Content Marketing Project of the Year

**Winner**
B2B Content Marketing Program to Drive Company Growth (Frontline Education)

**Finalists**
AARP The Magazine (AARP)
CDW Tech Magazine Integrated Content Marketing Program (Manifest)
Direct Advice for Dads (DAD) - “The World’s Biggest Niche Audience” (HBF)
Monster Career Advice (Monster)

Agency of the Year for agencies with less than 100 employees

**Winner**
Imprint

**Finalists**
256
Emotive
Lush Digital Media
Influence & Co.
PM, poslovni mediji

Agency of the Year for agencies with more than 100 employees

**Winner**
Pace

**Finalists**
Imagination
iProspect
Meredith Xcelerated Marketing
Spoon
Wpromote

Content Marketer of the Year Finalists

**Winner**
Paolo Mottola, Managing Editor, REI Co-op

**Finalists**
Drew Bailey, Manager, Content Strategy and Curation, FedEx
Paul Horstmeier, Senior Vice President, Health Catalyst
Kira Mondrus, Director of Global Marketing, SecureWorks
Monica Norton, Senior Director Content Marketing, ZenDesk
2017 Finalists and Winners

STRATEGY

Content Marketing Launch of the Year

Winner
Direct Advice for Dads (DAD) - “The World’s Biggest Niche Audience” - HBF

Finalists
Vamos/LATAM - The Cultural Take-Off Experience – LATAM Airlines by New Content
I Build America: Telling the Story of Construction – HCSS / I Build America
GetResponse Marketing Automation Hub launch in support of the Marketing Automation product launch – GetResponse
Monster B2C Video – Monster

Best Content Marketing Program

Winner
B2B Content Marketing Program to Drive Company Growth – Frontline Education

Finalists
ACTIVE.com Content Marketing Program – The Active Network
Kids Safety Network – American Income Life Insurance Company (AIL) by Siren Group
#DoItForYourself – Berlei Australia by Emotive
Tech/Life Ireland – The IDA & Enterprise Ireland, delivered in partnership with Atomic by Radical

Best Content Marketing Program in Healthcare

Winner
The Mayo Clinic App Content Marketing Launch – Mayo Clinic

Finalists
Direct Advice for Dads (DAD) – HBF
The Bravecto Extraordinary Care Program – Merck Animal Health by Stein IAS
#LivingProof – Allegheny Health Network
Cleveland Clinic’s Health Essentials defines the “Major Leagues” of Content Marketing in Healthcare – Cleveland Clinic

Best Content Marketing Program in Financial Services

Winner
Becoming the most trusted source of advice for entrepreneurs in Canada – BDC (Business Development Bank of Canada)

Finalists
Allstate Digital Content Marketing Program – Allstate
Yahoo Storytellers + Credit Card Brand Blinded Case Study – Yahoo
Visa Solo Traveler Video Series – Visa by Click2View
Prosper + Thrive - Santander Bank Prospect Engagement Strategy – Santander Bank by Sapient Razorfish & Arnold Worldwide
2017 Finalists and Winners

Best Content Marketing Program in Retail

**Winner**
Nordstrom Rack x Kin Community 2016 Partnership – Kin Community

**Finalists**
#HallmarkAtWalgreens Ambassador Campaign – Hallmark with Walgreens by Carusele
Room & Board and Nina Hale’s ‘Modern’ Content Marketing Program – Room & Board by Nina Hale
“Save To Win” – Family Dollar by Catapult

Best Content Marketing Program in Manufacturing

**Winner**
Gates Safety Campaign – Gates Corporation by 90octane

**Finalists**
Proto Labs’ Content Marketing Strategy – Proto Lab
IBM Integrated Media System – IBM by MSP Communications
How a well crafted content strategy drove better lead generation – Darcor by Marketing CoPilot

Best Content Marketing Program in Technology

**Winner**
Tech/Life Ireland – The IDA & Enterprise Ireland, delivered in partnership with Atomic by Radical

**Finalists**
B2B Content Marketing Program to Drive Company Growth – Frontline Education
Modern Workplace Series – Microsoft
Digital Industries – SAP
Line-of-Business Strategy Shift – Salesforce

Best Content Marketing Program in Travel/Tourism

**Winner**
ACG Multichannel Content Program: Destination Ideas and Trip Planning – The Auto Club Group (AAA) by Pace

**Finalists**
How Travelocity Has Revolutionized Content Marketing with its Gnational Gnomads Program – Travelocity, an Expedia company
Marriott Traveler – Marriott International
Visit Tampa Bay Integrated Digital Marketing Campaign – Madden Media
Leading Hotels of the World: Maker Campaign – Meredith Xcelerated Marketing (MXM)
Best Content Marketing Program in Education

Winner
Developing Trustworthy Content by Empowering Microsoft’s Education Innovators – Microsoft

Finalists
My Day at IU 2016 – Indiana University Bloomington
Student Hub – University of Phoenix (UoPX) by MSP Communications
Explore’ and ‘this.’ - Deakin University’s expanded content marketing program – Deakin University
Yamaha: SupportED Magazine – Yamaha Corporation of America, B&O

Best Content Marketing Multi-Year Program

Winner
Marketing Cloudcast – Salesforce

Finalists
EBS and swimming with the fishes – EBS by 256
The Smarter Approach – Trelleborg Marine Systems by SteinIAS
Modern Workplace Series – Microsoft
Women’s Marketing Inc. - Content Marketing, Multi-Year Strategy – Women’s Marketing Inc.

