



2012

MAGNUM OPUS AWARDS

Presented by **CONTENT MARKETING INSTITUTE**
and **BECONTENTWISE.COM**

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**2012 WINNERS LIST**  
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CONGRATULATIONS TO THE WINNERS OF THE 2012 MAGNUM OPUS AWARDS!



2012
MAGNUM OPUS
AWARDS

Presented by **CONTENT MARKETING INSTITUTE**
and **BECONTENTWISE.COM**

The Magnum Opus Awards exist to recognize what real communication professionals do to make media that have a strategic impact. This year, the caliber of the more than 500 entries has demonstrated the success of that endeavor.

Content Marketing Institute and *ContentWise* specialize in particular content or design areas, and judge the awards based on a defined set of criteria specific to each of the categories. Our judges consider such elements as informational and entertainment value, quality of writing and display copy, creative use of imagery and typography, and consistency of color palette and style.

This is an interactive PDF.

Click on any of the categories below to view the winners' information for that category. You may also scroll to browse the full winners' list.

2012 GRAND AWARD WINNERS

PRINT MAGAZINE / PRINT NEWSLETTER /
OTHER PRINT PUBLICATION / PRINT ANNUAL
REPORT / WEB-BASED OR OTHER ELECTRONIC
PUBLICATION / BLOG / VIDEO

2012 PRINT MAGAZINE WINNERS

2012 PRINT NEWSLETTER WINNERS

2012 OTHER PRINT WINNERS

2012 PRINT ANNUAL REPORT WINNERS

2012 PRINT INDUSTRY PUBLICATION WINNERS

2012 WEB WINNERS

2012 VIDEO WINNERS

2012 MARKETING WINNERS

2012 GRAND AWARD WINNERS

PRINT MAGAZINE – EXTERNAL AUDIENCE

GRAND

enRoute

December 2011

Spafax Canada

SPECIAL RECOGNITION

IN Wines Magazine

July/September 2011

Spafax Medias y Publicidad Ltda

SPECIAL RECOGNITION

Driven Magazine

ITAGroup, Inc.

