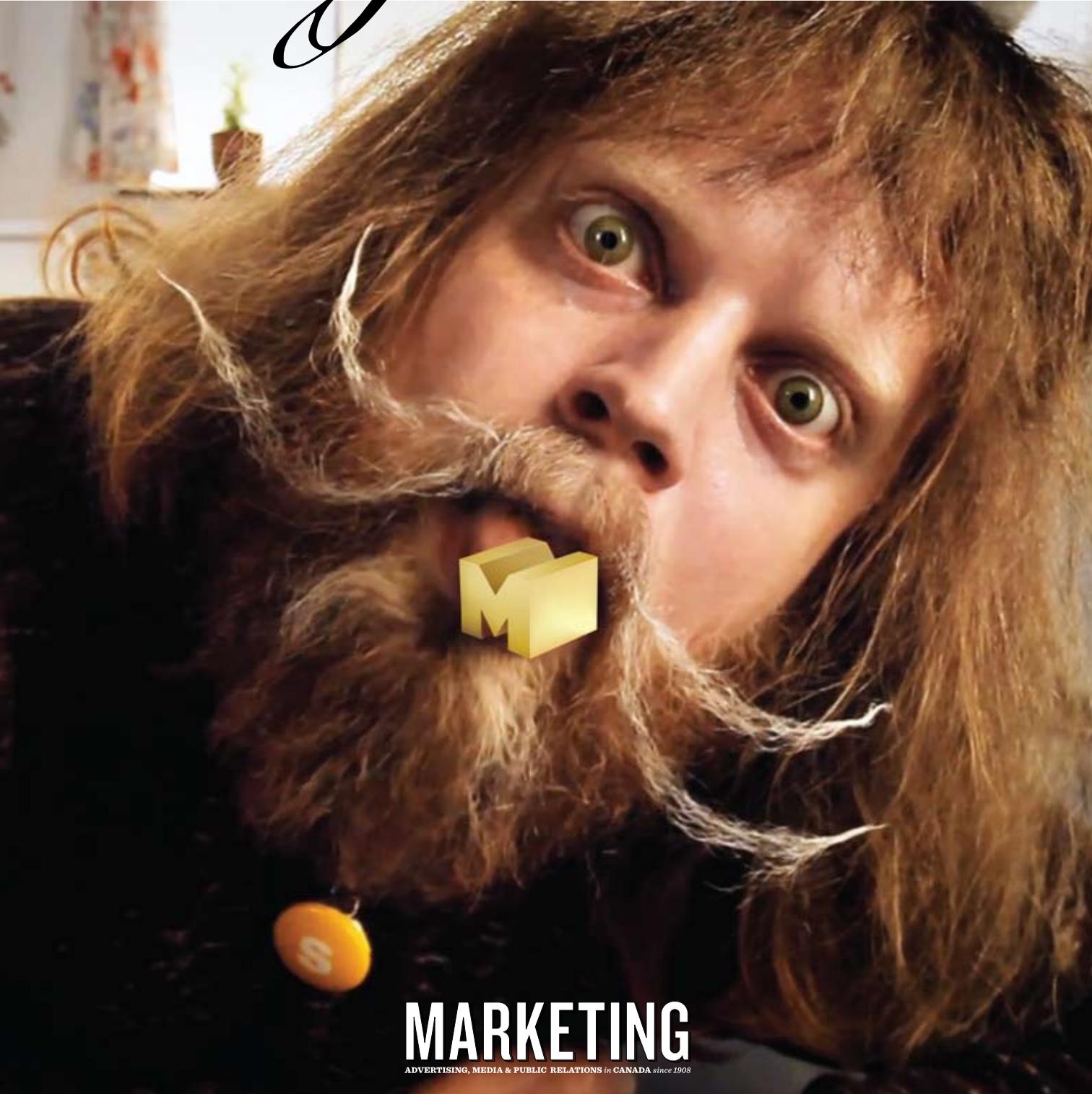


2011

# Digital

MARKETING AWARDS

November 2011



**MARKETING**  
ADVERTISING, MEDIA & PUBLIC RELATIONS in CANADA since 1908





Dear Colleagues:

On behalf of Shaw Media I want to congratulate all the entrants and winners of the 2011 Digital Marketing Awards. You are the best and the brightest who create innovative marketing solutions by meshing media, technology and creativity together to produce brilliance.

Thank you to co-chairs Dawna Henderson, CEO of Henderson Bas Kohn and Dominique Trudeau, Executive Creative Director, Taxi Montreal for their leadership and to the DMA jury for their insightful evaluation of each entry.

Kudos to *Marketing* magazine for recognizing the importance of Digital marketing – their continued support of this influential awards program is appreciated by Shaw Media and our industry.

Cheers,

Errol Da-Ré  
SVP, Sales  
Shaw Media

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YOUR MESSAGE  
TO 16.8 MILLION  
CANADIANS** WHAT DO YOU WANT TO TELL THEM?  
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SOURCE: comScore Inc., MediaMetrix, CA, Home & Work, September 2011

# DMA's 2011



Co-chairs Dominique Trudeau of Taxi Montreal and Dawna Henderson of Henderson Bas Kohn

## CO-CHAIRS' LETTER

To co-chair the Digital Marketing Awards is a great honour and privilege for both of us.

An opportunity to review a year's worth of the best Canadian work in the new media arena with the most edgy advertisers out there was a true blessing.

It's an exciting time to be in digital advertising, indeed it's amazing to think how much this industry has evolved over the past few years. And where would this industry be in Canada without the DMAs to help usher in digital advertising into prominence... especially in the collective minds of all marketers? It's simply an honour to be involved in showcasing the truly world-class work that is coming out of this great country.

