



CONTENT MARKETING AWARDS

2016 WINNERS & FINALISTS

Project of the Year

WINNER

Sainsbury's magazine (Seven)

FINALISTS

- #nsfavourites (DutchGiraffe / Digital Creatives & G+J Custom Content)
- ARC Magazine (Lincoln Electric)
- Lenovo (King Content)
- Traction News (Tireweb Marketing / Lush Digital Media)
- Two Bellmen (Marriott International, Inc.)
- The World's First Magazine with Food (NPO Tôhoku Kaikon / Dentsu Inc)

Agency of the Year for agencies with less than 100 employees

WINNER

Velocity

FINALISTS

- 256 Media
- Brand New Content
- Imprint
- PM, poslovni mediji

Agency of the Year for agencies more than 100 employees

WINNER

C3 Creative Code and Content GmbH

FINALISTS

- Centerline Digital
- Marcus Thomas LLC
- Meredith Xcelerated Marketing (MXM)
- Pace

Content Marketer of the Year

WINNER

Amanda Todorovich, Director of Content Marketing, Cleveland Clinic

FINALISTS

- Team of Dan Briscoe, Vice President of Marketing and Skyler Moss, Director of Digital Marketing, HCSS
- Thao Le, Vice President, Marketing, Hyland's, Inc.
- Tobias (Toby) Lee, CMO, Thomson Reuters, Tax & Accounting
- Dusty DiMercurio, Head of Content Marketing and Strategy, Autodesk
- Margaret Magnarelli, Managing Editor/Senior Director, Marketing, Monster

INDIVIDUAL CATEGORY WINNERS & FINALISTS STRATEGY

Content Marketing Launch of the Year

WINNER

Traveler – Marriott International, Inc.

FINALISTS

- Future Ready Workforce – Dell
- Hans Smallgoods – King Content
- Microsoft Office Goes Big with Content Marketing for Microsoft by Column Five
- Vardagspuls – Brand New Content

Best Content Marketing Program

WINNER

Monster's B2C Content Strategy – Monster

FINALISTS

- Bupa – King Content
- dunnhumby Insights – dunnhumby
- Foodbrigade – Sligro Food Group by LVB Networks
- Salesforce Interactive – Salesforce

Best Content Marketing Multi-Year Program

WINNER

Measurable Marketing Quality for Trelleborg Marine Systems by Stein IAS

FINALISTS

- IBM Security: SecurityIntelligence.com for IBM Security by Skyword & Racebook Global
- Optum Game Changer Campaign – Optum
- Planner Personality Interactive Quiz for CrowdCompass by Cvent
- WebPT Tackles ICD-10 – WebPT

Best Marketing Automation in Content Marketing

WINNER

Content Marketing + Automation Delivers Strong ROI at St. Edward's University – St. Edward's University

FINALISTS

- IBM Bluemix Trial Nurture for IBM by OgilvyOne
- Leveraging Marketing Automation to Reduce Inefficiencies and Drive Influenced Pipeline – Eaton
- Optum Game Changer Marketing Automation – Optum
- SecureWorks: Marketing Automation in Content Marketing – SecureWorks

Highest Conversion Response from a Content Program

WINNER

The Modern Marketer's Field Guide – Emma

FINALISTS

- Agency Management System Buyer's Guide for Vertafore by Yesler
- High-Performance Marketing Plan eBook – Act-On Software
- IBM developerWorks: Bluemix Content Marketing Strategy – IBM
- SPOOR Magazine for NS (Dutch National Railways) by G+J Custom Content

Highest Subscriber Growth

WINNER

The Intronis Blog – Intronis MSP Solutions by Barracuda

FINALISTS

- HubSpot Blog – HubSpot
- Pet Code with Tobuscus and Gryphon for Petco Animal Supplies by Edelman
- WWF Netherlands Branded Channel Make-over for Wereld Natuur Fonds Nederland by LVB Networks

