At Content Marketing World 2013, the following were acknowledged for their exemplary work in the field of content marketing:

**PROJECT OF THE YEAR:** T3 Publishing and TD Ameritrade for The Publication, Thinkmoney

**CONTENT MARKETING AGENCY OF THE YEAR (100+ EMPLOYEES):** PACE

**CONTENT MARKETING AGENCY OF THE YEAR (1-99 EMPLOYEES):** Head Office

**CONTENT MARKETER OF THE YEAR:** Julie Fleischer, Director, Media & Consumer Engagement at Kraft Foods Group

Congratulations to these and to the other winners that we celebrate in these pages!
The Content Marketing 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 800 entries has demonstrated the success of that endeavor.

Content Marketing Institute and McMurry/TMG 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 list of winners.

**2013 ALL STAR WINNERS**

**BEST OVERALL PRINT MAGAZINE**
(EXTERNAL AND/OR INTERNAL)

**GOLD**
KircherBurkhardt GmbH
Dr. Ing. h.c. F. Porsche AG
Christophorous Magazine

**SILVER**
The Walt Disney Company
Disney Twenty Three - Snow White Spring Issue

**BRONZE**
Imagination
US Foods
Food Fanatics

**HONORABLE MENTION**
T3 Publishing
thinkMoney

**CONTENT MARKETING PROJECT OF THE YEAR**
(EMPLOYEE FOCUSED)

**HONORABLE MENTION**
New Content
TAM Nas Nuvens

**CONTENT MARKETING PROJECT OF THE YEAR**
(CUSTOMER/PROSPECT FOCUSED)

**BEST OVERALL PRINT NEWSLETTER**
(EXTERNAL AND/OR INTERNAL)

**SILVER**
The Walt Disney Company
Disney Newsreel June 15 Issue

**BEST OVERALL DIGITAL MAGAZINE**
(EXTERNAL AND/OR INTERNAL)

**BEST OVERALL WEBSITE**

**BEST OVERALL CORPORATE BLOG**

**BEST MOBILE-CONTENT SITE**

**BEST SOCIAL MEDIA CONTENT PROGRAM**

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2013 INDUSTRY PUBLICATION WINNERS
2013 PRINT MAGAZINE WINNERS
2013 PRINT NEWSLETTER WINNERS
2013 OTHER PRINT WINNERS
2013 WEB WINNERS
2013 DIGITAL MAGAZINE WINNERS
2013 SOCIAL MEDIA WINNERS
2013 VIDEO WINNERS
2013 MOBILE WINNERS
2013 STRATEGY WINNERS
<table>
<thead>
<tr>
<th>Category</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<tbody>
<tr>
<td>Best Overall Digital Magazine</td>
<td>Pace</td>
<td>Story Worldwide</td>
<td>Towers Watson</td>
</tr>
<tr>
<td>(External and/or Internal)</td>
<td>Four Seasons Hotels &amp; Resorts Digital Content Program</td>
<td>Endless Vacation</td>
<td>Air Liquide HR Connect - Microsite</td>
</tr>
<tr>
<td>Honorable Mention</td>
<td>King Content</td>
<td>New Content</td>
<td>Visionista</td>
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<td><em>American Express - The Business Room</em></td>
<td><em>One Health Magazine for iPad</em></td>
<td><em>Fannie Mae</em></td>
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<td>Honorable Mention</td>
<td>Spafax</td>
<td>Pac</td>
<td>Luckie and Company</td>
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<td><em>Sparksheet</em></td>
<td>Four Seasons Hotels &amp; Resorts Digital Content Program</td>
<td><em>Alabama Tourism Department</em></td>
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<td></td>
<td><em>Alabama.travel</em></td>
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<tr>
<td>Best Mobile-Content Site</td>
<td></td>
<td>Silver</td>
<td>Towers Watson</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Story Worldwide</td>
<td><em>Air Liquide HR Connect - Microsite</em></td>
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<tr>
<td>Content Marketing Project of the Year</td>
<td>Gold</td>
<td>Silver</td>
<td>Bronze</td>
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<tr>
<td>(Employee Focused)</td>
<td>Huge</td>
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<td>Luckie and Company</td>
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<td></td>
<td><em>Google Think Insights</em></td>
<td></td>
<td><em>Alabama Tourism Department</em></td>
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<td></td>
<td></td>
<td></td>
<td><em>Alabama.travel</em></td>
</tr>
<tr>
<td>Best Overall Website</td>
<td></td>
<td>Silver</td>
<td>The Methodist Hospital System</td>
</tr>
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<td></td>
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<td></td>
<td><em>Methodist Health Directions Campaign</em></td>
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<tr>
<td>Honorable Mention</td>
<td></td>
<td></td>
<td><em>Methodist Health Directions Campaign</em></td>
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<td></td>
<td><em>Alabama Tourism Department</em></td>
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<td><em>Alabama.travel</em></td>
</tr>
<tr>
<td>Best Overall Corporate Blog</td>
<td>Cvent</td>
<td>Babcock &amp; Jenkins</td>
<td><em>KircherBurkhardt GmbH</em></td>
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<td></td>
<td><em>Cvent’s Event Planning Blog</em></td>
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<td><em>Volkswagen AG</em></td>
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<td></td>
<td><em>Das Auto. Magazine (Crossmedia)</em></td>
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<tr>
<td>Honorable Mention</td>
<td></td>
<td>Google</td>
<td><em>Think Digital</em></td>
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<td></td>
<td>Presidio</td>
<td><em>Allstate Insurance</em></td>
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<td></td>
<td><em>Presidio.com – Practical Thinking for a Connected World</em></td>
<td>The Allstate Blog</td>
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<tr>
<td>Content Marketing Project of the Year</td>
<td>Silver</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Customer/Prospect Focused)</td>
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<td><em>Google</em></td>
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<td></td>
<td></td>
<td><em>Think Digital</em></td>
</tr>
</tbody>
</table>
2013 INDUSTRY PUBLICATION WINNERS