SPECIAL RECOGNITION

U.S. Trust Capital Acumen, Issue 18

US Trust Bank of America Private Wealth Management

PRINT MAGAZINE – INTERNAL AUDIENCE

GRAND

Graybar Outlook

Graybar

SPECIAL RECOGNITION

RE/MAX ABOVE Magazine

Hungry Eye Media

PRINT NEWSLETTER – EXTERNAL AUDIENCE

GRAND

INVEST IT'S YOUR FUTURE - FALL 2011

AON HEWITT

Dow Jones Content Lab



PRINT NEWSLETTER – INTERNAL AUDIENCE

GRAND

VERITAT

KPMG Services Pte Ltd

SPECIAL RECOGNITION

Outlook

Acura Financial Services

PRINT PUBLICATION – EXTERNAL AUDIENCE

GRAND

Flagship Brochure

Private Banking and Investment Group at Merrill Lynch

SPECIAL RECOGNITION

PCMA Daily

The Official Publication of Convening Leaders

Ascend Integrated Media

PRINT ANNUAL REPORT

GRAND

Graybar 2010 Annual Report

Graybar

SPECIAL RECOGNITION

Alumni Magazine & Dean's Report Winter 2012

Indiana University Robert H. McKinney School of Law

WEB-BASED OR OTHER ELECTRONIC PUBLICATION – EXTERNAL AUDIENCE

GRAND

HouseLogic.com

National Association of REALTORS

SPECIAL RECOGNITION

Lexus Magazine Online

Lexus

Story Worldwide

WEB-BASED OR OTHER ELECTRONIC PUBLICATION – INTERNAL AUDIENCE

GRAND

"You On HP" - Micro-site

HP Global Analytics Marketing & Creative Services

SPECIAL RECOGNITION

2012 Hearst Annual Enrollment Options Guide

Mercer

BLOG – EXTERNAL AUDIENCE

SPECIAL RECOGNITION

Product Lifecycle Stories

PTC

VIDEO – EXTERNAL AUDIENCE

GRAND

Auto Services & Repair: What to Expect

Automotive Aftermarket Industry Association

VIDEO – INTERNAL AUDIENCE

SPECIAL RECOGNITION

United Way Opening Video

NCCI/United Way

VIDEO SERIES – EXTERNAL AUDIENCE

GRAND

Speak Up Video Series

The Joint Commission

SPECIAL RECOGNITION

Tech2Tech

American Honda Motor Co., Inc.



2012 PRINT MAGAZINE WINNERS

BEST OVERALL EDITORIAL

GOLD

Acura Style Summer 2011
Totem Brand Stories

SILVER

enRoute
October 2011
Spafax Canada

BRONZE

Hemispheres Magazine
October 2011
United Airlines

HONORABLE MENTION

Food & Nutrition Magazine
The Academy of Nutrition and Dietetics
GLC Custom Media

HONORABLE MENTION

SilverKris
September 2011
SPH Magazines Pte Ltd

BEST EDITORIAL – NEW PUBLICATION

GOLD

Think Quarterly
Google

SILVER

Savour
November/December 2011
SPH Magazines Pte Ltd

MOST IMPROVED EDITORIAL

GOLD

At Home with Century 21
Century 21
Totem Brand Stories

SILVER

Volkswagen *Das Auto* Magazine, Fall/Winter 2011
Meredith Xcelerated Marketing

BRONZE

Escapes Magazine
D Custom/Omni Hotels & Resorts

HONORABLE MENTION

AAA Living Magazine
Pace Communications

BEST TABLE OF CONTENTS EDITORIAL

BRONZE

A.S. Magazine
A.S. Adventure/Head Office

BEST CEO/EXECUTIVE LETTER

SILVER

Grandma's Rubber Band Accounting
Washington Business
Association of Washington Business

BRONZE

Interactive Markets
Thrive
Syngenta
Gibbs & Soell

HONORABLE MENTION

Editor's Note by Editor in Chief, Daniel Simon
World Literature Today

BEST FEATURE ARTICLE

GOLD

The Fight of their Lives
American Way
American Airlines Publishing



SILVER

“Off to See the Lizard”
College of Charleston

BRONZE

Face transplant’s voyage from science fiction to next
reconstructive frontier
American Society of Plastic Surgeons

HONORABLE MENTION

The Role of the Nurse in Combating Human Trafficking
February 2011
American Journal of Nursing

BEST SERIES OF ARTICLES

SILVER

Risk Management
The Combat Edge Magazine
United States Air Force Directorate of Safety

BRONZE

A.S. Magazine
A.S. Adventure/Head Office

HONORABLE MENTION

ThisWeek
Information Builders

BEST HOW-TO ARTICLE

GOLD

Check It Out
Century 21
Totem Brand Stories

SILVER

The How-To Issue
Challenge, November/December 2011
Public Service Division

HONORABLE MENTION

Gold Standard
Mercedes-Benz
Spafax Canada

BEST INTERVIEW OR PROFILE

SILVER

“Rebel Without a Pause”
College of Charleston

HONORABLE MENTION

“I Say What I Think”
Challenge, July/August 2011
Public Service Division

BEST SIGNED EDITORIAL OR ESSAY

GOLD

Here For A Reason
The Humane Society of the United States

**BEST REGULARLY FEATURED DEPARTMENT,
SECTION, OR COLUMN**

SILVER

Oryx - 24 Hours
Agency Fish, for Qatar Airways

BRONZE

Dining In
Endless Vacation
Story Worldwide

HONORABLE MENTION

Publix Grape Magazine Fall 2011
Meredith Xcelerated Marketing

BEST CSR/GREEN SERIES OR ARTICLE

GOLD

Harvest Culture - December 2011
IN magazine
Spafax Medias y Publicidad Ltda



SILVER

Special care for a special gorilla
Eyes & Ears
Walt Disney World Parks and Resorts