And what have we learned this year? Well, a few things. First, websites are less a key component of clients' marketing campaigns. Instead, we see the rise of other means, like social media and mobile, while online film remains a great and growing part of the digital marketing mix.

The work in social media on the other hand, was, to be honest, disappointing. We've talked a lot about it for years now but we still aren't doing it well. We challenge the industry to be bolder and braver in social media. We have world-class thinkers in this country, so let's prove it in social media in 2012.

The judges were tough, just and really determined to find the best of the best. And they did.

We asked them to really think about what makes great, cutting-edge marketing in 2011. They looked for: an intelligent strategy, a brilliant idea, a clever use of new media, a perfect execution and, naturally, efficiency. All in the same entries. No excuses.

They found it. And we are proud to present this year's crop and its Best of Show—unanimously chosen as the best Canadian digital marketing of the year: Touch the Rainbow. All of the above qualities, along with some wonderful humour, were found in this superb campaign.

To curate the work with our formidable jury was a grand human experience. We discussed it, challenged it and defended it. It's your turn now.



## MODEST MENTOR

For her strong leadership of clients and co-workers into new digital terrain Rebecca Shropshire is the Digital Media Rock Star for 2011, presented by Shaw Media

"For me, Rebecca is the 'real deal,'" gloats Peter Mears, chairman of Mediabrand Canada. He's talking about Rebecca Shropshire, vice-president, director of digital communications with UM, a division of MediaBrands.

"She is a rare individual in this market," he explains. "She is a true subject-matter expert, and she's great with clients, she's great with internal team members and she's great with media partners and with the industry at large."

Promoted in May from director of digital on select accounts to her VP role, Shropshire has been instrumental in building UM's digital marketing culture.

She played a key role in the launch of Reprisimedia in Canada, the new centre of SEM/SEO expertise for Mediabrand, and she established an internal ad operations department at UM as well as implementing formalized training for all digital staff.

This year, Shropshire also rebuilt Chrysler's dealer marketing plans in foundational digital building blocks and was responsible for moving many J&J brands from buying general awareness display to building always-on 12-month digital strategies on key brands, including search and social, mobile and display.

"She has made a significant impact on all of the client businesses that she's touched, including Johnson & Johnson, Coca-Cola, Sony, Labatt and Chrysler," says Mears, adding that she's also one of his go-to team members for any new business efforts.

With almost 15 years in the ad business, Shropshire began in "traditional" media but soon moved over to one of the first interactive agencies in the country (Modem Media) and has been immersed in digital ever since. "That was 1998, when people were still scratching their heads and wondering if this internet thing was going to stick around," she recalls.

She credits good leadership for helping her achieve success. "I had a really strong mentor when I first entered the industry and it's amazing what a difference that makes," says Shropshire. "In digital specifically, it's a very competitive marketplace and the talent pool is quite small, so we have to take people on with different backgrounds and train them as quickly as possible."

While becoming a selfless mentor herself, she's most proud of the work she's done with clients to get them to believe in and invest more in the digital space. "That can be a pretty arduous task because there is a lot of discomfort with the medium," she admits. "It's a complicated area and when people don't understand it they're reticent to try it. So I'm proud of all of the education sessions we've put in place with our clients and the way that we coach them into investing more, and wisely, in the space."

Shropshire was selected for this year's honour from a number of qualified nominees put forward by industry leaders. From the initial list of candidates a shortlist of finalists was reviewed by *Marketing's* editorial team leading to the eventual winner with final approval coming from 2011 DMA co-chairs Dominique Trudeau and Dawna Henderson.

# BEST OF SHOW

★★★

## BEST OF SHOW

Wrigley Canada & BBDO Toronto

Historically, the Skittles communications mix was mainly limited to TV and print. While this led to great brand awareness, there was little opportunity for people to really engage with the brand.

BBDO believed that Skittles' quirky, popular "Touch the Rainbow" campaign offered a genuine opportunity to generate earned media with engaging content.

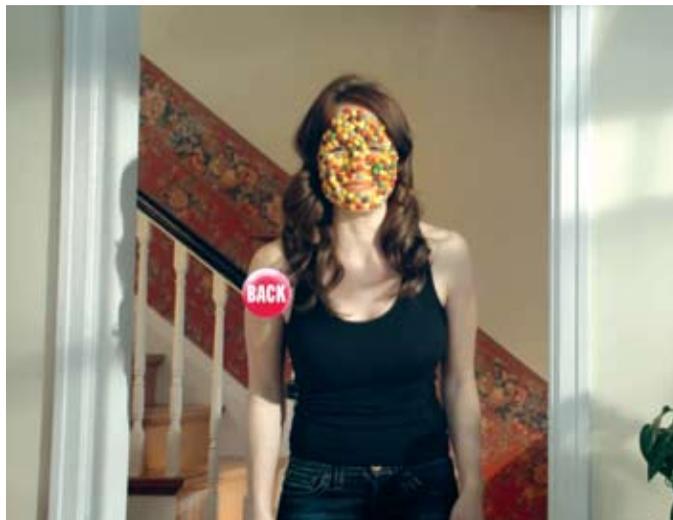
With touch-technology spearheading a new generation of digital interaction, BBDO and Wrigley wanted to show people what happens when they actually "Touch the Rainbow." To do that, they didn't invent a new kind of touch screen. Actually, they didn't invent anything. What they did was create the world's first non-technological touch technology, asking people to touch their computer screen and then watch as their fingers played a starring role in five online ads: "Cat," "Cage Cop," "Hitchhiker," "War Finger" and "Skittles Girl."

Fingers fought crime, hitchhiked, befriended cats and went to war. The videos even "magically" knew if people moved their fingers away from the screen and posted text inviting them to put their finger back.