Most Innovative Content Distribution Strategy

WINNER

Vardagspuls – Brand New Content

FINALISTS

- 11 Steps To Enterprise Social Media Advocacy Guide – PostBeyond
- Building Icons for Colliers International by Igloo Media
- PR Newswire Multichannel Content Distribution Strategy – PR Newswire
- The Storytellers – AnalogFolk

Native Advertising/Sponsored Content as part of a Content Marketing Program

WINNER

APIs: The Building Blocks of the App Economy – CA Technologies

FINALISTS

- Line//Shape//Space – Autodesk
- PostNord – Spoon
- The Naked CEO – CPA Australia
- Trust your brand: Letting South Australia's tourism experiences speak for themselves for South Australia Tourism Commission by Wagstaff Worldwide

Content Marketing ROI/Measurement Program

WINNER

Lenovo – King Content

FINALISTS

- #Pumpkincan 2.0 for LIBBY'S Pumpkin by Marcus Thomas LLC
- Salesforce: ROI – Salesforce
- Thought Leadership Content Program driving business to HCL – HCL Technologies Ltd.
- TravelNevada Wins Big With Millennial Content Campaign for TravelNevada by Fahlgren Mortine

Best Integration of Mobile Devices in a Content Marketing Program

WINNER

xiQ Mobile App Success Story: Genpact MarketWatch Mobile App configured for Sales Intelligence – xiQ, Inc.

FINALISTS

- GM New Owner Digital Resource Guide Apps for General Motors by MRM//McCann
- The VERYX Mobile VR Experience for Key Technology by Stein IAS

In-Person (Event) Content Marketing Strategy

WINNER

ASICS x 2015 New York City Marathon for ASICS America by Red Door Interactive

FINALISTS

- “Grow Your Business Genius Bar” at Navigate by Continuum Managed Services
- CommunityLIVE – Hyland, creator of OnBase
- Growth Crossings – The Economist Events
- The #SecretSauce of Small Business by Capital One Spark Business – Capitol One

Agency/Client Content Marketing Partnership

WINNER

Velocity and Xerox: Partners in Content – Velocity

FINALISTS

- EnVeritas Group + Wingate University -Enveritas Group
- Hewlett Packard Enterprise | Content Marketing Partnership – D Custom
- SecureWorks + ANNUITAS – ANNUITAS
- WorkIntelligent.ly – Ricoh Builds a Content Marketing Dream Team with Agency Partners for Ricoh USA Inc. by Weber Shandwick, Breakaway Communications, & Dodge Communications

Best Content Strategy

WINNER

2015 Blue Cross Blue Shield of MN Content Strategy by Nina Hale, Inc.

FINALISTS

- Dell NextGen Content Strategy Framework – Dell Inc
- dunnhumby Customer Science -dunnhumby
- Foodbrigade – Sligro Food Group by LVB Networks
- Workfront Marketing and Sales Strategy Playbook: The Definitive Guide to Marketing Teams – Workfront

Integrated Content Marketing Program (Print/Digital Integration)

WINNER

Mylan and Disney

FINALISTS

- All-Star Challenge: Channel Partner Sales Blitz by Yeager Marketing
- Beyond the Brand: Why Business Decision Makers Buy Into Strong Cultures – gyro
- Lowe’s Creative Ideas – Meredith Xcelerated Marketing (MXM)
- Paying Taxes 2016 – PwC

Paid Advertising/Content Marketing Integration

WINNER

GE Caulks & Sealants for Momentive by Marcus Thomas LLC

FINALISTS

- #LoveWins by FSC Interactive, 360i, & CommuniFi
- Avanade Digital Business Social Media Content & Paid Ad Strategy – Avanade
- Drink Price Tool – BevSpot
- Woodford Folk Festival Blog – Brilliant Content

Best Branded Content Campaign

WINNER

EBS’ Anytime branded content campaign – EBS

FINALISTS

- #GuardPets for AT&T by Rodgers Townsend
- Millennials Matter – Deloitte Touche Tohmatsu Limited / The Partners
- The #SecretSauce of Small Business by Capital One Spark Business
- Wells Fargo: #WhyIWork for Wells Fargo by Pace

