

2011

Digital

November 2011

MARKETING AWARDS



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

**WE CAN DELIVER
YOUR MESSAGE
TO 16.8 MILLION
CANADIANS** WHAT DO YOU WANT TO TELL THEM?
TELL US – AND WE’LL PASS IT ON.

Rogers Digital Media reaches 16.8 million Canadians – a 67% reach – through 110 owned and operated sites plus a superior network that includes digital properties such as iVillage, Hearst Digital Media Publishing, Warner Music Canada Inc., NBA Canada and Sony’s Crackle.com.



ROGERS DIGITAL MEDIA

CONTACT US TODAY AT connectme@rogersdigitalmedia.com

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.

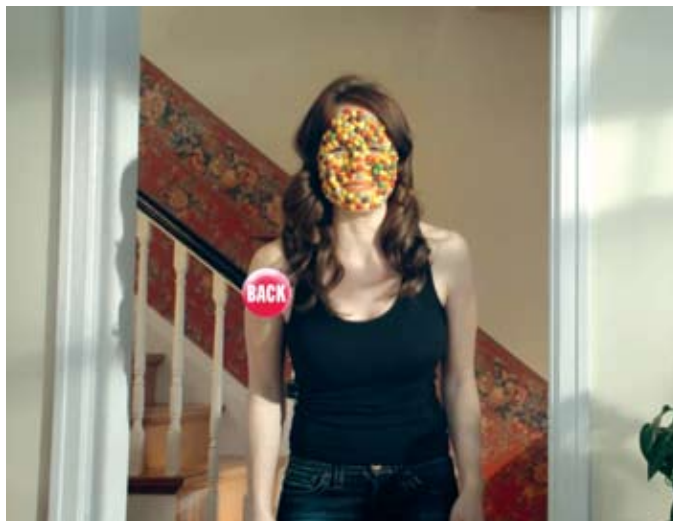
With touch-technology spearheading a new generation of digital interaction, BBDO and Wrigley wanted to show people what happens when they actually "Touch the Rainbow." To do that, they didn't invent a new kind of touch screen. Actually, they didn't invent anything. What they did was create the world's 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
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

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: Standfield'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

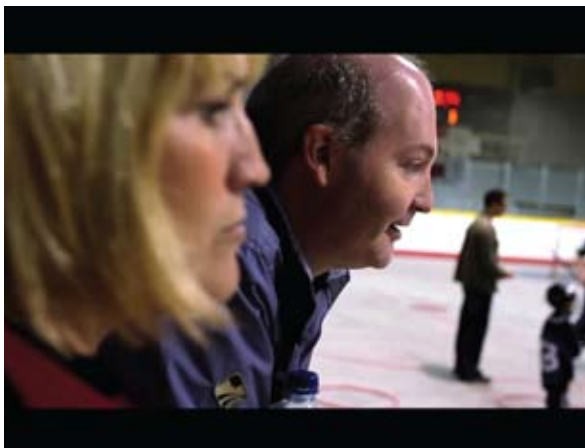
Product: Tourism Toronto

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

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

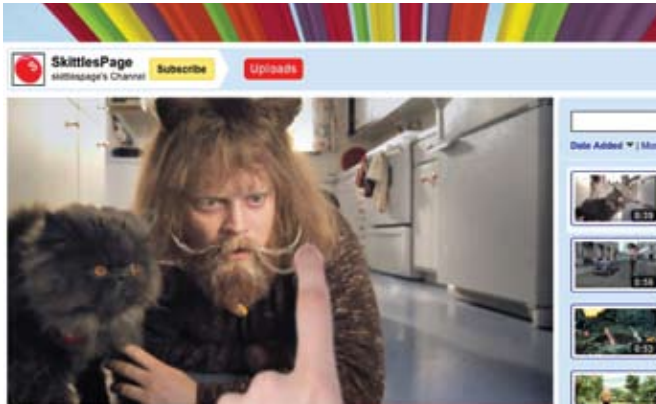
Product: Web browser

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



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

SILVER

Title: Close to Home

Product: Walk Without Fear Foundation

Advertiser: Mines Action Canada

Agency: Juniper Park

SILVER

Title: The End

Product: Doritos

Advertiser: Frito-Lay Canada

Agency: BBDO Toronto Proximity



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 Monáe. 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

SILVER

Title: @Random

Product: Tourette Syndrome Foundation of Canada

Advertiser: Tourette Syndrome Foundation of Canada

Agency: Saatchi & Saatchi Canada

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