Best Marketing Automation in Content Marketing

Winner
The Good Clean Food Campaign – Ingredion by SteinIAS

Finalists
IBM Bluemix: Dynamic E-mail Nurture – Ogilvy & Mather
The Voice of the Experts - Paroles d’Experts – Drägerwerk AG
Collateral Builder – KPMG
ONTRAPORT - ONTRAPORT

Highest Conversion Response from a Content Program

Winner
Getting Irish Businesses off the Ground with AIB – Radical

Finalists
A Record-Breaking Holiday: How HireRight Turned Audience Frustrations into Webinar Registrations – HireRight
Push Notification Cookbook Campaign – TUNE
“Launching Your Real Estate Career” eBook campaign – Brightwood College Powered by Kaplan Real Estate Education – Kaplan Professional Education
Monster’s Monster 100 – Monster
2017 Finalists and Winners

**Highest Subscriber Growth**

**Winner**
SnapApp Blog – SnapApp

**Finalists**
Sonic the Hedgehog Twitter – Ayzenberg & SEGA
Scout Growth – Scout Exchange

**Most Innovative Content Distribution Strategy**

**Winner**
Sonic/Eggman Twitter Takeover – Ayzenberg & SEGA

**Finalists**
BerlinStation.com Interactive 360-Degree Experience – EPIX and Ayzenberg Group
Häagen-Dazs Elevates Ice Cream with NYC Millennials - Nestle Häagen-Dazs with Walgreens and Duane Reade by Carusele
What I Wish I Knew – Microsoft

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

**Winner**
US Restaurateurs New Zealand Visit in Robb Report – Tourism New Zealand by Storyation

**Finalists**
Holiday Inn: Using native advertising to help people explore everyday moments of joy – InterContinental Hotels Group
Sip Share & Win – Coca-Cola & McDonald’s by Deviant Ventures
Taste The Feeling Single – The Coca-Cola Company by Deviant Ventures
Brick and Mortar Reborn – Synchrony Financial by Ogilvy

**Content Marketing ROI/Measurement Program**

**Winner**
ACTIVE.com Content Marketing ROI – The Active Network

**Finalists**
SPOOR | NS National Dutch Railways | G+J Custom Content
Following the entrepreneur’s journey from consuming content to becoming a client – BDC (Business Development Bank of Canada)
Council swap (Jouw Gemeente Mijn Gemeente) – PinkRoccade Local Government by LVBNetworks
Rent-A-Center Corporate Blog ROI/Measurement – Rent-A-Center by Ansira
2017 Finalists and Winners

**Best Integration of Mobile Devices in a Content Marketing Program**

**Winner**
ALEX AND ANI Mobile Experience – ALEX AND ANI

**Finalist**
POLITICO Europe Uses Mobile Wallet for Brexit Coverage – Urban Airship
Mobile ID Card – Liberty Mutual Insurance Company

**Best Use of Content involving Machine Learning/Artificial Intelligence**

**Winner**
GumGum Holotats AR Tattoos – GumGum

**Finalist**
KONE 24/7 Connected Services – KONE by Spoon Publishing AB

**In-Person (Event) Content Marketing Strategy**

**Winner**
Delight Conference – Connective DX

**Finalists**
#LivingProof Event Activations – Allegheny Health Network
Lionbridge 2017 Global Marketing Symposium – Text100 (for Lionbridge)
Teia – GNT by Dream Factory
Emery the Emergency Penguin – C+C

**Best Integrated Corporate Event (in-person)/Digital Content Strategy**

**Winner**
The Great Rewrite, Forbes Media & KPMG

**Finalists**
Brandify Summit – Brandify
Made in USA for Marriott International – Standard Textile
#AgilityIs – AT&T Business Solutions by Rodgers Townsend

**Agency/Client Content Marketing Partnership**

**Winner**
HBF and Mahlab Partnership: Direct Advice for Dads (DAD) – HBF

**Finalists**
D Custom/Hewlett Packard Enterprise Partnership – Hewlett Packard Enterprise by D Custom
UPS 2016 Wishes Delivered Campaign – UPS by T3Relationship built on trust and collaboration drives content marketing results – Promys by Marketing CoPilot
Michigan Medicine Content Marketing Program – Michigan Medicine by Manifest
**Best Use of Influencer Marketing**

**Winner**
The American Cancer Society's Taboo #Th3Fight – Moxie

**Finalists**
Dorot’s Influencer Marketing Program Reaches 17.4M; Drives 15% Sales Lift – Dorot by Linqia
Lincoln Electric Influencer Campaign – Lincoln Electric
Lessons Learned From Five of Marketing’s Top Minds – Workfront
Astrobrights: Best Use of Influencer Marketing – Astrobrights by Neenah Paper by WITH Agency

**Best Content Strategy**

**Winner**
Gaining unprecedented MOMENTUM through Content Marketing – