2012 WINNERS LIST
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.

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**2012 GRAND AWARD WINNERS**

**PRINT MAGAZINE – EXTERNAL AUDIENCE**

**GRAND**

*eriRoute*

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*

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**PRINT MAGAZINE – INTERNAL AUDIENCE**

**GRAND**

*Graybar Outlook*

*Graybar*

**SPECIAL RECOGNITION**

*RE/MAX ABOVE Magazine*

*Hungry Eye Media*

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**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 Loaders
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 – INTERNAL AUDIENCE

GRAND
“You On HP” - Micro-site
HP Global Analytics Marketing & Creative Services

SPECIAL RECOGNITION
2012 Hearst Annual Enrollment Options Guide
Mercer

WEB-BASED OR OTHER ELECTRONIC PUBLICATION – EXTERNAL AUDIENCE

GRAND
HouseLogic.com
National Association of REALTORS

SPECIAL RECOGNITION
Lexus Magazine Online
Lexus
Story Worldwide

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

BRONZE
Escapes Magazine
D Custom/Omni Hotels & Resorts

SILVER
enRoute
October 2011
Spafax Canada

HONORABLE MENTION
AAA Living Magazine
Pace Communications

BRONZE
Hemispheres Magazine
October 2011
United Airlines

HONORABLE MENTION
Food & Nutrition Magazine
The Academy of Nutrition and Dietics
GLC Custom Media

HONORABLE MENTION
SilverKris
September 2011
SPH Magazines Pte Ltd

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
GLC Custom Media

HONORABLE MENTION
Editor’s Note by Editor in Chief, Daniel Simon
World Literature Today

BEST EDITORIAL – NEW PUBLICATION

GOLD
Think Quarterly
Google

SILVER
Savour
November/December 2011
SPH Magazines Pte Ltd

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

MOST IMPROVED EDITORIAL

GOLD
At Home with Century 21
Century 21
Totem Brand Stories
### 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

### 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*

### Best Design – New Publication
- **Gold**
  - The Speed Issue
    - Think Quarterly
    - *Google*

### Best Design – New Publication Honorable Mention
- **Silver**
  - be.magazine
    - *be.group*
- **Bronze**
  - Food & Nutrition Magazine
    - The Academy of Nutrition and Dietetics
    - *GLC Custom Media*

### Most Improved Design
- **Gold**
  - Knokke-Heist Magazine
    - *City of Knokke-Heist/ Head Office*
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 INFOGRAPHICS

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

BEST OVERALL EDITORIAL

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

BRONZE
Outlook
Acura Financial Services
Story Worldwide

2012 PRINT NEWSLETTER WINNERS

GOLD
NYU Physicians - Winter 2011-2012
NYU Langone Medical Center

SILVER
Hemispheres Magazine - June 2011
United Airlines
Ink

BRONZE
How to copy right?
Challenge
Tuber Productions Pte Ltd

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

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

GOLD
Fairmont, Fall/Winter 2011
Spafax Canada

SILVER
Lexus Magazine
Lexus
Story Worldwide

BRONZE
Kraft Food&Family Magazine Fall 2011
Meredith Xcelerated Marketing

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

SILVER
American Way
September 2011 - Golf Issue
American Airlines Publishing

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 EDITORIAL – NEW PUBLICATION

GOLD
Newslink
Honda Financial Services
Story Worldwide

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

HONORABLE MENTION
“Season’s Eatings”
Disney Newsreel
The Walt Disney Company

HONORABLE MENTION
“From the Desk of...”
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
The Walt Disney Company and its Employees
Disney Newsreel
The Walt Disney Company

BEST OVERALL DESIGN 4+ COVER

GOLD
Outlook
Acura Financial Services
Story Worldwide

BEST INTERVIEW OR PROFILE

SILVER
Good Bug, Bad Bug
News & Views
NYU Langone Medical Center

BEST REGULARLY FEATURED DEPARTMENT, SECTION, OR COLUMN

GOLD
Dateline Disney
Disney Newsreel
The Walt Disney Company
SILVER
RCI Ventures, March/April 2011 Issue
*Story Worldwide*

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

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

BEST USE OF ILLUSTRATION – OVERALL PUBLICATION

MOST IMPROVED DESIGN

GOLD
HSS Alumni News - Spring 2011
*Hospital For Special Surgery*

SILVER
“Current Connections”
*Interstates Companies*

BEST COVER

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

2012 OTHER PRINT WINNERS

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

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

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*

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*

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*

**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 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 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 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 ENGINEERING/CONSTRUCTION PUBLICATION