DISTRIBUTION

Best E-newsletter

WINNER

SHIFT Happens: SHIFT Communications’ Agency Newsletter – SHIFT Communications

FINALISTS

- CeridianVoice – Content to Tackle Today’s HR Challenges by Ceridian
- FedEx Updates Enewsletter for FedEx by Hanley Wood Marketing
- GE Lighting Lounge: Having an Enlightened Conversation – Arras Keathley
- INTHEBLACK eNewsletter by CPA Australia

Integrated Use of Social Media in Content Marketing

WINNER

2015 UPS Wishes Delivered Campaign for UPS by T3, Ogilvy & Mather

FINALISTS

- #5in5— Industry Experts Answer Five Questions in Five Minutes – Optum
- Emerson’s I Love STEM + 125th Anniversary for Emerson by FleishmanHillard
- Orio: How a car ad became a viral brand campaign – Spoon
- Ricky Gervais Series for Optus – Emotive

Best Use of Facebook in Content Marketing

WINNER

Unique Audience Relevancy: The Fellow Fan for Arby's by ROAR Groupe

FINALISTS

- Live Your Life with Moxie – GYK Antler
- Moving Seniors to Action – for the Better Medicare Alliance by APCO Worldwide
- Tuvalet Merhaba (Hello Potty) – Selpak
- Visit The USA – Winter Dreaming Campaign for Brand USA by Sparkloft Media & MediaCom

Best Use of LinkedIn/SlideShare in Content Marketing

WINNER

Play Positive™ Sportsmanship In Focus Tools – High Five Marketing (H5M)

FINALISTS

- Educate, Encourage, Engage: SunTrust LinkedIn Lights the Way to Financial Well-Being for SunTrust by Imagination
- Illustrated Slideshare Presentations for Cancer Prevention and Survivorship Tips – Dana-Farber Cancer Institute
- Queensland Treasury – Building our online presence with LinkedIn for Queensland Treasury by Strategic Communication
- Southworth Paper's Land the Job for Southworth Paper (by Neenah) by WITH/agency

Best Use of Twitter in Content Marketing

WINNER

IBM developerWorks rocks Twitter! – IBM

FINALISTS

- @Monster on Twitter
- Bounties by Influitive
- GetResponse Forms social promotion by using user-generated content – GetResponse
- WEFLIVE – KPMG International

Best Use of Video/YouTube/Vimeo in Content Marketing

WINNER

Two Bellmen – Marriott International, Inc.

FINALISTS

- #GoodWeird with Lenovo by Portal A
- IKEA TV series – Åkestam Holst / OTW
- Intriguing People + Unique Homes – Zillow
- WesternUnion.com American Dream Campaign – Western Union
- Best Use of Visual Social Media in Content Marketing

Best Use of Visual Social Media in Content Marketing

WINNER

Sweet Baby Ray's – Various Campaigns by GYK Antler

FINALISTS

- #HomemadeHacks for Zillow by Yesler
- Citibank Dining #WhatsOnYourPlate for Citibank by MEC Global
- Harvard Medical School's Visual Storytelling on Instagram – Harvard Medical School
- Salesforce – Visual Social by Salesforce

Best Corporate Blog

WINNER

The Coolfront Blog by Coolfront Technologies

FINALISTS

- HealthCalling – St. Joseph Health
- It's Your Financial Life: We're here to help – BMO
- SHIFT Communications Blog by SHIFT Communications
- The Customer-Centric Marketer by iPerceptions

Best Blog Post

WINNER

Engineering fiction – How would you build the Death Star? by Ferrovial

FINALISTS

- (When It's Not) The Most Wonderful Time of The Year – National Life Group
- B2B Marketing Executives' Data Quality Delusion – Dun & Bradstreet
- CMOs & CIOs: Relationship Co-Pilots – Dun & Bradstreet
- Handling Cancer With Grace – Children's Hospital Los Angeles

