



2015 Content Marketing Award Finalists

STRATEGY

1. **Best Launch (of the Year)**

- Lidi Slovenija d.o.o. k.d.: Preprosto
- Matter AB: Made by Sweden featuring Zlatan
- NewsCred: Forkful
- Velocity Partners: Sprint
- Zoomph: Odell Beckham Jr. Interactive Timeline

2. **Best Content Marketing Program Strategy**

- Kabbage, Inc.: Kabbage's FinTech Small Business Blog Grows 700% in 2015 Through Smart Content Strategy
- King Content: Lenovo
- OTW Communication: Scandinavian Traveler
- Rodale Grow: Mindful Sodexo
- GSK Consumer Health: Excedrin Creates a New Category with Content

3. **Best Marketing Automation in Content Marketing**

- Avanade: Avanade's Content Engagement Framework
- Optum360: Get The Power To Make An Impact
- Pardot, a Salesforce Company: The Pardot Minute Clinic
- Stein IAS: The Performance People

4. **Highest Conversion Response from Content Program**

- King Content: Lenovo
- King Content: Universum
- Mode Digital Ltd.: Hobbycraft Loom Band Campaign
- Stein IAS: REBRANDING CAMPAIGN
- The Economist Group: Safe Cities Index 2015

5. **Highest Subscriber Growth**

- Kapost: 861% Growth of Kapost Blog Subscribers
- Kraft Canada: Kraft What's Cooking Pinterest
- NewsCred: The Hartford, Small Biz Ahead
- Relevance: Relevance.com

6. **Most Innovative Content Distribution Strategy**

- Autodesk: Line//Shape//Space
- Chango: Chango Newsstand
- Erie Insurance: How to Survive Black Ice Driving
- Peanut Butter & Co.: Peanut Butter & Co.'s Yum Squad Food Blogger Club
- Response Capture: "What's Your Planner Personality?" Responsive Microsite Quiz

7. **Best Native Advertising/Sponsored Client**

- Content Connections: MARK Magazine
- G/O Digital: Leveraging Content to Connect & Break Through the Clutter
- The Economist: "25 Social Business Leaders"
- The Economist: Future of Marketing
- Stein IAS: REBRANDING CAMPAIGN

8. **Best Content Marketing ROI/Measurement Program**

- PR Newswire: "Growth Segment" Content Performance Metrics.
- Cisco Systems, Inc.: Rev Mktng \$1B Sales Qualified Lead
- Content Science: FootSmart Health Resource Center
- Kaplan Real Estate Education: Kaplan Career Toolbox
- GSK Consumer Health: Excedrin Creates a New Category with Content

9. **Best Mobile Strategy**

- Autodesk: Line//Shape//Space

10. **Best In-Person (Event) Content Marketing Strategy**

- BMO Harris Bank: Planning for Success Client Event Series
- Cisco Systems, Inc.: Cisco CIO Summit
- Gyro: Reaching Audiences That Make What Matters
- Roberts Communications: simple@work
- WITH/Sims: Southworth's Land the Job

11. **Best Agency/Client Content Marketing Partnership**

- King Content: Universum
- Roberts Communication: Chief Optimist
- Speakeasy: Speakeasy & American Home Shield – a marketing marriage
- Stein IAS: Fastest Path from First Click to Sale
- Windowseat: Quiznos Case Study / Windowseat & Quiznos Partnership

12. **Best Use of Intelligent Content**

- Content Science: Tennessee Valley Authority
- PadillaCRT: Integrated Architecture Booth at Automation Fair
- PadillaCRT: RSTechED Event

13. **Best Integrated Program (Print/Digital Integration)**

- CPA Australia: The Naked CEO
- Imprint: Investor Magazine
- Mediaplanet Verlag Deutschland GmbH: Reise-Urlaub-Abenteuer
- Optus: Future of Business 2014
- Visit California: California Road Trips

14. **Best Paid Advertising/Content Marketing Integration**

- fama PR (for Triad Retail Media): Pampers “Moms First”
- gyro: Lead-Generation Programs
- Just Media, Inc.: Co-Marketing (Intel & AWS) Paid Content Distribution Platform
- Marcus Thomas LLC: #PumpkinCan
- SHIFT Communications: Kick(starter) it Into Overdrive: Putting Mohu on the Cord – Cutting Map