BEST NEWS STORY

GOLD

Selling Washington to the World
Washington Business
Association of Washington Business

SILVER

Energy at a Crossroads in Washington State
Washington Business
Association of Washington Business

BRONZE

Tsunami: Learning from Experience in Hawaii
Coastal Services, July/August 2011
NOAA Coastal Services Center

HONORABLE MENTION

A day that changed a nation and a profession
Counseling Today
American Counseling Association

BEST SIDEBAR

HONORABLE MENTION

Art Sees Red
Experience (Bombardier)
Spafax Canada

BEST CALL TO ACTION COPY

HONORABLE MENTION

The New American Home 2012 – Invite
Timberlake Cabinetry

FLOURISH

BEST OVERALL DESIGN 4+ COLOR

GOLD

enRoute
November 2011
Spafax Canada

SILVER

The FTI Journal
FTI
Time Inc. Content Solutions

BRONZE

Special Issue Fashion - Sept 2011
IN magazine
Spafax Medias y Publicidad Ltda

HONORABLE MENTION

Experience
Issue 16
Spafax Canada

BEST DESIGN – NEW PUBLICATION

GOLD

The Speed Issue
Think Quarterly
Google

SILVER

be.magazine
be.group

BRONZE

Food & Nutrition Magazine
The Academy of Nutrition and DietiCS
GLC Custom Media

MOST IMPROVED DESIGN

GOLD

Knokke-Heist Magazine
City of Knokke-Heist/ Head Office



SILVER

Project Manager
Mahlab Media

SILVER

Latin American Architecture
IN magazine-August 2011
Spafax Medias y Publicidad Ltda

BRONZE

Contact - The Teachers' Digest
Ministry of Education Singapore
Tuber Productions Pte Ltd

HONORABLE MENTION

Miguel Bose: Defiant Innovator
Destination/Destino Marriott 2012
HCP/Aboard Publishing

HONORABLE MENTION

At Home with Century 21
Century 21
Totem Brand Stories

HONORABLE MENTION

Heat & Color Miami
Acura
Totem Brand Stories

BEST COVER

GOLD

The Penn Stater January/February 2012
Penn State Alumni Association

BEST COLUMN/DEPARTMENT DESIGN

GOLD

Tendacias
V de Volaris October 2011
HCP/Aboard Publishing

SILVER

The People Issue
Think Quarterly
Google

SILVER

Home Front
Century 21
Totem Brand Stories

BRONZE

SilverKris, November 2011
SPH Magazines Pte Ltd

BEST USE OF ILLUSTRATION - SINGLE FEATURE

HONORABLE MENTION

ACCESS Magazine
Spafax Medias y Publicidad Ltda

BRONZE

"Weather Disasters"
State Farm *Good Neighbor* Spring/Summer 2011
Meredith Xcelerated Marketing