Best Multi-Author Blog

WINNER

Fashion Blog Battle by Zandbeek

FINALISTS

- GoDaddy Garage – GoDaddy
- PR Newswire’s Beyond PR Blog Reaches Broad Audience Through Multi-Author Approach PR Newswire
- WordStream Nomination – WordStream
- Zillow Porchlight by Zillow

Best Topic-Specific Blog

WINNER

Playbook for Chartboost by Original9 Media

FINALISTS

- Fashion Blog Battle by Zandbeek
- GeoMarketing by Yext
- LinkedIn Tech Blog – LinkedIn Tech
- ManitobaHot.com – Travel Manitoba

Best Podcast/Audio Series

WINNER

Marketing Cloudcast by Salesforce

FINALISTS

- Chat with the Experts – Angie’s List
- SMC: School Marketing and Communications – imageseven
- The Great Yield Mystery by broadhead. unsuitable on Rea Radio – Rea & Associates

Best Infographic (one-time)

WINNER

Risky Business: What Private Capital Firms Need to Know for Ipreo Private Capital Markets by DemandLab

FINALISTS

- Arla Celebrates #GoodyGoodness for Arla Foods by Sponge
- ion interactive Marketing Technology Stack by ion interactive
- Monster’s “9 secrets of workers who love Mondays” by Monster
- National Painting Week Enhances Your Home’s Curb Appeal for Sherwin-Williams by Sponge

Best Infographic Series

WINNER

London infrastructure plan 2050 by infogr8

FINALISTS

- Cleveland Clinic’s ‘Build a Better’ Infographic Series – Cleveland Clinic
- Collaboration LOB Infographics – Cisco Systems
- Credit Insurance Road to Readiness by Euler Hermes North America
- Ukrainian Agribusiness 2015 by Top Lead

Best Use of Content Curation

WINNER

The Wheel of Balance content curation tool for Asteron Life by Canvas Group

FINALISTS

- 2015 Red Bull Air Race World Championship for Red Bull Media House by ScribbleLive
- Expert/Essentials Content Curation – Ciena
- Lowe’s Creative Ideas app, Most Popular Projects: July 2015 by Meredith Xcelerated Marketing (MXM)
- Transplace Weekly TIP List for Transplace by Outlook Marketing Services

Best Mobile App/Utility

WINNER

BMW Magazine Digital for Bayerische Motoren Werke AG by HOFFMANN UND CAMPE Corporate Publishing

FINALISTS

- Autodesk Bonfire Mobile App – Autodesk
- Fidelity PAS-W for Fidelity Investments by Imprint
- Here – a 360° immersive tour of the University of Sydney by The University of Sydney
- Mobile Navigation Site for UCI, 2015 International Road Cycling World Championships by West Cary Group

Best Content-Driven Website

WINNER

The Ticker Tape by T3 Custom

FINALISTS

- Mylan and Disney
- Qantas Travel Insider by Medium Rare Content Agency
- Rewrite Content Website – CA Technologies
- USAA by Pace

Best Motivational Video or Video Series

WINNER

WesternUnion.com American Dream Campaign – Western Union

FINALISTS

- Be Loud. Be Proud – Travel Manitoba
- Introducing Draftmark by Tane Digital Video
- Sanquin Facebook campaign: Blood saves lives for Sanquin by LVB Networks
- The Vocera Story – Vocera Communications, Inc.