DISTRIBUTION

SOCIAL MEDIA

15. **Best E-newsletter**

- Cleveland Clinic: Be Well e-News
- Meredith Xcelerated Marketing (MXM): Fall 2014 Merrill Edge Minute ENewsletter
- RAPP: Kraft
- Rodale Grow: Mead Johnson Nutrition eNewsletters
- SHIFT Communications: SHIFT Happens: How Email Won in a Social Age

16. **Best Overall Use of Social Media**

- Arnold Worldwide: Phoenix Career Corner
- Barkley: Wingstop #Mangonero
- Erwin Penland: Denny's Social Media
- KPMG International: WEFLIVE
- Spoon: Volvo Trucks vs. Koenigsegg

17. **Best Use of Google+ for Content Marketing**

- 97th Floor: Blendtec's 2014 Google+ Brand Experience Campaign

18. **Best Use of Facebook for Content Marketing**

- Allstate Insurance: Allstate Insurance Facebook
- Gyro: Engaging Makino Users on Facebook
- National Association of Realtors: HouseLogic Best Use of Facebook for Content Marketing
- Upward Brand Interactions: Juzo's "Keep Moving" Movement
- WITH/Sims: Astrobrights

19. **Best Use of Pinterest for Content Marketing**

- Lifesize: A little huddle room inspiration

20. **Best Use of Instagram/Vine for Content Marketing**

- Group SJR: General Electric
- Hatchd Digital: The Bigger Picture/ bigpicperth

21. **Best Use of LinkedIn/SlideShare for Content Marketing**

- Convince & Convert: Social Pros All-Stars SlideShare
- CPA Australia: The Naked CEO
- King Content: Best use of LinkedIn – Lenovo
- Uberflip: How We Use SlideShare to Win at Holiday Content

22. **Best Use of Twitter for Content Marketing**

- Adobe: CMO.com by Adobe
- Erwin Penland: Denny's Twitter
- Foiegras Media: Boxes of Goodness
- Virgin Hotels: VIRGIN HOTELS LAUNCH CAMPAIGNS
- Tesler: Xbox

23. **Best Use of YouTube/Vimeo/Video for Content Marketing**

- AnalogFolk: Malibu
- OTW Communication: IF Smart
- Raidious: Surfboard Video catches Waves of Viewers with Strategic Distribution
- Spoon: Volvo Trucks vs. Koenigsegg
- Visit California: Dream365 Launch – 24 Hours. 24 Dreams.

24. **Best Overall Corporate Blog**

- Cleveland Clinic: Cleveland Clinic's Health Hub
- HubSpot: HubSpot Corporate Blog
- Indium Corporation: Indium Corporation: B2B Power Blogger
- Pardot: Pardot Blog
- ThoughtWorks: ThoughtWorks Insights: Changing the world through technology and storytelling

25. **Best Blog Post**

- Autodesk: Line//Shape//Space
- Clarabridge: Clarabridge Content Marketing
- SHIFT Communications: The Post That Launched 12,000 Page Views
- SPROUT Content: How One Blog Post Nearly Put Our Content Marketing Agency Out of Business
- Teach for America: Education Didn't Save Mike Brown

26. **Best Multi-Author Blog**

- Arnold Worldwide: The Single Barrel Standard
- Autodesk: Line//Shape//Space
- Convince & Convert: Convince & Convert Blog
- LaunchSquad: Society of Grownups
- Original9 Media: Field Service Digital

27. **Best Topic-Specific Blog**

- All Roads: ImpactADHD
- Autodesk: Line//Shape//Space
- IBM, Skyword, and Racepoint Group: Security Intelligence

28. **Best Podcast/Audio Series**

- Convince & Convert: Social Pros
- HubSpot: The Growth Show
- Lush Digital Media: Brand Newsroom Podcast

29. **Best Infographic (one-time)**

- gyro: SAP Oscars Infographic
- IDG Enterprise: Customer Journey Infographic
- Ion Interactive: Interactive Infographic – 50 Ways to Engage
- Kapost: What is Content Scoring? Infographic
- Visually: “How Quitting Smoking Changes Your Body”

30. **Best Infographics Series**

- Autodesk: Line//Shape//Space
- Gyro: SAP Fashion Week Infographics
- Kelly Services: Kelly Services Growing Occupations Series
- Top Lead: Top Lead Infographics Series