HONORABLE MENTION

Insurance & Risk Professional
Mahlab Media

HONORABLE MENTION

Your Undivided Attention
Acura
Totem Brand Stories

BEST FEATURE DESIGN

GOLD

Stogie King
American Way
American Way/American Airlines Publishing

HONORABLE MENTION

Infographics – TEACH
Ministry of Education Singapore
Tuber Productions Pte Ltd



BEST USE OF ILLUSTRATION - OVERALL PUBLICATION

GOLD

NYU Physicians - Winter 2011-2012
NYU Langone Medical Center

SILVER

Hemispheres Magazine - June 2011
United Airlines
Ink

BEST INFO GRAPHICS

BRONZE

How to copy right?
Challenge
Tuber Productions Pte Ltd

HONORABLE MENTION

Sunnybrook
Centre for Discovery, Risk Calculator and EVAR
Globe and Mail

BEST USE OF PHOTOGRAPHY - SINGLE FEATURE

SILVER

The Disappearing Deli
American Way
American Airlines Publishing

BRONZE

Argentina from Above
IN magazine - June 2011
Spafax Medias y Publicidad Ltda

HONORABLE MENTION

Kari Kari
IN magazine - December 2011
Spafax Medias y Publicidad Ltda

BEST USE OF PHOTOGRAPHY - OVERALL PUBLICATION

GOLD

Fairmont, Fall/Winter 2011
Spafax Canada

SILVER

Lexus Magazine
Lexus
Story Worldwide

BRONZE

Kraft *Food&Family* Magazine Fall 2011
Meredith Xcelerated Marketing

BEST SPECIAL- TOPIC ISSUE

GOLD

The Penn Stater, January/February 2012
Penn State Alumni Association

SILVER

American Way
September 2011 - Golf Issue
American Airlines Publishing

BRONZE

enRoute
November 2011
Spafax Canada

2012 PRINT NEWSLETTER WINNERS

BEST OVERALL EDITORIAL

SILVER

JANUS REPORT - FALL 2011
JANUS CAPITAL GROUP
Dow Jones Content Lab

BRONZE

Outlook
Acura Financial Services
Story Worldwide



HONORABLE MENTION

T. ROWE PRICE: PLAN UPDATE - FALL 2011

T. ROWE PRICE

Dow Jones Content Lab

BEST INTERVIEW OR PROFILE

SILVER

Good Bug, Bad Bug

News & Views

NYU Langone Medical Center

BEST EDITORIAL – NEW PUBLICATION

GOLD

Newslink

Honda Financial Services

Story Worldwide

**BEST REGULARLY FEATURED DEPARTMENT,
SECTION, OR COLUMN**

GOLD

Dateline Disney

Disney Newsreel

The Walt Disney Company

BEST FEATURE ARTICLE

SILVER

“While You Were Sleeping”

Disney Newsreel

The Walt Disney Company

SILVER

Making It Happen

Solutions News Bulletin

National Rural Utilities Cooperative Finance Corp

BEST SERIES OF ARTICLES

BRONZE

“50 and Fabulous”

Disney Newsreel

The Walt Disney Company

BEST NEWS STORY

SILVER

District Engineers lend a hand in the wake of deadly
tornadoes

Yankee Engineer - June 2011

U.S. Army Corps of Engineers, New

England District

HONORABLE MENTION

“Season’s Eatings”

Disney Newsreel

The Walt Disney Company

HONORABLE MENTION

The Walt Disney Company and its Employees

Disney Newsreel

The Walt Disney Company

HONORABLE MENTION

“From the Desk of...”

Disney Newsreel

The Walt Disney Company

BEST OVERALL DESIGN 4+ COVER

BEST HOW-TO ARTICLE

GOLD

Outlook

Acura Financial Services

Story Worldwide

SILVER

“Season’s Eatings”