Best Topic-Specific Video as Part of a Content Marketing Program

WINNER

Happy Holidays from Act-On by Act-On Software

FINALISTS

- #GuardPets for AT&T by Rodgers Townsend
- #HomemadeHacks for Zillow by Yesler
- A Day in the Life of a Vdara Vdog for Vdara Hotel & Spa by Internet Marketing Inc.
- Kellie Pickler “Warrior Dash” for Rockin’ Refuel – Tane Digital Video

Best Short Form Video or Video Series as Part of a Content Marketing Program

WINNER

WesternUnion.com American Dream Campaign – Western Union

FINALISTS

- Experian Credit 101 Express – Experian
- Lowe’s: Spiderweb Pumpkin by Meredith Xcelerated Marketing (MXM)
- Ricky Gervais Series for Optus by Emotive
- SAM’s CLUB- Duraglide 6 Shave System – Smooth Horizons by Triad Retail Media

Best Content Marketing Video Series

WINNER

Journey to the Hammers for Nitto Tire U.S.A. Inc. by Cie Digital Labs

FINALISTS

- Better Buildings Challenge SWAP for Department of Energy Better Buildings Challenge by C+C
- California Dream Eater for Visit California by MeringCarson
- TravelSSBD by Mediacorp Pte Ltd
- WesternUnion.com American Dream Campaign – Western Union

Transportation (Air/Auto/Rail/Ship) Publication

WINNER

Traction News for Tireweb Marketing by Lush Digital Media

FINALISTS

- #nsfavourites | digital magazine – DutchGiraffe / NS | G+J Custom Content
- APEX by Totem
- Scandinavian Traveler by OTW
- Southwest: The Magazine by Pace

Association Publication

WINNER

INTHEBLACK – BauerWorks

Finalists

- AAA Living: An Engaging, Practical Magazine for AAA Members for The Auto Club Group, AAA by Pace
- AARP Bulletin
- ANZIIF Member Journal by ANZIIF
- Financial Management magazine (FM) fo CIMA by Seven

Technology Publication

WINNER

AT&T IoT Report by WITH/agency

FINALISTS

- Line//Shape//Space – Autodesk
- Smarter With Gartner by Gartner
- The Parallax – Your eye on security news by Ready State
- Unleashing IT/Connected Futures – Cisco Systems

Manufacturing Publication

WINNER

Line//Shape//Space – Autodesk

FINALIST

- thyssenkrupp Compact Steel for thyssenkrupp AG by C3 Creative Code and Content

Financial Services Publication

WINNER

PROJECT M for Allianz SE by C3 Creative Code and Content

FINALISTS

- ANZIIF Journal – ANZIIF / Edge
- Doing Insurance Differently by To The End
- Financial Focus for ABN AMRO MeesPierson by LVB Networks
- In The Money for Fidelity Investments by Imprint

Government Publication

WINNER

Flanders Today: a newsbrand for Flanders – Mediahuis Content Connections

FINALISTS

- Future Ready Singapore, Economic Development Board of Singapore (EDB) – TBWA Singapore
- Pioneer Magazine – MINISTRY OF DEFENCE, SINGAPORE

Healthcare/Medical Publication

WINNER

Algorithms for Innovation by University of Utah Health Sciences

FINALISTS

- Bupa by King Content
- How to Compete and Win in a World with Biosimilars – KPMG, LLP
- NYU Langone Medical Center “Year In Review” Report Series – NYU Langone Medical Center
- Smart Medicine. by Right Source Marketing

Hospitality/Travel Publication

WINNER

Silkwinds magazine for SilkAir by Publicitas Publishing

FINALISTS

- 2016 Travel USA Inspiration Guide for Brand USA by Miles
- Fairmont Magazine by Spafax Luxury Brands
- PRIORITY for Singapore Airlines PPS Club by Publicitas Publishing
- SilverKris (October 2015) by SPH Magazines Pte Ltd

Nonprofit Publication

WINNER

The World’s First Magazine with Food for NPO Tôhoku Kaikon by Dentsu Inc

FINALISTS

- Az-zait 19 by Plot Content Agency
- Hopelink Reaching Out Newsletter – Hopelink
- JS-Magazin Sonderheft for The Evangelical Church in Germany by Gemeinschaftswerk der Evangelischen Publizistik gGmbH
- My Morning Protein – MullenLowe Profero

Retail Publication

WINNER

Sainsbury’s magazine by Seven

FINALISTS

- Mais magazine by Lidl Portugal
- Preprosto for Lidl Slovenija by PM, poslovni mediji
- SWAROVSKI Magazine for DANIEL SWAROVSKI CORPORATION AG by C3 Creative Code and Content
- WOOLWORTHS FRESH MAGAZINE – NewsLifeMedia

School/University Publication

WINNER

this – content hub – powered by Deakin University

FINALISTS

- Cal Poly Magazine Winter 2016 – Cal Poly, San Luis Obispo / IE Design + Communications
- SAM – how one university magazine reclaimed its place on the coffee table – The University of Sydney
- St. Edward’s University Magazine by St. Edward’s University Marketing Office
- action, the magazine of the Jack, Joseph and Morton Mandel School of Applied Social Sciences at Case Western Reserve University by The Right Word and CRAVENER|HOLMES CREATIVE

Internal/Employee Publication

WINNER

Megafon: Akrapovič’s internal corporate newspaper for Akrapovič d.d. by Akrapovič Kreativna d.o.o.

FINALISTS

- Evonik Folio for Evonik Industries by BISSINGER & C3 Creative Code and Content
- Obzornik (International) for Zavarovalnica Triglav by PM, poslovni mediji
- On Air – Airbus Defence and Space in-house journal for Airbus Defence and Space GmbH by C3 Creative Code and Content
- Walmart World (January, June, and August) for Walmart by Pace



CONTENT
MARKETING
INSTITUTE

A UBM Company

The Content Marketing
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CISION

EDITORIAL

Best New Print Publication

WINNER

ARC Magazine – Lincoln Electric

FINALISTS

- Alumni Magazine for Grant Thornton UK by Seven APEX by Totem
- Our Trust for Columbia Basin Trust by Canada Wide Media
- Subscribed Magazine – Zuora Inc

Best New Digital Publication

WINNER

CoreLogic Natural Hazard Risk Report by CoreLogic

FINALISTS

- Angie's List Weekly – Angie's List
- Smarter With Gartner by Gartner
- The One Brief – Reinventing Communications for Aon by Group SJR
- Traveler – Marriott International, Inc.

Best Print Publication

WINNER

HOG Magazine for Harley-Davidson – Harley Owners Group by GS Design

FINALISTS

- Four Seasons Magazine: Issue 2 2015 for Four Seasons Hotels and Resorts by Pace
- Live – RedPoint Media & Marketing Solutions
- Qantas Magazine by Medium Rare Content Agency
- thinkMoney by T3 Custom

Best Digital Publication

WINNER

Line//Shape//Space – Autodesk

FINALISTS

- Doing Insurance Differently – To The End
- Marketing Technology Blog by DK New Media
- SAP Customer Journey – SAP
- The United States of Great Outdoors for Brand USA by Manifest

Best Feature Article – Print

WINNER

Walmart World – January 2015 – Pullman by PACE

FINALISTS

- ARC Magazine: Boy Meets Weld – Lincoln Electric
- Are You Real? – AARP The Magazine
- Renew Magazine: A Life Well Built with Bob Vila for UnitedHealthcare by MSP-C
- The Power of Touch – AARP The Magazine

Best Feature Article – Digital

WINNER

Finding (Or Rediscovering) Your Investing Confidence (by Dan Martin) – Jackson National Life Insurance

FINALISTS

- Electronic Beats – After The Fire for Deutsche Telekom
- AG by C3 Creative Code and Content GmbH
- Leaving a Legacy (by Melissa Hernandez) – Jackson National Life Insurance
- Recall: Records Management Toolkit for Recall by gyro
- Walking the Retirement Perception Tightrope (by Sarah Behnke) – Jackson National Life Insurance

Best Interview or Profile

WINNER

Bob Dylan Does the American Songbook His Way – AARP The Magazine

FINALISTS

- ARC Magazine: Nick Offerman Interview – Lincoln Electric
- GORENJE LIFESTYLE MAGAZINE – PHILLIPE STARCK: Reflections of Freedom – Gorenje gospodinjski aparati d.d.
- Spirituality According to Oprah – AARP Bulletin
- TÊTE-À-TÊTE – G+J Custom Content for TEFAF (The European Fine Art Foundation) – G+J Custom Content