The videos were hosted on a branded Skittles channel on YouTube, seeded to blogs and promoted on the Skittles Facebook page. In addition, a masthead on the YouTube homepage ran for two days and YouTube-promoted video ads ran for two weeks.

Within just three days, the videos had 1.5 million views, nearly doubling the campaign target of 800,000, and rose to the top of viral video charts all over the world. The Skittles videos elicited 104,600 comments, 88,000 Facebook shares, 5,000 tweets and attracted 11,000 subscribers to the Skittles YouTube channel.

In total, over the month, the campaign received more than 60 million earned media impressions. People really did like "Touching the Rainbow."



**Title:** Touch the Rainbow  
**Product:** Skittles  
**Advertiser:** Wrigley Canada  
**Agency:** BBDO Toronto  
**Creative Directors:** Carlos Moreno, Peter Ignazi  
**Art Director:** Mike Donaghey  
**Copywriter:** Chris Joakim  
**Online Production/Visual FX:** AXYZ  
**Assistant Editor:** Raj Ramnouth  
**Online Producer:** Amy Miranda  
**Producer:** Ann Caverly  
**Online Production:** Lunch Pixel Pusher  
**Agency Account Team:** Chitty Krishnappa, Bhreagh Rathbun  
**Strategist:** Zach Klein  
**Editor & Editing House:** Griff Henderson, PosterBoy  
**Music:** Eggplant  
**Production Company:** OPC  
**Production Company Producer:** Dwight Phipps  
**Director:** Woods and Low

## 2011 DIGITAL MARKETING AWARDS JURY MEMBERS

- » **BOB BECK**, creative director, Dynamo, Montreal
- » **ELANA GORBATYUK**, freelance strategy director, Montreal
- » **JASON THEODOR**, creative, Blast Radius, Toronto
- » **JEFF MACKAY**, creative, Extreme Group, Halifax
- » **JON TOEWS**, creative and managing director, Mighty Digital, Toronto
- » **NIKISHA REYES-GRANGE**, marketing manager, Xbox, Toronto
- » **PHILIPPE ARCHONTAKIS**, partner/creative, Departement, Montreal
- » **ROB SWEETMAN**, executive creative director, Dare, Vancouver
- » **TARA HAUSER-POPE**, senior interactive manager, integrated marketing, coca-Cola Canada
- » **VIRGINIA MAGALETTA**, executive creative director, Twist Image, Montreal

# ONLINE ADVERTISING

## Online Campaign, Integrated Campaign, Single - Dynamic



### ONLINE CAMPAIGN

#### **GOLD**

*Wrigley Canada & BBDO Toronto*  
(See Best of Show, pg. 5)

**Title:** Touch the Rainbow  
**Product:** Skittles  
**Advertiser:** Wrigley Canada  
**Agency:** BBDO Toronto  
**Creative Director:** Carlos Moreno, Peter Ignazi  
**Art Director:** Mike Donaghey  
**Copywriter:** Chris Joakim  
**Online Production/Visual FX:** XYZ  
**Assistant Editor:** Raj Ramnouth  
**Online Producer:** Amy Miranda  
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**Agency Account Team:** Chitty Krishnappa, Bhreagh Rathbun  
**Strategist:** Zach Klein  
**Editor & Editing House:** Griff Henderson, PosterBoy  
**Music:** Eggplant  
**Production Company:** OPC  
**Production Company Producer:** Dwight Phipps  
**Director:** Woods and Low

#### **SILVER**

**Title:** M&M's Find Red  
**Product:** M&M's  
**Advertiser:** Mars Canada  
**Agency:** Proximity

#### **BRONZE**

**Title:** The Guy At Home In His Underwear  
**Product:** Stanfield's  
**Advertiser:** Stanfield's Ltd.  
**Agency:** John St.



### INTEGRATED CAMPAIGN

#### **GOLD**

*Adidas & Sid Lee*

Mandated to reconnect the Adidas brand with its target market—next-generation youth—Montreal's Sid Lee consolidated the brand's stories into one over-arching anthem. The agency discovered a fundamental truth about youth: no matter what you do, you put all of your heart into it and you go "all in." A 30-second TV spot showcasing that insight spawned 400 hours of content from 18 locations worldwide. From this content an interactive "endless re-edit" video was created offering hours of free browsing.

**Title:** Adidas All In  
**Product:** Adidas AG  
**Agency:** Sid Lee  
**Production Agency:** Jimmy Lee.tv  
**Post Production:** Jimmy Lee.tv & Vision Globale  
**Production House:** 75  
**Director:** Romain Gavras  
**Music:** Justice

#### **SILVER**

**Title:** Europe Spring 2011 Integrated Campaign  
**Product:** Canadian Tourism  
**Advertiser:** Canada Tourism Commission  
**Agency:** DDB Canada/Tribal Vancouver

#### **BRONZE**

**Title:** The End  
**Product:** Doritos  
**Advertiser:** Frito Lay Canada  
**Agency:** BBDO Toronto/Proximity

#### **BRONZE**

**Title:** M&M's Find Red  
**Product:** M&M's  
**Advertiser:** Mars Canada  
**Agency:** Proximity Canada

### ONLINE SINGLE - DYNAMIC

#### **SILVER**

**Title:** AIDS  
**Product:** AIDS Awareness/World AIDS Day  
**Advertiser:** Ministère de la Santé et des Services sociaux  
**Agency:** lg2

### ONLINE SINGLE - FIXED SPACE

No medals awarded in this category

# ONLINE ADVERTISING

## Campaigns Under \$100,000

### CAMPAIGNS UNDER \$100,000

#### GOLD

*Canadian Film Centre & Doug & Serge*

To create buzz for the Worldwide Short Film Festival, three short-film directors were asked to re-imagine one of the most popular viral videos ever, *Charlie Bit My Finger*, to demonstrate the quality of short films compared to what most people find online. The message was that anyone can upload but few can direct. On the launch day, traffic froze YouTube's view counter as views rose to 50,000 in under an hour. After three weeks, total views passed half a million.

**Title:** Charlie Bit My Finger

**Product/Event:** Worldwide Short Film Festival

**Advertiser:** Canadian Film Centre

**Agency:** Doug & Serge

**Creative Director:** Ian Schwey

**Art Director:** Mike Jones

**Copywriter:** Cameron Hudson

**Producers:** Michael Schwartz, Geoff Cornish, Andy Crosbie

**Agency Account Team:** Karelle Steiner, Tom Stephenson

**Chief Creative Officer:** Doug Robinson

**Production Companies:** Frank Content, Suneeva, Sparks Production

**Directors:** Jeff Chan, Lewis, Sammy Ray Welch

**Music/Sound:** Eggplant Collective/RMW and Brendan Canning/Fish Fry

**Editing Companies:** Paul Skinner, Stealing Time; Alison Gordon, Relish; Sammy Ray Welch, Sparks



#### SILVER

**Title:** MasterCard Interns Wanted

**Product:** MasterCard

**Advertiser:** MasterCard Canada

**Agency:** MacLaren McCann

# WEBSITES/MICROSITES

## Consumer Products, Consumer Packaged Goods, Entertainment and Arts, Public Service

### CONSUMER PRODUCTS

#### SILVER

**Title:** Adidas Women

**Product:** Women's apparel

**Advertiser:** Adidas International Marketing B.V.

**Agency:** Sid Lee

#### BRONZE

**Title:** 2010 Chevrolet Cruze Website - Don't Just Drive... Cruze

**Product:** Automotive

**Advertiser:** General Motors

**Agency:** MacLaren McCann

### CONSUMER PACKAGED GOODS

#### SILVER

**Title:** The End

**Product:** Doritos

**Advertiser:** Frito-Lay Canada

**Agency:** BBDO Toronto/Proximity

#### SILVER

**Title:** FaisLeCrave.com

**Product:** Crave

**Advertiser:** Alimentation

**Agency:** BOS

### ENTERTAINMENT AND ARTS

#### SILVER

**Title:** Just For Laughs

**Product:** Festival ticket site

**Advertiser:** Just For Laughs

**Agency:** Twist Image

#### BRONZE

**Title:** Toronto Trending

**Product:** TorontoTrending.com

**Advertiser:** Tourism Toronto

**Agency:** CP+B

### PUBLIC SERVICE

#### SILVER

**Title:** Ecomobile

**Product:** Eco-mobility and eco-driving

**Advertiser:** Ministry of Natural Resources and Wildlife

**Agency:** BOS

#### SILVER

**Title:** @Random

**Product:** Tourette Syndrome Foundation

**Advertiser:** Tourette Syndrome Foundation of Canada

**Agency:** Saatchi & Saatchi Canada

### BUSINESS-TO-BUSINESS, CONSUMER SERVICES, AND NICHE TARGET

No medals awarded in these categories

# SOCIAL MEDIA

## New Campaign, Ongoing Community, Integration

### BEST USE OF SOCIAL MEDIA – NEW CAMPAIGN

#### **SILVER**

**Title:** Telus Go Pink  
**Product:** Fundraising campaign  
**Advertiser:** Telus  
**Agency:** Taxi Toronto

#### **SILVER**

**Title:** HP ePrint Live  
**Product:** HP ePrint  
**Advertiser:** Hewlett Packard  
**Agency:** Porter Novelli, Proximity Canada, Omnicom Media Group

#### **BRONZE**

**Title:** M&M's Find Red  
**Product:** M&M's  
**Advertiser:** Mars Canada  
**Agency:** Proximity Canada

### BEST USE OF SOCIAL MEDIA – ONGOING COMMUNITY

#### **SILVER**

**Title:** Toronto Trending  
**Product:** TorontoTrending.com  
**Advertiser:** Tourism Toronto  
**Agency:** CP+B

### BEST SOCIAL MEDIA INTEGRATION

#### **SILVER**

**Title:** Storescapes  
**Product:** Canadian Tourism  
**Advertiser:** Canadian Tourism Commission  
**Agency:** DDB Canada/Tribal Vancouver

#### **BRONZE**

**Title:** Scotiabank – Facebook Live Event  
**Product:** Financial services  
**Advertiser:** Scotiabank  
**Agency:** Mighty Digital

# OTHER DIGITAL MEDIA

## Mobile Applications/Mobile Web



### MOBILE APPLICATIONS/MOBILE WEB

#### **GOLD**

*Random House of Canada & Web2Mobile*

With the popularity of digital reading devices on the rise, Random House of Canada wanted to invite readers to re-imagine the entire reading experience. Targeting heavy mobile users, Random House sought to create an interactive and engaging experience that would bridge the divide between the digital space and physical bookstore by creating branded content mobile applications for iPhone, iPad and iPod Touch Devices. The Conversation Starters app allows readers to scroll through a selection of new and bestselling non-fiction books, explore interesting facts, test their knowledge and share with friends. Readers can make a purchase or use GPS and integrated maps to locate a bookstore near them.

**Title:** Conversation Starters – Did You Know?  
**Service:** Mobile app  
**Advertiser:** Random House of Canada  
**Agency:** Web2Mobile  
**Creative Director:** Deborah Hall  
**Account Manager:** Maria Natoli  
**Web Developer:** Vicki Iverson  
**Designer:** Lucas Carlisle

#### **SILVER**

**Title:** WagJag Mobile App  
**Product:** Mobile App  
**Advertiser:** WagJag  
**Agency:** Web2Mobile

#### **BRONZE**

**Title:** Grey Mood Clock Mobile  
**Product:** Grey Canada Advertising  
**Advertiser:** Grey Canada  
**Agency:** Grey Canada

#### **BRONZE**

**Title:** Kokanee Mountain Cans  
**Product:** Kokanee Beer  
**Advertiser:** Labatt Breweries of Canada  
**Agency:** Grip Limited

# OTHER DIGITAL MEDIA

## Offline Digital



### OFFLINE DIGITAL

#### **GOLD**

##### *BMW & Taxi 2*

The Mini Vending Machine was an interactive night projection in downtown Toronto. The projections showcased colourful Minis in a gigantic vending machine. Different colour configurations were shown and passersby were invited to interact with them by texting to a short code to select the Mini of their choice. The one they chose then drove around, making its way down to the bottom of the virtual vending machine in trademark cheeky Mini style.

**Title:** Mini – Vending Machine

**Product:** 2011 Mini R5X

**Advertiser:** Mini Canada

**Agency:** Taxi 2

**Creative Director:** Lance Martin

**Art Director:** Jeff MacEachern

**Copywriter:** Alanna Nathanson

**Animator:** Hatch Media

**Producers:** Sam Benson, Hanna Bratt

**Account Manager:** Tina Tieu

**Media Agency:** Media Experts

**Interactive:** Fourth Wall

**Mobile Marketing:** Mythum

**Projection Company:** The Media Merchants



#### **GOLD**

##### *BC Hydro & DDB Vancouver*

To get British Columbians to be more aware of their electricity usage, avoid waste and use only what power they need, BC Hydro created a series of motion-activated backlit boards that only use power when people are around to see them. The strategy was to get people thinking about using energy more efficiently as opposed to using less energy, so the stunt brought to life the idea of only using the power you need. Over the course of the 38-day campaign, there were 142,880 interactions with the Power Smart boards, an average of 3,760 each day.

**Title:** Sensor Boards

**Product:** Power Smart

**Advertiser:** BC Hydro

**Agency:** DDB Canada/Vancouver

**Creative Directors:** Dean Lee, Cosmo Campbell

**Art Director:** John Larigakis

**Copywriters:** Neil Shapiro, Katie Ainsworth

**Agency Account Manager:** Amanda Waye

**Associate Director of Media Strategy:** Erin McWhinnie

**Media Company:** The Media Merchants

**Production Company:** The Media Merchants

#### **SILVER**

**Title:** The Cheating Wall

**Product:** Tourism Toronto

**Advertiser:** Tourism Toronto

**Agency:** CP+B

# OTHER DIGITAL MEDIA

## Online Video, Gaming



### ONLINE VIDEO

#### **GOLD**

*Accessible Media Inc. & TBWA\Toronto*

Accessible Media Inc. runs a 24-7 TV station that takes popular programs and places described audio or closed captions on them so they can be watched and enjoyed. To increase awareness of the company's activities, a "points of view" strategy was undertaken and a six-minute documentary about the day of a visually impaired man was created that lived entirely online. "Jeff's Day" garnered over 125,000 views; 100,000 of those views came from Canada alone.

**Title:** Jeff's Day

**Product:** Accessible Media

**Client:** Accessible Media Inc.

**Agency:** TBWA\Toronto

**Chief Creative Officer:** Jack Neary

**Art Director/Creative Director:** Mark Mason

**Copywriter/Creative Director:** Allen Oke

**Producer:** Nadya MacNeil

**Account Manager:** Helen Winfield

#### **SILVER**

**Title:** Old Woman

**Product:** HowRealtorsHelp.ca

**Advertiser:** Canadian Real Estate Association

**Agency:** CP+B

#### **SILVER**

**Title:** Cat

**Product:** Skittles

**Advertiser:** Wrigley Canada

**Agency:** BBDO Toronto

#### **SILVER**

**Title:** 1M Walls

**Product:** 1M Launch

**Advertiser:** BMW Canada

**Agency:** Cundari

#### **BRONZE**

**Title:** Cage Cop

**Product:** Skittles

**Advertiser:** Wrigley Canada

**Agency:** BBDO Toronto



### GAMING

#### **GOLD**

*Masterfile & Rethink*

To introduce its new image-search tool, Endless Media, to the under-35 crowd of art directors, Masterfile and Rethink developed a gaming experience. The over-the-top "Master Creative" guided users through challenges and taught them how to use the search tool. The Master was introduced through videos that challenged viewers to put their creative prowess to the test. By letting users create a profile, receive points, win badges and compare scores via a leaderboard, players were motivated to keep interacting with the brand.

**Title:** Master Creative

**Product:** Masterfile

**Advertiser:** Masterfile

**Agency:** Rethink

**Web Developer:** Matt Gomes

**Creative Directors:** Ian Grais, Chris Staples

**Art Directors:** Scott Maddox, Todd Takahashi

**Copywriters:** David Giovando, Chris Booth

**Producer:** Ann Rubenstein

**Programmer:** Ken Malley

**Account Managers:** Leora Katz, Dan Sorotschynski

**Studio Artists:** Tom Pettapiece, Jonathon Cesar

**Interactive Producer:** Sheila Santa Barbara

#### **SILVER**

**Title:** M&M's Find Red

**Product:** M&M's

**Advertiser:** Mars Canada

**Agency:** Proximity Canada

#### **BRONZE**

**Title:** Play the broker

**Product:** CIGM

**Advertiser:** Greater Montreal Real Estate Board

**Agency:** lg2

# OTHER DIGITAL MEDIA

## Creative Use of Technology

### CREATIVE USE OF TECHNOLOGY

#### **GOLD**

*Canadian Tourism & DDB Canada/Tribal Vancouver*

Using interactive, touch-screen Twitter murals in major cities around the United States, the Canadian Tourism Commission encouraged passersby to check tweets and photos related to Canada, in hopes of inspiring them to consider Canada for their next vacation. The giant interactive murals were installed in New York, Chicago and Los Angeles displaying live Twitter postings and photos from travellers to Canada. People interacted with thousands of experiences being posted in real time.

**Title:** Storescapes

**Product:** Tourism Canada

**Advertiser:** Canadian Tourism Commission

**Agency:** DDB Canada/Tribal Vancouver

**Web Developer:** Justin MacLeod

**Creative Directors:** Cosmo Campbell, Dean Lee

**Interactive Creative Director:** Josh Fehr

**Art Directors:** Brandon Thomas, Murray Falconer

**Copywriters:** Kevin Rathgeber, Cameron Warden

**Producer:** Gayle Robson

**Interactive Producer:** Zerlina Chan

**Account Managers:** Geoff Wilton, Bryce Sparks, Marty Yaskowich

**Designer:** Ellie Moon

**Creative Technologist:** James Chutter

**Community Cultivators:** Chris Walts, Kumiko Ide

**Media Development Vendor:** InWindow Outdoor



#### **SILVER**

**Title:** M&M's Find Red

**Product:** M&M's

**Advertiser:** Mars Canada

**Agency:** Proximity Canada

#### **SILVER**

**Title:** HP ePrint Live

**Product:** HP ePrint

**Advertiser:** Hewlett Packard

**Agency:** Porter Novelli, Proximity Canada, Omnicom Media Group

#### **BRONZE**

**Title:** Google Streetview

**Product:** Tourism

**Advertiser:** Canadian Tourism Commission

**Agency:** DDB Canada/Tribal Vancouver

#### **BRONZE**

**Title:** Grey Mood Clock

**Product:** Grey Canada Advertising

**Advertiser:** Grey Canada

**Agency:** Grey Canada

## TRANSCONTINENTAL MEDIA

# SALUTES

## ALL WINNERS OF THE

# 2011 DIGITAL

# MARKETING

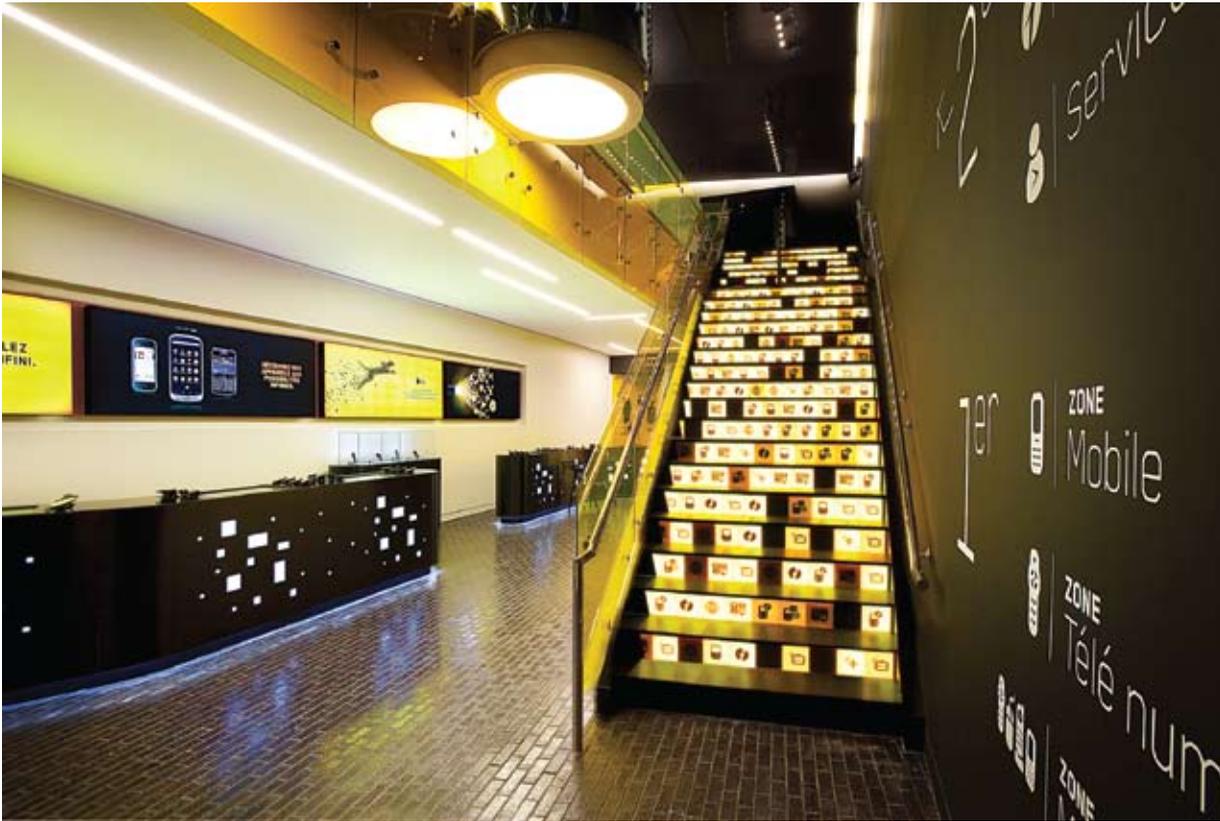
# AWARDS

 Transcontinental

[www.transcontinentaldigitalmedia.com](http://www.transcontinentaldigitalmedia.com)

# OTHER DIGITAL MEDIA

## On The Edge



### ON THE EDGE

#### **GOLD**

*Videotron & Sid Lee*

To showcase its new mobility services, Videotron wanted to create an innovative and audacious flagship store in downtown Montreal. The challenge was to bring the Videotron brand to life while incorporating its new interactive technologies. The store included a giant screen welcoming visitors and a large tactile phone screen enabling them to take pictures of themselves to share with friends via e-mail, as well as a mobile bar with interactive countertops and screens highlighting Videotron packages.