Disney Newsreel

The Walt Disney Company



SILVER

RCI Ventures, March/April 2011 Issue
Story Worldwide

BRONZE

HKIA News, Issue 045, 2011
Ren Publishing (HK) Limited

MOST IMPROVED DESIGN

GOLD

HSS Alumni News - Spring 2011
Hospital For Special Surgery

SILVER

“Current Connections”
Interstates Companies

BEST COVER

GOLD

Prepare for Takeoff
Eyes & Ears
Walt Disney World Parks and Resorts

SILVER

Disney Newsreel
June 3rd Edition - Multiple Covers
The Walt Disney Company

BRONZE

Disney Newsreel
June 17th Edition - Multiple Covers
The Walt Disney Company

BEST FEATURE DESIGN

SILVER

“Sweet as Honey”
Disney Newsreel
The Walt Disney Company

HONORABLE MENTION

Prepare for Takeoff
Eyes & Ears
Walt Disney World Parks and Resorts

BEST USE OF ILLUSTRATION – OVERALL PUBLICATION

SILVER

SAVING TODAY - FALL 2011
THE HARTFORD
Dow Jones Content Lab

BEST USE OF PHOTOGRAPHY – SINGLE FEATURE

HONORABLE MENTION

“USC Celebrate the Class of 2011”
The Weekly
University of Southern California

2012 OTHER PRINT WINNERS

BEST OVERALL EDITORIAL

GOLD

Bay of Pigs: The Men Behind the Invasion
HCP/Aboard Publishing

SILVER

Singapore Health - July/August 2011
SPH Magazines Pte Ltd

BRONZE

New World, New Rules
Merrill Lynch
Time Inc. Content Solutions

BEST OVERALL DESIGN 4+ COLOR

GOLD

13-2011 Research Report
NYU Langone Medical Center



SILVER

Approved Subregion 1 Masterplan & Sectional Map Amendment
M-NCPPC-Prince George's County Planning Dept.
The Maryland-National Capital Park & Planning Commission

BRONZE

Your Guide to Yammer
Tyco Fire & Security
Davis & Company

HONORABLE MENTION

The Blue Book
Pfizer
Davis & Company

HONORABLE MENTION

The RCI Directory of Affiliated Resorts 2012-2013
Story Worldwide

MOST IMPROVED DESIGN

SILVER

Greater Miami and the Beaches Vacation Planner
Greater Miami Convention & Visitors Bureau
HCP/Aboard Publishing

BRONZE

Planning for Retirement
NYS Dept. of Civil Service, Employee Benefits Division
Mehigan Bellone & Associates

HONORABLE MENTION

American/Western Fruit Grower 2012 Media Planner
Meister Media Worldwide

BEST COVER

BRONZE

Participating Provider Directories 2012
NYS Dept. of Civil Service, Employee Benefits Division
Mehigan Bellone & Associates

HONORABLE MENTION

The RCI Directory of Affiliated Resorts 2012-2013
Story Worldwide

BEST CALENDAR DESIGN

GOLD

WVU Alumni Member 2012 Calendar
The WVU Alumni Association

SILVER

Content Calendar
Yorke Communications

BRONZE

2011-2012 St. John's University Parent Calendar
St. John's University

HONORABLE MENTION

Your Guide to Good Health 2012 Calendar
Feather River Hospital

HONORABLE MENTION

A Novel Approach to Financial Literacy
PICPA

BEST SUPPLEMENT ANNUAL OR ONE-SHOT

SILVER

Bay of Pigs: The Men Behind the Invasion
HCP/Aboard Publishing

HONORABLE MENTION

RA & You
Arthritis Foundation

**2012 PRINT ANNUAL
REPORT WINNERS**

BEST OVERALL EDITORIAL

GOLD

365 Days of Excellence
NYU Langone Medical Center

HONORABLE MENTION

Microsoft Services Asia Services Yearbook
Microsoft



BEST OVERALL EDITORIAL

SILVER

Global Impact Annual Report
Global Impact2
Graves Fowler Creative

BEST OVERALL DESIGN 1-3 COLOR

BRONZE

Approved Bowie State MARC Station Sector Plan and
Sectional Map Amendment
M-NCPPC-Prince George's County Planning Department
The Maryland-National Capital Park & Planning Commission

2012 PRINT INDUSTRY PUBLICATION WINNERS

BEST ASSOCIATION PUBLICATION

GOLD

Insurance & Risk Professional
Mahlab Media

SILVER

EDUCAUSE Review
EDUCAUSE

BRONZE

CACM Celebrates 20 Years
California Association of Community Managers, Inc.

BEST EDUCATIONAL PUBLICATION

SILVER

Destination Discovery: A Space-Themed Activity Book for
Children of all Ages
Universities Space Research Association

BEST ENGINEERING/CONSTRUCTION PUBLICATION

GOLD

The Journal from Rockwell Automation and Our Partners
Putman Media, Inc.

SILVER

Water Environment & Technology
Water Environment Federation

BRONZE

Integrated Development Solutions
BergerWorld
Berger Group of Companies

HONORABLE MENTION

Water & Wastewater Solutions Worldwide
BergerWorld
Berger Group of Companies

HONORABLE MENTION

Engineering Solutions for India's Growing Demand
BergerWorld
Berger Group of Companies

BEST FINANCIAL SERVICES PUBLICATION

GOLD

Merrill Lynch Advisor Spring 2011
Merrill Lynch
Time Inc. Content Solutions

SILVER

U.S. Trust Capital Acumen, Issue 17
U.S. Trust Bank of America Private Wealth Management

BRONZE

Flagship Brochure
Private Banking and Investment Group at Merrill Lynch

HONORABLE MENTION

Mortgage & Finance Brief
Mahlab Media



HONORABLE MENTION

T. ROWE PRICE: INVESTOR - JUNE 2011
T. ROWE PRICE
Dow Jones Content Lab

BEST GOVERNMENT PUBLICATION

GOLD
Afghanistan Counter-IED Visual Language Translator
Kwikpoint

SILVER
Challenge, September/October 2011
Public Service Division

BRONZE
Illustrated Inventory of Historic Sites & District
M-NCPPC-Prince George's County Planning Department
The Maryland-National Capital Park & Planning Commission

HONORABLE MENTION
African American Historic & Cultural Resources in Prince
Georges County, Maryland
M-NCPPC-Prince George's County Planning Department
The Maryland-National Capital Park & Planning Commission

BEST HOSPITALITY PUBLICATION

SILVER
The Broadmoor Hotel In-Room Magazine
The Broadmoor
Hungry Eye Media

BRONZE
Destination Hyatt
Hyatt Hotels & Resorts
HCP/Aboard Publishing

BEST INSURANCE PUBLICATION

GOLD
GEICO Now Fall/Winter 2011
GEICO
Totem Brand Stories

SILVER

State Farm *Good Neighbor* Spring/Summer 2011
Meredith Xcelerated Marketing

BRONZE

Texas Heritage Magazine
D Custom/Texas Farm Bureau Insurance

BEST MEDICAL PUBLICATION

GOLD
Saving lives, one innovation at a time
Sunnybrook
Globe and Mail

SILVER

USC Norris Cancer Report
USC Norris Comprehensive Cancer Center
University of Southern California

HONORABLE MENTION

Crohn's Advocate Magazine
Biosector 2

BEST NONPROFIT PUBLICATION

SILVER

What do thumbprints, matchmaking, thread, dominoes,
flowers & tricycles have in common?
NYU Langone Medical Center