Best Regularly Featured Column or Section

WINNER

INTHEBLACK – The Strategist by BauerWorks

FINALISTS

- All Animals, To the Rescue – The Humane Society of the United States
- GORENJE LIFESTYLE MAGAZINE – How it's done: STARCK ON LINE – Gorenje gospodinjski aparati d.d.
- MNSights Magazine: "The State We're In" for Minnesota Philanthropy Partners by MSP-C
- The CMO Zone at MarketingLand.com – MarketingLand.com

Best Series of Articles

WINNER

Holland Herald – Dutch Icons Interview Series for KLM
Royal Dutch Airlines by G+J Custom Content

FINALISTS

- “Ask an Agent” Series – Allstate
- Emerson’s Connecting the Future Campaign by DigitasLBi
- Wells Fargo: #WhyIWork Articles and Decision Trees for Wells Fargo by Pace
- Wiley Backfiles Engagement campaign – John Wiley & Sons

Best Overall Editorial – Print

WINNER

Travel ideas by Hardie Grant Media

FINALISTS

- Current: a well of knowledge by Mahlab Media
- Four Seasons Magazine – Issue 4 2015 for Four Seasons Hotels and Resorts by Pace
- INTHEBLACK – BauerWorks
- The Johnnie Walker House Edit (Vol 04 The Obsession Issue) by SPH Magazines Pte Ltd

Best Overall Editorial – Digital

WINNER

Real Views by JLL

FINALISTS

- HouseLogic.com / National Association of Realtors
- HRM: so much more than ‘hiring and firing’ by Mahlab Media
- IBM developerWorks Digital Editorial – IBM
- The Naked CEO by CPA Australia

Best Special Topic Issue

WINNER

Texas Farm Bureau Insurance | Texas Heritage for Living – D Custom

FINALISTS

- Epic Sales Enablement in a Content Marketing World – Dun & Bradstreet
- Hurricane Katrina Anniversary by FSC Interactive
- Trends in Cloud IT – BetterCloud
- Where’s the War on Alzheimer’s? – AARP Bulletin

Best Annual Report

WINNER

Akron Children’s Hospital Annual Report for Akron Children’s Hospital by Marcus Thomas LLC

FINALISTS

- Annual Report Calendar – St. Baldrick’s Foundation
- Dreams in Progress: Year in Review – Visit California
- Georgia Council on Developmental Disabilities’ (GCDD)
- 2014 Annual Report – O’Neill Communications, Inc
- Turning Point – Rea & Associates

Best Corporate Book

WINNER

Integrated Content Marketing Campaign Process eBook – Optum

FINALISTS

- Engagio: The Clear & Complete Guide to Account Based Marketing for Engagio by Velocity
- Revitalizing a Legacy Telecom Software Company’s Brand through a Landmark Piece of Content for Comptel Corporation by March Communications
- Social Selling eBook for Sales – Cisco and Leader Networks
- Ultimate Guide to Customer Journey Mapping – Clarabridge

DESIGN

Best New Print Publication

WINNER

Subscribed Magazine – Zuora Inc

FINALISTS

- APEX by Totem
- End of Year Message – Polish Creative Group

Best New Digital Publication

WINNER

#nsfavourites – DutchGiraffe | Digital Creatives & G+J Custom Content

FINALIST

- CoreLogic Natural Hazard Risk Report – CoreLogic

Best Print Publication

WINNER

Revista Estante – Adagietto/FNAC

FINALISTS

- Az-zait 19 by Plot Content Agency
- GORENJE LIFESTYLE MAGAZINE – Gorenje gospodinjski aparati d.d.
- new spaces for Gaggenau Hausgeraete GmbH by HOFFMANN UND CAMPE Corporate Publishing
- Sparkle for bpost by Cypres

Best Digital Publication

WINNER

Emmi Cheese Moments Digital Magazine – DutchGiraffe | Digital Creatives

FINALISTS

- Merrill Edge Minute Fall 2015 E-Newsletter by Meredith Xcelerated Marketing (MXM)
- Office IT Pro Adventures for Alistair Speirs by Indigo Slate
- The Siegel+Gale Global Brand Simplicity Index 2015 – Siegel+Gale
- Vaisala Power eBook – Vaisala Inc.