BEST AIRLINE PUBLICATION

GOLD
Spafax Chile
*In magazine Chile*

SILVER
New Content
TAM Nos Nuvens

BRONZE
Spafax
Air Canada
*Enroute: December 2012*

HONORABLE MENTION
Publicita
Thai Airways
Sawasdee

BEST ASSOCIATION PUBLICATION

GOLD
Mahlab Media Pty Ltd.
*Gifttrap*

SILVER
Association of Corporate Counsel
*ACC Docket, July/August 2012*

BEST GOVERNMENT PUBLICATION

GOLD
Ministry of Defence, Singapore
*Pioneer Magazine*

BEST EDUCATIONAL PUBLICATION

GOLD
Scholastic Inc.
*Administrator*

HONORABLE MENTION
Mahlab Media Pty Ltd.
*Public Works Professional*

BEST ENGINEERING/CONSTRUCTION PUBLICATION

SILVER
Mahlab Media Pty Ltd.
*Public Works Professional*

BRONZE
Halsall Associates
*Size Does Matter*

HONORABLE MENTION
Putman Media Inc.
*The Journal from Rockwell Automation and Our Partners*

BEST FINANCIAL SERVICES PUBLICATION

GOLD
T3 Publishing
*thinkMoney*

SILVER
The Globe and Mail
PWC
*Upfront*

BRONZE
Horwitz Publications
Australian Turf Club
Australian Turf Club Carnival

HONORABLE MENTION
Demandbase Inc.
*B2B Marketer’s Guides - Infographic Guides to SXSW and Adobe Summit*