**Title:** Videotron Flagship

**Service:** Videotron

**Advertiser:** Videotron

**Agency:** Sid Lee Architecture and Sid Lee

**Web Developer:** Nurun

**Animator:** Shed and Boogie Studio

**Production Manager:** Nurun

**Programmer:** Nurun

**Designers:** Sid Lee Architecture, Régis Côté Associés Architectes (RCAA)

**Construction:** Albert Jean

#### **SILVER**

**Title:** Hands

**Product:**

**Advertiser:** Agence de la santé et des services sociaux de la Capitale-Nationale

**Agency:** lg2

#### **SILVER**

**Title:** Internet Explorer 9

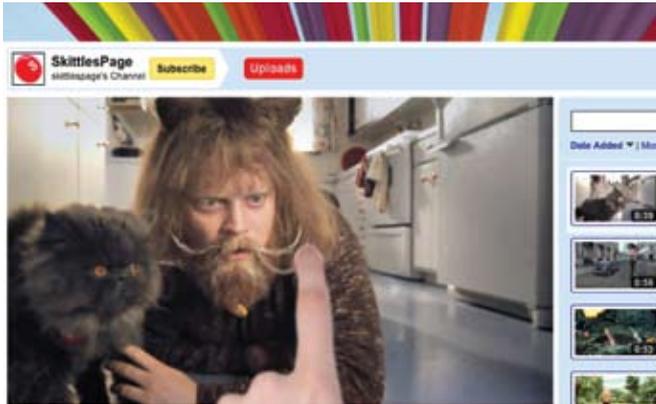
**Product:** Web browser

**Advertiser:** Microsoft

**Agency:** Taxi

# CRAFT

## Interface Design/Navigation



### INTERFACE DESIGN/NAVIGATION

#### GOLD

*Wrigley Canada & BBDO*

Bringing the Skittle brand's mantra to life—"an intersection of real and imaginary where unexpected possibilities abound"—five online videos were created and each was hosted on a branded Skittles YouTube channel. Viewers were invited to "Touch the Rainbow" on their computer screens and watch as their fingers played a starring role in the action. In "Cat," viewers' fingers are befriended by two cats, a furry critter and a costume-clad human.

**Title:** Cat

**Product:** Skittles

**Product:** Wrigley Canada

**Agency:** BBDO Toronto

**Online Producer:** Amy Miranda

**Creative Directors:** Carlos Moreno, Peter Ignazi

**Art Director:** Mike Donaghey

**Copywriter:** Chris Joakim

**Assistant Editor:** Raj Ramnouth

**Online Production:** Lunch/Pixel Pusher

**Producer:** Ann Caverly

**Online Production/Visual FX:** XYZ

**Account Manager:** Chitty Krishnappa

**Account Executive:** Bhreagh Rathbun

**Production Company:** OPC

**Production Company Producer:** Dwight Phipps

**Director:** Woods and Low

**Editor & Editing House:** Griff Henderson, PosterBoy

**Music:** Eggplant

**Strategist:** Zach Klein



#### GOLD

*Doritos & BBDO Toronto and Proximity*

In 2011, Doritos took the concept of user-generated content to a new level. "The End" campaign was based on insights of the target audience—young, digitally minded with no interest in passively engaging with brands. So Doritos let them do one of the exciting activities they like to do best: destroy things. Two new Doritos flavours were introduced in a TV spot with viewers directed to WriteTheEnd.ca to, well, write an ending for the TV spot in which one flavour would be destroyed.

**Title:** The End

**Product:** Doritos

**Product:** Frito-Lay Canada

**Agency:** BBDO Toronto/Proximity

**Web Developer:** Nick Bujnak

**Creative Directors:** Carlos Moreno, Peter Ignazi

**Assistant Creative Directors:** Karen Larmour, Ryan Spelliscy

**Illustrator:** Steve McArdle

**Interactive ACDs:** Jeff Vermeersch, John Gagne

**Sound Design:** The Eggplant

**Producer:** Terry Kavanagh

**Music:** Oli Julian at Soundtree Music

**Account Manager:** Tim Welsh

**Account Supervisor:** Brent Dunn

**Post/Production/Type Design:** Julia Deakin, Crush Inc.

**Production Company:** Somesuch & Co.

**Production Company Producer:** Rachel Dargavel

**Director:** Nick Gordon

**Cinematographer:** Edu Grau

**Editor & Editing House:** David Baxter, Panic & Bob

#### SILVER

**Title:** @Random

**Product:** Tourette Syndrome Foundation of Canada

**Advertiser:** Tourette Syndrome Foundation of Canada

**Agency:** Saatchi & Saatchi Canada

# CRAFT

**Animation/Motion Graphics, Music/Sound Design, Copywriting**

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## ANIMATION/MOTION GRAPHICS

### **GOLD**

*Tourette Syndrome Foundation of Canada & Saatchi & Saatchi*

The @Random online documentary project was created to generate public awareness and understanding of Tourette Syndrome and the Tourette Syndrome Foundation of Canada as well as create empathy for afflicted families. Dozens of short documentaries about people with Tourettes were shot and hosted online, and to illustrate the random and variable nature of the syndrome, the films were randomly arranged to form a new, larger documentary with every new visit to the site.