31. **Best Use of Content Curation**

- Aimia Inc (Aimia Institute): Introducing the Aimia Institute
- IDG Enterprise: Cisco InnovateThink Content Curation Campaign
- Magnetic Content Studios (Empower MediaMarketing): Crafty Curation: How Audience Data Shifted Gorilla Glue’s Editorial Approach from Creation to Curation
- Meredith Xcelerated Marketing (MXM): Lowe’s Spring Maintenance Guide
- University of Southern Queensland: USQ Online Marketing Team

32. **Best Mobile App/Utility**

- AHA!: AHA! Praxis 2014
- Gyro: Potash Corp
- Madden Media: Greater Phoenix Meeting & Travel Planner app
- Meredith Xcelerated Marketing (MXM): Seafood Watch
- Meredith Xcelerated Marketing (MXM): Show Me Yours

33. **Best Content-Driven Website**

- Oracle Marketing Cloud: Go Hoosiers! Indiana University Boosts Engagement With Student-Generated Content
- Gyro: Potash Corporate- eKonomics
- High Five Marketing, Inc. (H5M): PCA Development Zone
- Realtors: HouseLogic
- ViMax Media, LLC: Schnucks Cooks Online Magazine

DISTRIBUTION

VIDEO

34. **Best Use of Video**

- C. Mondavi & Family: The Drought
- Cie Digital Labs: Getting Started
- Visit California: Bob Burnquist's Floating Skate Ramp in Lake Tahoe
- Workfront: Workfront Parkour Video

35. **Best Motivational Video or Video Series**

- Emota: Breakthrough
- Hopelink: Reaching Out Luncheon Video
- Lush Digital Media: Ronald McDonald House
- Ministry of Defence, Singapore: CYBERPIONEERTV: NEVER ALONE
- Teach for America: Bring Your Passion To The Classroom – Teach for America

36. Best Topic Specific Video

- Barbara Karnes Books: New Rules for End of Life Care
- Emota: Destiation
- Gyro: First Data Gomez Video
- Mirum: TD Start Saving Videos
- Notch Video: Toronto Blue Jays' Father's Day Surprise

37. Best Short Form Video or Video Series

- Consumed Media: Hustle and Grow
- Convince & Convert: Jay Today
- Erwin Penland: The Grand Slams
- Leopard: IBM "SPM for Dummies" Video Series
- Marcus Thomas LLC: The Krylon Spraydown: Stories of Real Performance

38. Best Content Marketing Video Series

- Bullfrog Spas: The Principal
- Cisco Systems, Inc.: CIO Perspectives: Fast IT and The Slow Waiter
- Emota: Loyal to Local
- New Content: Embarque Imediato Tam Nas Nuvens
- Windowseat: Toasty.TV Original Parodies

DISTRIBUTION

PUBLICATION BY INDUSTRY

39. Best Transportation (Air/Auto/Rail/Ship) Publication

- Cie Digital Labs: DrivingLine
- OTW Communication: Scandinavian Traveler
- Spafax: Mercedes-Benz Magazine

40. Best Association Publication

- Bauer Media: In The Black
- GLC: The Residential Specialist (TRS) July/Aug 2014
- Mahlab Media: Insurance & Risk Professional
- Mahlab Media: MFAA Credit Advisor
- Rodale Grow: NASM The Training Edge

41. Best Technology Publication

- Autodesk: Line//Shape//Space
- Chango: The Programmatic Mind
- CSC: Global CIO Survey 2014-2015
- Razorfish: Business Circle
- Studio One: America's Backbone Weekly

42. Best Manufacturing Publication

- Autodesk: Line//Shape//Space
- Gyro: Reaching Engineers for a Competitive Advantage

43. Best Financial Services Publication

- Mahlab Media: Insurance & Risk Professional
- Mahlab Media: MFAA Credit Advisor
- The Globe and Mail: InBusiness Magazine
- The Globe and Mail: UpFront Magazine
- Zimmermann Editorial GmbH: Pocket Guide Series

44. **Best Government Publication**

- California State Teachers' Retirement System: Member Kits
- MediaCorp Pte Ltd: Contact South East
- MediaCorp Pte Ltd: PURE
- Ministry of Defence, Singapore: Pioneer Magazine
- Tuber Productions: Challenge Magazine

45. **Best Healthcare/Medical Publication**

- Mediaplanet Publishing: Medication Addiction
- New Content: DASA
- Publicitas Publishing PTE LTD: Caring
- Share Dialogue: Revista Lusiadas 2
- SPH Magazines Pte Ltd: Singapore Health November – December 2014