HONORABLE MENTION
IDG Connect
*IDG Connect*
<table>
<thead>
<tr>
<th>Category</th>
<th>Level</th>
<th>Company/Title</th>
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</thead>
<tbody>
<tr>
<td>Best Healthcare/Medical Publication</td>
<td>Gold</td>
<td>Sonara d.o.o. phARMONIA</td>
</tr>
<tr>
<td>Best Nonprofit Publication</td>
<td>Gold</td>
<td>be.group be.magazine</td>
</tr>
<tr>
<td>Best Hospitality Publication</td>
<td>Gold</td>
<td>HCP/Abroad Publishing Destination Hyatt 2013</td>
</tr>
<tr>
<td>Best Insurance Publication</td>
<td>Gold</td>
<td>Erie Insurance Eriesense</td>
</tr>
<tr>
<td>Best Retail Publication</td>
<td>Gold</td>
<td>sQills Simply You Magazine</td>
</tr>
<tr>
<td>Best Education Publication</td>
<td>Gold</td>
<td>be.group be.magazine</td>
</tr>
<tr>
<td>Best Technology Publication</td>
<td>Gold</td>
<td>Meredith Xcelerated Marketing Lowes Creative Ideas Magazine, Winter 2012</td>
</tr>
<tr>
<td>Best Healthcare/Medical Publication</td>
<td>Silver</td>
<td>CalSTRS, California State Teachers’ Retirement System Member Kits</td>
</tr>
<tr>
<td>Best Nonprofit Publication</td>
<td>Silver</td>
<td>Sun Life Financial Brighter Life</td>
</tr>
<tr>
<td>Best Hospitality Publication</td>
<td>Silver</td>
<td>New Content One Health Magazine for Ipad</td>
</tr>
<tr>
<td>Best Retail Publication</td>
<td>Silver</td>
<td>Second Baptist School Eagle Magazine</td>
</tr>
<tr>
<td>Best Education Publication</td>
<td>Silver</td>
<td>CalSTRS, California State Teachers’ Retirement System Member Kits</td>
</tr>
<tr>
<td>Best Technology Publication</td>
<td>Silver</td>
<td>Sun Life Financial Brighter Life</td>
</tr>
<tr>
<td>Best Hospitality Publication</td>
<td>Bronze</td>
<td>National Environment Agency - Singapore Environment Institute ENSION Magazine</td>
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<td>Best Retail Publication</td>
<td>Bronze</td>
<td>Mahlab Media Pty Ltd. Insurance and Risk Professional</td>
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<td>Best Education Publication</td>
<td>Bronze</td>
<td>Polish Creative Group STU Ergo Hestia Risk Focus</td>
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<tr>
<td>Best Technology Publication</td>
<td>Bronze</td>
<td>Polish Creative Group STU Ergo Hestia Risk Focus</td>
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<td>Best Hospitality Publication</td>
<td>Bronze</td>
<td>The Globe and Mail Sunnybrook Foundation Sunnybrook Magazine</td>
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<td>Best Retail Publication</td>
<td>Bronze</td>
<td>Second Baptist School Eagle Magazine</td>
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<td>Best Education Publication</td>
<td>Bronze</td>
<td>Adfero Group U.S. Chamber of Commerce Foundation Business Horizon Quarterly</td>
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<td>Best Technology Publication</td>
<td>Bronze</td>
<td>Second Baptist School Eagle Magazine</td>
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<tr>
<td>Best Hospitality Publication</td>
<td>Honorable Mention</td>
<td>Time Inc. Content Solutions Proto</td>
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<tr>
<td>Best Retail Publication</td>
<td>Honorable Mention</td>
<td>MediaCorp LifeWise Nov/Dec 12</td>
</tr>
<tr>
<td>Best Education Publication</td>
<td>Honorable Mention</td>
<td>Time Inc. Content Solutions Proto</td>
</tr>
<tr>
<td>Best Technology Publication</td>
<td>Honorable Mention</td>
<td>MediaCorp LifeWise Nov/Dec 12</td>
</tr>
</tbody>
</table>
2013 PRINT MAGAZINE WINNERS

Magazine Editorial

BEST SCHOOL/UNIVERSITY PUBLICATION

GOLD
College of Charleston
College of Charleston Magazine

SILVER
University of Toronto Faculty of Law
Nexus

BRONZE
Brigham Young University (BYU)
Stowaway Magazine, Summer 2012

HONORABLE MENTION
The Globe and Mail
Canadian University Report

BEST SPORTS PUBLICATION

SILVER
Horwitz Publications
Australian Turf Club
Australian Turf Club Carnival

BRONZE
Hooten Publishing Inc.
Hooten’s Arkansas Football Annual

BEST TOURISM PUBLICATION

GOLD
Story Worldwide
Endless Vacation

SILVER
Sunset Custom Media
Visit California
2012 California Official State Visitor’s Guide

BRONZE
Madden Media
Kansas City Convention & Visitors Association
Visit KC 2013 Official Visitors Guide

HONORABLE MENTION
Madden Media
St. Louis Convention & Visitors Commission
St. Louis 2013 Official Visitors Guide