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

SILVER
Water Environment & Technology
Water Environment Federation

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

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

BEST ASSOCIATION PUBLICATION

GOLD
Insurance & Risk Professional
Mahlab Media

BRONZE
EDUCAUSE Review
EDUCAUSE

HONORABLE MENTION

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

BEST EDUCATIONAL PUBLICATION

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

HONORABLE MENTION

Mortgage & Finance Brief
Mahlab Media

2012 PRINT INDUSTRY PUBLICATION WINNERS

BEST ASSOCIATION PUBLICATION

SILVER
EDUCAUSE Review
EDUCAUSE

HONORABLE MENTION

Water & Wastewater Solutions Worldwide
BergerWorld
Berger Group of Companies

BEST EDUCATIONAL PUBLICATION

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

HONORABLE MENTION

Mortgage & Finance Brief
Mahlab Media
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<th>Category</th>
<th>Honorable Mention</th>
<th>Silver</th>
<th>Bronze</th>
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<td>BEST GOVERNMENT PUBLICATION</td>
<td>T. Rowe Price: Investor - June 2011</td>
<td>State Farm Good Neighbor Spring/Summer 2011</td>
<td>Texas Heritage Magazine</td>
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<td>Dow Jones Content Lab</td>
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<td>Challenge, September/October 2011</td>
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<td>Illustrated Inventory of Historic Sites &amp; District</td>
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<td>African American Historic &amp; Cultural Resources in Prince</td>
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<td>Saving lives, one innovation at a time</td>
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<td>What do thumbprints, matchmaking, thread, dominoes, flowers &amp; tricycles have in common?</td>
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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 TRANSPORTATION PUBLICATION

SILVER
The Platinum List Issue
Celebrated Living
American Airlines Publishing

BRONZE
Acura Style Summer 2011
Acura
Totem Brand Stories

BEST TOURISM PUBLICATION

SILVER
Endless Vacation
Story Worldwide

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

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

HONORABLE MENTION

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

HONORABLE MENTION

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

12 WEB WINNERS
BEST SERIES OF ARTICLES

GOLD
Nitto Tire Driving Line
Driving-Line.com
Cie Studios

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

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

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 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.*

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 INFORMATION DESIGN

**GOLD**
Safe Room: The Ultimate Secure Shelter
*Allstate Insurance*

SILVER
*Switched on Media*

BRONZE
Is Pinterest the Next Social Commerce Game Changer?
*Monetate*

HONORABLE MENTION

**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 NAVIGATION

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

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 INFORMATION DESIGN

**GOLD**
Subscribers, Fans & Followers Research Series Website
*ExactTarget*
**BEST BLOG ENTRY**

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

**2012 VIDEO WINNERS**

**SILVER**
The Gap
“Putting Yourself 1st”
UniFirst
Tailwind Agency/Cigna

**BRONZE**
Poland Business Week
“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 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

**BRONZE**
2011 Legislature
Olympia Business Watch Blog
Association of Washington Business

**BEST TOPIC-SPECIFIC BLOG**

**GOLD**
IDG Connect’s Blog
IDG Connect

**SILVER**
2011 Legislature
Olympia Business Watch Blog
Association of Washington Business

**BEST TOPIC-SPECIFIC VIDEO**

**GOLD**
Global Leadership Forecast 2011
Development Dimensions International (DDI)

**SILVER**
“If I Knew” Wells Fargo
Meredith Xcelerated Marketing

**BEST PUBLICATION FOR A MOBILE DEVICE**

**SILVER**
Endless Vacation
Winter 2011 iPad App
Story Worldwide

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

**BEST EXECUTIVE VIDEO**

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<thead>
<tr>
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<th>Description</th>
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<td><strong>Best Branding Video</strong></td>
<td>Honorable Mention</td>
<td>“Triathlete on the Rise” Volkswagen&lt;br&gt;<em>Meredith Xcelerated Marketing</em></td>
</tr>
<tr>
<td><strong>Best Environmental Communication Video</strong></td>
<td>Silver</td>
<td>Driving Toward a Cleaner Environment: The Automotive Aftermarket’s Green Story&lt;br&gt;<em>Automotive Aftermarket Industry Association (AAIA)</em></td>
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<td><strong>Best Philanthropic/Fundraising Video</strong></td>
<td>Gold</td>
<td>Hopelink Reaching Out Video&lt;br&gt;<em>Hopelink</em></td>
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<td><strong>2012 Marketing Winners</strong></td>
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<td><strong>Highest Response Generation</strong></td>
<td>Gold</td>
<td>Explore More Loyalty Programme&lt;br&gt;<em>A.S. Adventure/Head Office</em></td>
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<td>BRONZE</td>
<td>Volkswagen Das Auto monthly e-newsletters&lt;br&gt;<em>Meredith Xcelerated Marketing</em></td>
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<td><strong>Most Innovative Distribution/Circulation Strategy</strong></td>
<td>Gold</td>
<td>Endless Vacation&lt;br&gt;<em>Story Worldwide</em></td>
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<td><strong>Best Publication/Product Promotional Campaign</strong></td>
<td>Silver</td>
<td>Girlfriend’s Guide to Breast Augmentation&lt;br&gt;<em>David B. Reath, MD Knoxville Plastic Surgeon</em></td>
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<td><strong>Best New Publication/Product</strong></td>
<td>Gold</td>
<td>XpertHR&lt;br&gt;<em>Reed Business Information Inc.</em></td>
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<td>Silver</td>
<td>Experience a Delicious Life&lt;br&gt;<em>Tastfully Simple, Inc.</em></td>
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<td><strong>Best Use as an Integrated Marketing Tool</strong></td>
<td>Gold</td>
<td>BrighterLife.ca&lt;br&gt;<em>Sun Life Financial</em>&lt;br&gt;<em>High Road Communication</em></td>
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