46. **Best Hospitality/Travel Publication**

- MSP Communications: Sky May 2014
- Rodale Grow: Conrad Magazine
- Spafax: Fairmont Magazine
- SPH Magazines Pte Ltd: SilverKris
- Strategic Content Labs, a division of St. Joseph Communications, Media Group

47. **Best Nonprofit Publication**

- Gemeinschaftswerk der Evangelischen Publizistik gGmbH: zur sache bw
- Imagination: be.magazine
- The Humane Society of the United States: All Animals, September/October 2014; Entire Issue
- The Trust for Public Land: Land & People
- ViMax Media, LLC: Sunrise Cookbook

48. **Best Retail Publication**

- Content Connections: MEDIAZINE
- Lidl Slovenija d.o.o. k.d.: Preprosto
- Meredith Xcelerated Marketing (MXM): Lowe's Creative Ideas Spring 2014
- New Content: Viva Linda com O Boticario
- Rodale Grow: Whole Foods

49. **Best School/University Publication**

- MediaCorp Pte Ltd: NP News (Students' Edition)
- MediaCorp Pte Ltd: The AlumNUS
- Stowaway Magazine (BYU Editing Students): Stowaway Magazine
- The Globe and Mail: Canadian University Report
- The University of Alabama National Alumni Association: "Alabama Alumni Magazine" Summer 2014 Issue

50. **Best Internal/Employee Publication**

- AHA!: AHA! Praxis 2014
- C3 Creative Code and Content GmbH: Carrera
- Muehihausmoers corporate communications gmbh: Vattenfall Magazine
- Pace: Walmart World
- Tuber Productions: Contact, The Teachers' Digest

EDITORIAL

51. **Best New Publication – Print**

- Cie Digital Labs: DrivingLine – Auto Enthusiast Website and Magazine
- Hacin + Associates: H+ Magazine
- New Content: Portfolio
- New Content: Telhanorte
- SPH Magazines Pte Ltd: Cohort Issue 1 2014

52. Best New Publication – Digital

- Discovery Limited: DiscoveryForMe
- Razorfish: Business Circle
- Relevance: Relevance – Content Promotion News & Insights
- SAP: The Customer Edge
- T3 Custom: The Ticker Tape

53. Best Publication – Tablet Based

- AHA!: AHA! Praxis 2014
- Madden Media: Phoenix Official Travel Guide app
- Meredith Xcelerated Marketing (MXM): Lowe’s Creative Ideas 2014
- Siegel+Gale: The Siegel+Gale Global Brand Simplicity Index 2014
- Story Worldwide: Endless Vacation

54. Best Feature Article – Print or Digital

- Imprint: Investor Magazine
- Pace: “The New American Dream” from Southwest: The Magazine
- Pace: Wells Fargo Conversations – “David McGrain: Adrenaline Philanthropy” Article
- The Humane Society of the United States: To Market, to Market to Buy a Sick Dog; Feature Article
- Totem/TC Media: Race Ready

55. Best Interview or Profile – Print or Digital

- 256 Media: Muriel’s Wedding
- CPA Australia: Interview with Dr. Paul Brock
- MSP Communications: Danny Meyer, December 2014
- Southern California Golf Association: Harmonized: For Bill Harmon, finding success on the golf course meant first finding it in life
- Tuber Productions: “Loyalty is a two-way thing”

56. Best Regularly Featured Column or Section – Print or Digital

- Association of Corporate Counsel: CareerPath
- CMO.com by Adobe: Ask the Headhunter, CMO.com by Adobe
- Helios: R&I Digital Articles
- Hopelink: A Message from the CEO
- New Content: TAM Nas Nuvens

57. Best Series of Articles – Print or Digital

- Allison+Partners: Meet Bold
- American Express: Local Business Stories
- Influence & Co.: LinkedIn Publishing Series
- Ministry of Defence Singapore: Pioneer April & May 2014: Women's Basic Military Training
- Pace: Walmart World – September 2014, November 2014, December 2014

58. Best Overall Editorial – Print

- Bauer Media: In The Black
- Gemeinschaftswerk der Evangelischen Publizistik gGmbH: JS-Magazine
- Korn Ferry: Korn Ferry Briefings on Talent & Leadership
- Pace: Walmart World – June 2014, Bet on U.S.
- Spafax Canada: Air Canada's enRoute Magazine – November 2014 "The Food Issue"