HONORABLE MENTION
Spafax Chile
In magazine Chile

BEST TRANSPORTATION PUBLICATION

GOLD
Metropolitan Transportation Commission

SILVER
Hub Group
Train vs. Truck

BRONZE
Alma 360
Allegro 1/12

HONORABLE MENTION
Madden Media
St. Louis Convention & Visitors Commission
St. Louis 2013 Official Visitors Guide

HONORABLE MENTION
Spafax Chile
In magazine Chile

BEST CEO/EXECUTIVE LETTER

GOLD
be.group
be.busy

SILVER
Association of Washington Business
Washington Business: Health Care Reform Still a Work in Progress

BRONZE
Gibbs & Soell
Syngenta
Steadfast Support
<table>
<thead>
<tr>
<th>Category</th>
<th>Award Level</th>
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<tbody>
<tr>
<td>Best Editorial - New Publication</td>
<td>Gold</td>
<td>SPH Magazines Pte Ltd.</td>
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<td>SO/HO September 2012 (Issue 1)</td>
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<tr>
<td>Silver</td>
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<td>Ascend Integrated Media</td>
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<td>Ascends Golden Guide</td>
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<td>Best Feature Article</td>
<td>Gold</td>
<td>The Walt Disney Company</td>
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<td>Disney Twenty Three - A Brave New World</td>
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<tr>
<td>Silver</td>
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<td>Academy of Nutrition and Dietetics</td>
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<td>Food and Nutrition Magazine: Not Your Mother’s Spice Cabinet</td>
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<td>Bronze</td>
<td></td>
<td>Hooten Publishing Inc.</td>
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<td>The El Dorado Promise Hooten’s Arkansas Football Annual</td>
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<tr>
<td>Honorable Mention</td>
<td></td>
<td>Story Worldwide</td>
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<td></td>
<td>RCI Ventures magazine: Q1 2013, “Scoring in Brazil”</td>
</tr>
<tr>
<td>Best How to Article</td>
<td>Gold</td>
<td>Meredith Xcelerated Marketing</td>
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<td>Kraft</td>
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<td>Food &amp; Family Summer 2012, Potato Salad Inspiration</td>
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<tr>
<td>Silver</td>
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<td>Academy of Nutrition and Dietetics</td>
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<td>Food and Nutrition Magazine: “Tips from a Food Stylist”</td>
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<td>Bronze</td>
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<td>Imagination</td>
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<td>US Foods</td>
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<td>Food Fanatics</td>
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<tr>
<td>Best Interview or Profile</td>
<td>Gold</td>
<td>College of Charleston</td>
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<td>The Wild One</td>
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<td>Silver</td>
<td></td>
<td>Veterans United Home Loans</td>
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<td>Marcus Luttrell interview in Veteran HomeBuyer magazine</td>
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<tr>
<td>Bronze</td>
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<td>HCP/Abroad Publishing</td>
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<tr>
<td>Honorable Mention</td>
<td></td>
<td>American Way for American Airlines</td>
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<td></td>
<td>Chairman of the Board</td>
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<td>Best News Story</td>
<td>Gold</td>
<td>Association of Washington Business</td>
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<td>Washington Business: Debating History</td>
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<tr>
<td>Silver</td>
<td></td>
<td>USACE, New England District</td>
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<td></td>
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<td>New England District lends assistance during and after Hurricane Sandy</td>
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<td>Honorable Mention</td>
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<td>RCI Ventures magazine: Q1 2013, “Scoring in Brazil”</td>
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<tr>
<td>Best Overall Editorial</td>
<td>Gold</td>
<td>Spafax</td>
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<td>Air Canada</td>
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<td>Enroute: November 2012</td>
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<tr>
<td>Silver</td>
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<td>Imagination</td>
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<td>US Foods</td>
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<td>Food Fanatics</td>
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<tr>
<td>Bronze</td>
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<td>Spafax</td>
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<td>Fairmont Magazine: Vol. 7, No 2</td>
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</table>
2013 CONTENT MARKETING AWARDS

HONORABLE MENTION
American Way for American Airlines
Americana: Homage to Heros

HONORABLE MENTION
SPH Magazines Pte Ltd.
Savour: Nov/Dec 2012

BEST PUBLIC SERVICE ARTICLE
GOLD
College of Charleston
Manning the Front Lines

BEST REGULARLY FEATURED COLUMN OR SECTION
GOLD
Agency Fish
Qatar Airways
Oryx, My Favorite Street