**Title:** @Random Opening Sequence  
**Product:** Tourette Syndrome  
**Product:** Tourette Syndrome Foundation of Canada  
**Agency:** Saatchi & Saatchi Canada  
**Creative Directors:** Helen Pak, Brian Sheppard, Brett Channer  
**Art Director:** Helen Pak  
**Copywriter:** Brian Sheppard  
**Producer:** Marie-Pierre Toure  
**Agency Producer:** Matt Shipp  
**Motion Graphics/Animation:** Common Good  
**Executive Producer:** Stefani Kouverianos  
**Directors:** Jamie Webster, Eric Makila  
**VFX Supervisor:** Alex Avram  
**Music Composer:** Lydia Ainsworth

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### **SILVER**

**Title:** Close to Home  
**Product:** Walk Without Fear Foundation  
**Advertiser:** Mines Action Canada  
**Agency:** Juniper Park

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### **SILVER**

**Title:** The End  
**Product:** Doritos  
**Advertiser:** Frito-Lay Canada  
**Agency:** BBDO Toronto Proximity

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## MUSIC/SOUND DESIGN

### **GOLD**

*General Motors & MacLaren McCann*

The challenge in introducing the Chevrolet 2011 Cruze was to keep the experience simple, but also engaging and energetic. The result was an all-video website, set to a breakthrough song by up-and-coming artist Janelle Moné. The relatively unknown track, "Tightrope," was selected to associate Chevrolet with a youthful, hip audience. To ensure the browsing experience through multiple videos appeared seamless, the audio was separated from the video and basic DJ mixing techniques were used to maintain a consistent vibe with the track.

**Title:** 2010 Chevrolet Cruze Website – Don't Just Drive... Cruze.  
**Product:** Chevrolet Cruze  
**Advertiser:** General Motors  
**Agency:** MacLaren McCann  
**Creative Director:** Ben Playford  
**Art Director:** Jeremy Lenz  
**Copywriter:** Bill Schaefer  
**Illustrator:** Klockwerks  
**Animator:** We are Grand  
**Producer:** Collin Ballantyne  
**Agency Account Manager:** Marc Michaels Designer  
**Music/Sound:** Grayson Matthews  
**Executive Creative Direction:** Mike Halminen  
**Creative Direction:** Josh Hauptert  
**Account Director:** Brad Richardson  
**Account Supervisor:** Thomas Kenny

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### **SILVER**

**Title:** @Random  
**Product:** Tourette Syndrome Foundation of Canada  
**Advertiser:** Tourette Syndrome Foundation of Canada  
**Agency:** Saatchi & Saatchi Canada

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## COPYWRITING

### **BRONZE**

**Title:** The End  
**Product:** Doritos  
**Advertiser:** Frito-Lay Canada  
**Agency:** BBDO Toronto/Proximity

# CRAFT

## Illustration/Graphic Design & Video



### ILLUSTRATION/GRAPHIC DESIGN

#### GOLD

##### *Ministry of Natural Resources and Wildlife & BOS*

Searching for a way to heighten public awareness of eco-driving, the Quebec Ministry of Natural Resources and Wildlife needed to condense a massive body of knowledge on the subject and present it in a way that would capture peoples' attention, while creating a distinctive brand identity for the Ministry's eco-driving program. The answer: a sticky website held together with lots of paper and glue.

**Title:** Ecomobile

**Product:** Eco-mobility/Eco-driving

**Advertiser:** Ministry of Natural Resources and Wildlife

**Agency:** BOS

**Web Developer:** Departement

**Creative Directors:** Roger Gariépy, Hugo Léger

**Art Directors:** Mathieu Dufour, Loïc Moreau

**Copywriters:** Frédéric Bruniquel, Jocelyn Leroy, Sann Sava

**Animator:** Thibaut Duverneix

**Production Manager:** Thibaut Duverneix

**Producer:** Sacha Baylin Stern

**Programmers:** Hugues Bruyère, Marie-Ève Castongay

**Agency Account Managers:** Claude Larin, Katéri McDonald,

Laurent-Thomas Gobeil, Fanny Eliaers

**Designer:** Jean-Frédéric Schmitt

**Photography:** Ian McMillan

**Mockup construction for city:** Mathieu Léger, Amandine Daviet,

Élie Zananiri

**Music and Sound Design:** Luis Gonçalves, Jean-Philippe Gonçalves,

XS la petite boîte à musique

#### SILVER

**Title:** Hydro to Home

**Product:** For Generations

**Advertiser:** BC Hydro

**Agency:** DDB Canada/Tribal Vancouver



### BEST USE OF VIDEO

#### GOLD

##### *Tourette Syndrome Foundation of Canada & Saatchi & Saatchi*

The @Random online documentary project was created to generate public awareness and understanding of Tourette Syndrome and create empathy for afflicted families. Dozens of short documentaries about people with Tourettes were shot and hosted online. To illustrate the random and variable nature of the syndrome, the films were randomly arranged to form a new, larger documentary with every visit to the site. Every viewing experience is totally different, just like Tourettes.

**Title:** @Random

**Product:** Tourette Syndrome Foundation of Canada

**Advertiser:** Tourette Syndrome Foundation of Canada

**Agency:** Saatchi & Saatchi Canada

**Creative Directors:** Helen Pak, Brian Sheppard, Brett Channer

**Art Director:** Helen Pak

**Copywriter:** Brian Sheppard

**Producer:** Matt Shipp

**Programmer:** Jonathan Coe

**Designer:** Steven Lo

**Digital Creative Direction:** Andrew Harris

**Interactive Producer:** Venicia Wood

**Producer:** Lily-Ann Lee

**Executive Producer:** Amy Miranda

**Design Development:** Pixelpusher

#### SILVER

**Title:** Touch the Rainbow

**Product:** Skittles

**Advertiser:** Wrigley Canada

**Agency:** BBDO Toronto