59. Best Overall Editorial – Digital

- Autodesk: Line//Shape//Space
- CMO.com by Adobe: CMO.com
- Contently: The Content Strategist
- King Content: Best Overall Editorial – Digital – Universum
- Meredith Xcelerated Marketing (MXM): Lowe's Creative Ideas

60. **Best News Story**

- Erie Insurance: Ridesharing Services are Picking Up

61. **Best News Series or Program**

- Helios: Bringing Light Webinar Series
- Imprint: Quarterly Market Update
- Russell Investments: Russell Investments' Market Week in Review video series

62. **Best Special Topic Issue**

- AGF Investments Inc.: AF 2014 Investor Perspectives Survey
- Hcpaboard Publishing: Cayman Airways Skies, Travel Issues
- King Content: Best Single Topic Issue – Universum
- Mediaplanet: Malaria Campaign 2015
- Ready State: Intel iQ Science of Seeing

63. **Best Annual Report**

- Muehihausmoers Corporate Communications gmbh: Global Hunger Index
- Spoon Publishing: The Heat is On
- Totem/TC Media: TC Annual Report

64. **Best Corporate Book**

- All Roads Inc.: The Authoritative Guidebook
- CPA Australia: The Naked CEO Book
- Greenleaf Book Group: Game the Plan
- Greenleaf Book Group: Rhythm
- Original9 Media: The Technology of Us

DESIGN

65. **Best New Publication – Print (Design Category)**

- Cie Digital Labs: DrivingLine
- Hacin+Associates: H+ Magazine
- Hopelink: 2014 Community Impact Report
- Jet Linx Aviation: SOAR Magazine

66. **Best New Publication – Digital (Design Category)**

- Kalypto: Viewpoints on Innovation
- Leopard: IBM System Z eBook
- Relevance: Relevance – Content Promotion News & Insights

67. **Best Cover**

- Imagination: be.magazine Vol. 4, Issue 3
- Ministry of Defence Singapore, Pioneer May 2014: Right on Target
- Pace: Best Cover: Four Seasons Magazine
- Spafax Canada: Air Canada's enRoute Magazine

68. **Best Column or Section Design – Print or Digital**

- Meredith Xcelerated Marketing (MXM): Delicious, Darling, Clementines, FamilyStyle
- Pace: Walmart World: Our Guide to the Holidays: 12 Treats of Christmas

69. **Best Feature Design – Print or Digital**

- Hepaboard Publishing: V de Volaris
- King Content: Universum
- Madden Media: Man vs. Steak
- MSP Communications: The Bucket List, December 2014
- Pace: "The Best Bartenders in America" from Southwest: The Magazine

70. **Best Infographic Design**

- 97th Floor: The Top 10 Deadliest Jobs
- Dapresy: GRBN Global Study
- Beutler Ink: Virgin Pulse: Distractions Infographic
- Spafax Chile: La vida en X
- Workfront: Working Dead

71. **Best Use of Illustration**

- Bauer Media: In The Black
- Meredith Xcelerated Marketing (MXM): MXM Content Marketing Playbook
- Pace: Syngenta Thrive: Rules of the Game
- Pace: Wells Fargo Conversations Fall/Winter 2014 Print Issue Illustration “When Couples Don’t Retire Together” by Mark Smith
- Spafax Chile: Comase sus palabras

72. **Best Use of Photography**

- Hacin + Associates: H+ Magazine
- New Content: Airborne
- New Content: TAM Nas Nuvens #80: 48 hours of art in New York City
- Spafax Chile: Amsterdam
- Totem/TC Media: Incredible Cape Town

73. **Best Overall Design – Print**

- Imagination: Food Fanatics (Spring 2014)
- New Content: TAM Nas Nuvens #80: Paths of Art | NYC
- Plot – Content Agency: Less is More
- Spafax Chile: Revista in – Lan/Noviembre/Gastronomia
- SPH Magazines Pte Ltd: The Johnnie Walker House Edit Volume 2

74. Best Overall Design – Digital

- Autodesk: Line//Shape//Space
- Awards Manager: The Few & Far Between
- Marcus Thomas LLC: #PumpkinCan Where Others Can't
- Siegel+Gale: The Siegel+Gale Global Brand Simplicity Index 2014

75. Best Overall Design – Annual Report

- SPARK: SPARK Annual Report
- Thomson Reuters: Thomson Reuters Annual Report – Know
- Visit California: Dream Big