SILVER
Story Worldwide
Endless Vacation
Summer/Fall/Winter 2012, Spring 2013

BRONZE
Spafax
Air Canada
Enroute: September 2012 - 75th Anniversary Issue

BEST SPECIAL-TOPIc ISSUE
SILVER
Spafax
Air Canada
Enroute: November 2012

BEST SIGNED EDITORIAL OR ESSAY
SILVER
American Way for American Airlines
Editor’s Note: “And Know They Love You”

BEST COVER
GOLD
SPH Magazines Pte Ltd.
SilverKris - January 2012 (Frankfurt)

BRONZE
Spafax
Air Canada
Air Canada’s 75th Anniversary
### Best Feature Design

**Gold**
The Walt Disney Company
*Disney Twenty Three - Super Heros Unite!*

**Silver**
Story Worldwide
*RCI Ventures magazine: Q1 2013, “Scoring in Brazil”*

**Bronze**
Meredith Xcelerated Marketing
Liberty Mutual
*Liberty Lines Winter 2013, “Storm Warnings”*

### Best Overall Design

**Gold**
SPH Magazines Pte Ltd.
*SO/HO September 2012 (Issue 1)*

**Silver**
T3 Publishing
*thinkMoney*

**Bronze**
Spafax
*Air Canada Enroute: September 2012 - 75th Anniversary Issue*

### Best Infographic

**Gold**
Story Worldwide
*RCI Ventures magazine: Q1 2013, “A World of Vacation Experiences”*

**Silver**
KircherBurkhardt GmbH
KPMG Deutschland
*High Growth Markets, The Silicon Valley of China*

**Bronze**
KircherBurkhardt GmbH
Bosch
*Bosch Zunder, Elektropolis*

### Best Use of Illustration in a Single Feature

**Gold**
be.group
*Balancing Act*

**Silver**
Spafax
*Fairmont Magazine “All Shook Up” Vol. 7, No 2*

**Bronze**
Head Office
*A.S. Adventure
*A.S. Magazine*
<table>
<thead>
<tr>
<th>Category</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<tr>
<td><strong>Most Improved Design</strong></td>
<td>Story Worldwide, RCI, <em>RCI Ventures magazine</em>, Q1 2013, “A World of Vacation Experiences”</td>
<td>Head Office, Electrabel, <em>Energie(pro)</em></td>
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<tr>
<td><strong>Honorable Mention</strong></td>
<td>Alma 360, <em>Blue1 Dream</em></td>
<td>Thai Airways, <em>Sawasdee</em></td>
<td>Thai Airways, <em>Sawasdee</em></td>
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<td><strong>2013 Print Newsletter Winners</strong></td>
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<tr>
<td><strong>Newsletter Editorial</strong></td>
<td>The Walt Disney Company, *Disney Newsreel - “The Magic of Walt’s Midwest”</td>
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<tr>
<td><strong>Best Feature Article</strong></td>
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</table>
2013 Content Marketing Awards

Best How-to Article

Silver
Dow Jones Content Lab
Mass Mutual/Hartford
*Hartford/Mass Mutual Fall 2012 Issue: “Explore the Enhanced Retirement Access”*

Best Overall Editorial

Gold
Cassidian
*Key Touch*

Silver
Dow Jones Content Lab
AON Hewitt
*AON Hewitt Invest - Summer 2012 Issue: “Full Color Palette”*

Bronze
Sacramento Municipal Utility District (SMUD)
*Hi Lines: Special Veterans Issue: Our Stories*

Best Regularly Featured Column or Section

Gold
Erie Insurance
*The Bulletin - What Works Column*

Silver
The Walt Disney Company
*Disney Newsreel - “Dateline Disney”*

Honorable Mention
Interactions
*Retail News Insider “Sales Tip” Column*

Best Series of Articles

Gold
Sanford-Burnham Medical Reserach Institute
*Portal*

Newsletter Design

Best Cover

Silver
The Walt Disney Company
*Disney Newsreel - Newsies*

Best Feature Design

Silver
The Walt Disney Company
Disneyland Resort
*Disneyland Resort Lane: “Remembering Walt’s LA”*