BRONZE

be.magazine
be.group

HONORABLE MENTION

Reaching Out Newsletter: 40th Anniversary Issue
Hopelink



BEST RETAIL PUBLICATION

GOLD

Lowe's *Creative Ideas* Magazine Holiday 2011
Meredith Xcelerated Marketing

SILVER

The Hair Book
Regis Salons
Story Worldwide

BRONZE

Publix *FamilyStyle* Magazine Winter 2011
Meredith Xcelerated Marketing

BEST SCHOOL/UNIVERSITY PUBLICATION

GOLD

College of Charleston Magazine
College of Charleston

SILVER

NEXXUS, Fall/Winter 2011
University of Toronto Faculty of Law

BRONZE

NC State Magazine
NC State Alumni Association

BEST TOURISM PUBLICATION

SILVER

Endless Vacation
Story Worldwide

BRONZE

KNOKKE-HEIST MAGAZINE
CITY OF KNOKKE-HEIST/ HEAD OFFICE
Head Office

HONORABLE MENTION

Our Jamaica 2012
Jamaica Hotel & Tourist Association
HCP/Aboard Publishing

BEST TRANSPORTATION PUBLICATION

SILVER

The Platinum List Issue
Celebrated Living
American Airlines Publishing

BRONZE

Acura Style Summer 2011
Acura
Totem Brand Stories

HONORABLE MENTION

American Way
June 15, 2011 - Richmond, Virginia
American Airlines Publishing

12 WEB WINNERS

BEST OVERALL EDITORIAL

GOLD

HouseLogic.com
National Association of REALTORS®

SILVER

Lexus Magazine Online
Story Worldwide

BEST EDITORIAL – NEW PUBLICATION

GOLD

Website: The Speed Issue
Think Quarterly
Google



SILVER

Vision 2020: Waves of Change, Business Virtualization, and
Directions for Outsourcing
Aditya Birla Minacs

BRONZE

PBIG Perspectives
Private Banking and Investment Group at Merrill Lynch
Time Inc. Content Solutions

HONORABLE MENTION

Nitto Tire Driving Line
Nitto Tire U.S.A. Inc.
Cie Studios

MOST IMPROVED EDITORIAL

HONORABLE MENTION

Movin' On Up: How Monetate made over its editorial content
Monetate

BEST FEATURE ARTICLE

GOLD

Tracking the Use of Private Clouds
i360Gov Proof Points Special Report
i360Gov.com

SILVER

A New IT Consolidation Mantra
i360Gov Special Report
i360Gov.com

BRONZE

"Get the Right Message Out & Get Guests In"
RCI Ventures, September/October 2011
Story Worldwide

BEST SERIES OF ARTICLES

GOLD

Nitto Tire Driving Line
Driving-Line.com
Cie Studios

BRONZE

Vision 20/20
www.minacsblogs.com
Aditya Birla Minacs

BEST INTERVIEW OR PROFILE

GOLD

Andrew Kinard Web Profile
Kranz Communications

SILVER

"Perfecting the Art of Hospitality"
RCI Ventures, September/October 2011
Story Worldwide

BEST OVERALL DESIGN

GOLD

Home Depot Fall 2011 Style Guide
Home Depot
Totem Brand Stories

SILVER

Subscribers, Fans & Followers #8: The Social Break-Up
ExactTarget

BRONZE

Website www.pbig.ml.com
Private Banking and Investment Group at Merrill Lynch

HONORABLE MENTION

522 Productions Website
522 Productions

HONORABLE MENTION

Lexus Magazine Online
Story Worldwide



BEST DESIGN – NEW PUBLICATION

GOLD

Volkswagen *Das Auto* Landing Page
Meredith Xcelerated Marketing

SILVER

Home Depot Fall 2011 Style Guide
Home Depot
Totem Brand Stories

MOST IMPROVED DESIGN

GOLD

AAA Magazine Digital Edition
Pace Communications

SILVER

EDCO Group, Inc. Brand and Site Revamp
D Custom/EDCO Group, Inc.

BRONZE

Environmental Career Center
Green Careers Journal
Ascend Integrated Media

BEST FEATURE DESIGN

GOLD

“Get the Right Message Out & Get Guests In”
RCI Ventures, September/October 2011
Story Worldwide

SILVER

“Celebrating 20 Years of Awards”
RCI Ventures, January/February 2011
Story Worldwide

BEST INFO GRAPHICS

GOLD

Safe Room: The Ultimate Secure Shelter
Allstate Insurance

SILVER

Sexual Violence Against Women - some hard truths - Infographic
ActionAid Australia
Switched on Media

BRONZE

Is Pinterest the Next Social Commerce Game Changer?
Monetate

HONORABLE MENTION

Subscribers, Fans & Followers #8: The Social Break Up
ExactTarget

HONORABLE MENTION

“What’s in a Percentage Point?”
VIEWPOINT E-NEWSLETTER INFOGRAPHIC
Dow Jones Content Lab

BEST LANDING PAGE

GOLD

Website www.pbig.ml.com
Private Banking and Investment Group at Merrill Lynch

SILVER

Rouge
Procter & Gamble
Totem Brand Stories

BEST NAVIGATION

SILVER

Website www.pbig.ml.com
Private Banking and Investment Group at Merrill Lynch

BEST PUBLICATION COMPANION WEBSITE DESIGN

GOLD

Subscribers, Fans & Followers Research Series Website
ExactTarget



SILVER

OppenheimerFunds/Rochester Annual Overview 2011
OppenheimerFunds, Inc.