Best Cover – Print

WINNER

Allianz Customer Report 2015: “Result for the Customer” for Allianz Deutschland GmbH by C3 Creative Code and Content

FINALISTS

- Az-zait 19 by Plot Content Agency
- Financial Focus for ABN AMRO MeesPierson by LVB Networks
- Naložbenik, #14 for Zavarovalnica Triglav by PM, poslovni mediji
- Sunnybrook Magazine by The Globe and Mail

Best Cover – Digital

WINNER

Microsoft Behind the Data Mine eBook for Power BI Campaign – SCORCH

FINALISTS

- Increase Your Email’s Impact – GetResponse
- Momentum Magazine for National Multiple Sclerosis Society by GLC
- Teradata Magazine Q2 2015 cover for Teradata by MSP-C

Best Column or Section Design

WINNER

The Residential Specialist magazine for Council of Residential Specialists by GLC

FINALISTS

- GORENJE LIFESTYLE MAGAZINE – STYLE COUNCIL: Yours in the making – Gorenje gospodinjski aparati d.d.
- Montepio Jovem newspaper – 2015 central spreads by Plot Content Agency

Best Feature Design

WINNER

Renew magazine: Bob Vila for UnitedHealthcare by MSP-C

FINALISTS

- All Animals, March-April 2015 – End of Culling – The Humane Society of the United States
- All Animals, May-June 2015 – Fostering Hope – The Humane Society of the United States
- River’s Edge for CAA Magazine by Totem
- Texas Heritage for Living Winter 2015 for Texas Farm Bureau Insurance Company by D Custom

Best Infographic Design

WINNER

Ceros Brings Visage’s Complex Data To Life With “Data Storytelling: Choosing The Right Visualization Format” – Ceros

FINALISTS

- 9 Smart Biking Tips for Your Kids – Cleveland Clinic
- Halloween Email Marketing Infographic – GetResponse
- SAM – Best Infographic Design for SAM Mouldings by 256 Media
- The Marketer’s Matching Game – GumGum

Best Use of Illustration

WINNER

Attention is Currency – LinkedIn Marketing Solutions

FINALISTS

- EBS Illustrations for EBS by 256 Media
- London infrastructure plan 2050 – infogr8
- Lowe’s Creative Ideas: Artificial Trees by Meredith Xcelerated Marketing (MXM)
- Make Digital Real for Mindtree by Yesler

Best Use of Photography

WINNER

Wild Splendor Fundraiser by AHA

FINALISTS

- Data Center – Center of Everything Campaign – Cisco Systems
- Montepio magazine, issue 19, article “Os Novos Evaristos” by Plot Content Agency
- Sea Worthy for CAA Magazine by Totem
- Silkwinds magazine for SilkAir by Publicitas Publishing

Best Overall Design – Print

WINNER

Az-zait 19 by Plot Content Agency

FINALISTS

- GORENJE LIFESTYLE MAGAZINE – Gorenje gospodinjski aparati d.d.
- INTHEBLACK – BauerWorks
- Small Business Playbook for National Federation of Independent Business by Imagination
- Sparkle for bpost by Cypres

Best Overall Design – Digital

WINNER

AARP The Magazine Beauty and Style App – AARP

FINALISTS

- BEYONDDigital Website – HCL Technologies
- Hewlett Packard Enterprise | Enterprise Forward by D Custom
- Jackson Lewis Website by Behavior Design
- Trusted Answers – Thomson Reuters 2015 Annual Report – Thomson Reuters