Best Overall Design 4+ Color

Silver
Dow Jones Content Lab
AON Hewitt
*Smart Money: AON Hewitt Investor: Design*

Bronze
Tailwind
*International Paper*
*My Better Health*

Honorable Mention
Tailwind
*Western Union*
*Moving Your Health for Better*

2013 Other Print Winners

Other Editorial

Annual Report - Best Overall Editorial

Gold
Mason Zimbler
*Austin Children’s Shelter*
*Austin Children’s Shelter 2011 Annual Report*
<table>
<thead>
<tr>
<th>Category</th>
<th>Award</th>
<th>Company/Title</th>
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<tr>
<td><strong>Best Overall Editorial</strong></td>
<td>Gold</td>
<td>ExactTarget&lt;br&gt;Retail Touchpoints Exposed</td>
</tr>
<tr>
<td></td>
<td>Silver</td>
<td>Avaya&lt;br&gt;Avaya 2013 Collaboration Guide</td>
</tr>
<tr>
<td></td>
<td>Bronze</td>
<td>SPH Magazines Pte Ltd.&lt;br&gt;Singapore Health Jul/Aug 12</td>
</tr>
<tr>
<td><strong>Best Calendar Design</strong></td>
<td>Bronze</td>
<td>aetna&lt;br&gt;Healthful 2013 Calendar</td>
</tr>
<tr>
<td><strong>Best Cover</strong></td>
<td>Silver</td>
<td>Mehigan, Bellone &amp; Associates&lt;br&gt;State Ideal for Insurance Business Growth</td>
</tr>
<tr>
<td></td>
<td>Bronze</td>
<td>Business Insurance Marketing Services&lt;br&gt;NYS Dept of Civil Service, Employee Benefits Division&lt;br&gt;Participating Provider Directory Covers 2012</td>
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<tr>
<td><strong>Best Overall Design 4+ Color</strong></td>
<td>Gold</td>
<td>Davis &amp; Company&lt;br&gt;Focus Group White Paper&lt;br&gt;Pump Up the Energy of Your Focus Groups</td>
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<tr>
<td></td>
<td>Silver</td>
<td>Story Worldwide&lt;br&gt;RCI&lt;br&gt;2013/2014 RCI Directory of Affiliated Resorts</td>
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<td>Bronze</td>
<td>Davis &amp; Company&lt;br&gt;International Flavors &amp; Fragrances Inc.&lt;br&gt;Benefits Update</td>
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<td><strong>Best Overall Design</strong></td>
<td>Silver</td>
<td>Metropolitan Transportation Commission&lt;br&gt;2011 Annual Report: “On the Job”</td>
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<td></td>
<td>Bronze</td>
<td>AHA!&lt;br&gt;Microsoft&lt;br&gt;Microsoft Citizenship Report</td>
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<td></td>
<td>Gold</td>
<td>KircherBurkhardt GmbH&lt;br&gt;Allianz Deutschland AG&lt;br&gt;Allianz/Results for the Customer - 2012</td>
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<td><strong>Best Annual or One-Shot Supplement</strong></td>
<td>Gold</td>
<td>Mediaplanet Publishing&lt;br&gt;Employing America</td>
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<tr>
<td></td>
<td>Silver</td>
<td>The Globe and Mail&lt;br&gt;Nissan Canada&lt;br&gt;Special US Elections Edition</td>
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<td>Bronze</td>
<td>Davis &amp; Company&lt;br&gt;International Flavors &amp; Fragrances Inc.&lt;br&gt;Benefits Update</td>
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<td>Honorables</td>
<td>Avaya&lt;br&gt;Avaya 2013 Collaboration Guide</td>
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2013 WEB WINNERS

Website

BEST OVERALL EDITORIAL
GOLD
Stovring Woodward Communications
Jyske Bank
*Jyskebank.tv: A TV Station with its very own bank!*

SILVER
Google
*The Mobile Playbook*

BRONZE
Reed Business Information Inc.
XpertHR

HONORABLE MENTION
Huge
Google
*Think Insights*

BEST NAVIGATION
BRONZE
Limelight Networks Website
Limelight CMS

HONORABLE MENTION
Well Planned Web LLC
MediaLab 3D Solutions Website

BEST OVERALL DESIGN
GOLD
Luckie and Company
Alabama Tourism Department
Alabama.travel