BRONZE

U.S. Trust Capital Acumen Online
U.S. Trust Bank of America Private Wealth Management

BEST PUBLICATION FOR A MOBILE DEVICE

SILVER

Endless Vacation
Winter 2011 iPad App
Story Worldwide

BEST ANNUAL REPORT OVERALL DESIGN

GOLD

Inspired! Kinark Child and Family Services Annual Report
Kinark Child and Family Services
Pass It On Communications

SILVER

The Ottawa Hospital Annual Report
The Ottawa Hospital
High Road Communications

BEST TOPIC-SPECIFIC BLOG

GOLD

IDG Connect's Blog
IDG Connect

SILVER

2011 Legislature
Olympia Business Watch Blog
Association of Washington Business

BRONZE

Poland Business Week
Olympia Business Watch Blog
Association of Washington Business

BEST BLOG ENTRY

SILVER

Is Your Brand Suffering from Multiple Personality Disorder?
www.minacsblogs.com
Aditya Birla Minacs

2012 VIDEO WINNERS

BEST TOPIC-SPECIFIC VIDEO

GOLD

Global Leadership Forecast 2011
Development Dimensions International (DDI)

SILVER

"If I Knew" Wells Fargo
Meredith Xcelerated Marketing

BRONZE

The Gap
California State Teachers' Retirement System

HONORABLE MENTION

"Putting Yourself 1st"
UniFirst
Tailwind Agency/Cigna

HONORABLE MENTION

"Helping you and your family stay healthy"
UniFirst
Tailwind Agency/Cigna

BEST EXECUTIVE VIDEO

GOLD

Chamber of Commerce Video
NCCI

SILVER

Capital One Campus Recruiting
Capital One
522 Productions



BEST BRANDING VIDEO

HONORABLE MENTION

“Triathlete on the Rise” Volkswagen
Meredith Xcelerated Marketing

BEST ENVIRONMENTAL COMMUNICATION VIDEO

SILVER

Driving Toward a Cleaner Environment: The Automotive
Aftermarket’s Green Story
Automotive Aftermarket Industry Association (AAIA)

BEST PHILANTHROPIC/FUNDRAISING VIDEO

GOLD

Hopelink Reaching Out Video
Hopelink

**BEST PUBLICATION/PRODUCT
PROMOTIONAL CAMPAIGN**

SILVER

Girlfriend’s Guide to Breast Augmentation
David B. Reath, MD Knoxville Plastic Surgeon

HONORABLE MENTION

Reath Recipes
David B. Reath, MD Knoxville Plastic Surgeon

BEST NEW PUBLICATION/PRODUCT

GOLD

XpertHR
Reed Business Information Inc.

SILVER

Experience a Delicious Life
Tastfully Simple, Inc.

2012 MARKETING WINNERS

HIGHEST RESPONSE GENERATION

GOLD

Explore More Loyalty Programme
A.S. Adventure/Head Office

BRONZE

Volkswagen *Das Auto* monthly e-newsletters
Meredith Xcelerated Marketing

**MOST INNOVATIVE DISTRIBUTION/CIRCULATION
STRATEGY**

GOLD

Endless Vacation
Story Worldwide

BEST USE AS AN INTEGRATED MARKETING TOOL

GOLD

BrighterLife.ca
Sun Life Financial
High Road Communication

SILVER

Girlfriend’s Guide to Breast Augmentation
David B. Reath, MD Knoxville Plastic Surgeon

BRONZE

Endless Vacation
Story Worldwide

HONORABLE MENTION

Reath Recipes
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