HONORABLE MENTION
Huge
Google
*Think Insights*

BEST CURATED CONTENT SITE
GOLD
Huge
Google
*Think Insights*

SILVER
High Five Marketing (HSM)
Liberty Mutual Insurance
Responsible Sports

BRONZE
Huge
Google
*Think Insights*

HONORABLE MENTION
Presidio
Presidio.com: Practical Thinking for a Connected World

BEST LANDING PAGE
GOLD
Armstrong World Industries
American Scrape Hardwood

HONORABLE MENTION
Marketwave
Marketwave Website

MOST IMPROVED DESIGN
GOLD
AHA!
*Praxis*

SILVER
Babcock & Jenkins
Adobe
*LifeLock Business Solutions*

BRONZE
Meredith Xcelerated Marketing
Volkswagen
Das Auto

HONORABLE MENTION
Luckie and Company
Alabama Tourism Department
Alabama.travel

2013 CONTENT MARKETING AWARDS

[Page Dimensions: 612.0x792.0]
### 2013 DIGITAL MAGAZINE WINNERS

#### Digital Magazine Editorial

**Best Editorial - New Publication**

<table>
<thead>
<tr>
<th>Category</th>
<th>Winner 1</th>
<th>Winner 2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gold</strong></td>
<td>Google (The Mobile Playbook)</td>
<td>UBM Design Central, UBM Tech, Signum Magazine</td>
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<tr>
<td><strong>Silver</strong></td>
<td>Imagination, US Foods, Food Fanatics</td>
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<tr>
<td><strong>Bronze</strong></td>
<td>Group SJR, NCTA, The Connectivist</td>
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#### Best Feature Design

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</thead>
<tbody>
<tr>
<td><strong>Gold</strong></td>
<td>Google (The Mobile Playbook)</td>
<td>Story Worldwide, Endless Vacation</td>
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<tr>
<td><strong>Silver</strong></td>
<td>WebMetro, Sovran Self Storage dba Uncle Bob's Self Storage (The Decluttered Home)</td>
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<tr>
<td><strong>Bronze</strong></td>
<td>Brodeur Partners, Ricoh Americas (Ricoh Americas: The Flow Magazine)</td>
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#### Best Infographic

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<td>Meredith Xcelerated Marketing, Volkswagen (Das Auto November 2012: “Volkswagen Superfans”)</td>
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<tr>
<td><strong>Silver</strong></td>
<td>Allstate Insurance, King of the Grill</td>
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#### Best Overall Design

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<tr>
<td><strong>Gold</strong></td>
<td>UBM Design Central, UBM Tech, EET 40th Anniversary App</td>
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<td><strong>Silver</strong></td>
<td>Ariad Communications, Unilever Canada, Knorr What’s For Dinner? Program</td>
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<td><strong>Bronze</strong></td>
<td>Spoon, Metalworking World iPad edition</td>
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#### Digital Magazine Design

**Best Design - New Publication**

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<th>Category</th>
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<td><strong>Bronze</strong></td>
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</table>
2013 SOCIAL MEDIA WINNERS

BEST BLOG ENTRY

GOLD
Salesforce Marketing Cloud
*A Free Presentation: Social Media is Changing Everything*

SILVER
Idea Grove
*Idea Grove Blog*

BRONZE
Allstate Insurance
*Awesome Or Atrocious? 4 Bizarre Car Accessories That Used to Be Cool*

HONORABLE MENTION
AllClearID
*A New Craigslist Scam Involving Google Checkout*

BEST INDIVIDUAL CORPORATE BLOG

GOLD
Shutterstock Inc.
*Shutterstock Blog*

SILVER
Cardinal Web Solutions
*Cardinal Web Solutions’ Corporate Blog*

BRONZE
The Ken Blanchard Companies
*Blanchard LeaderChat Blog*

HONORABLE MENTION
HY Connect
*lonelybrand/HY Connect*  
*lonelybrand Blog*

HONORABLE MENTION
Salesforce Marketing Cloud
*Salesforce Marketing Cloud Blog*

BEST MULTI-AUTHOR BLOG

GOLD
G Adventures
*G Adventures Share the Love*

SILVER
Vocus
*The Vocus Blog*

BRONZE
Allstream
*expertIP*

HONORABLE MENTION
Salesforce Marketing Cloud
*Salesforce Marketing Cloud Blog*

HONORABLE MENTION
ExactTarget
*ExactTarget Blog*

BEST PODCAST SERIES

SILVER
High Five Marketing (H5M)
*Liberty Mutual Insurance*  
*Responsible Sports Podcast Series*

BEST TOPIC-SPECIFIC BLOG

SILVER
WellPoint
*Real Health Highlights Real Improvements to Brand Health*

BRONZE
Allstream
*expertIP*

HONORABLE MENTION
Aptify
*Association Mavens*
<table>
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<th>Category</th>
<th>Best Use of Facebook in a Content Marketing Program</th>
<th>Best Use of YouTube in a Content Marketing Program</th>
<th>Best Use of Google+ in a Content Marketing Program</th>
<th>Best Use of Pinterest in a Content Marketing Program</th>
<th>Best Use of Twitter in a Content Marketing Program</th>
<th>Best Branding Video</th>
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<tr>
<td>GOLD</td>
<td>Story Worldwide</td>
<td>Ministry of Defence, Singapore</td>
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<td>SILVER</td>
<td>Imagination</td>
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<td>Appraisal Institute</td>
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<td>When Irrelevant Content is Totally Relevant</td>
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<td>Volvo Trucks</td>
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<td>“Welcome to My Cab: Meet the Hollins”</td>
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<td>Engineering Excellence Video Documentaries</td>
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**2013 MOBILE WINNERS**

**BEST PUBLICITY VIDEO**

**GOLD**
- Jennifer Connelly Public Relations
- HighTower
  - Brokers vs. Fiduciaries (aka Butcher/Dietician)

**SILVER**
- New Content
  - KIBON – Chain of Happiness

**BEST PUBLICATION FOR A MOBILE DEVICE**

**GOLD**
- Google
  - The Mobile Playbook

**SILVER**
- KircherBurkhardt GmbH
  - Volkswagen AG
  - Das Auto. Magazine (app)
2013 STRATEGY WINNERS

BEST EMAIL-DRIVEN CONTENT PROGRAM

GOLD
- Coffey Communications
- Lake Region Healthcare
  Babywise Online e-newsletter

SILVER
- Babcock & Jenkins
  Google
  Think Digital

BRONZE
- PRH Hamburg Kommunikation
- Lufthansa Cargo AG
  Lufthansa Cargo’s Planet Trends

BEST NEW PRODUCT OR PUBLICATION LAUNCH

SILVER
- Centerline Digital
- IBM
  IBM zEnterprise EC12 Launch

BRONZE
- Erie Insurance
  Erie Secure Home Launch Kit

HONORABLE MENTION
- Harland Clarke
  HC Insight

BEST PROMOTIONAL CAMPAIGN

SILVER
- Dino Publishing
  NextWave

BEST USE AS AN INTEGRATED MARKETING TOOL

GOLD
- Moveo Integrated Branding
- Landis & Gyr
  “Future Ready” Integrated Marketing Campaign

SILVER
- Babcock & Jenkins
  LifeLock
  LifeLock Business Solutions

BRONZE
- Breakaway Communications
  Ricoh
  Ricoh Uses Content Marketing to “Go Beyond” the Typical Industry Event

BEST USE OF MARKETING AUTOMATION IN CONTENT MARKETING

GOLD
- Head Office
- Renault Belgique Luxembourg
  My Renault

SILVER
- King Fish Media
  Ameriprise
  Ameriprise Marketing on Demand

HONORABLE MENTION
- Mason Zimbler
  Level 3 Communications
  Level 3 Communications SIP to Collaboration Campaign

HONORABLE MENTION
- atLarge, Inc.
  atLarge PawsPlus Email Campaign
2013

HIGHEST RESPONSE GENERATION

GOLD
Head Office
Renault Belgique Luxembourg
My Renault

SILVER
Babcock & Jenkins
Jive Software
Spark Something Amazing

HONORABLE MENTION
Digital Influence Group
IBM
Midsize Insider

MOST INNOVATIVE DISTRIBUTION STRATEGY

GOLD
Head Office
HO HO HO - Operation Secret Santa

SILVER
Breville
Breville Food Thinkers

BRONZE
Centerline Digital
IBM
IBM MobileFirst Datagrams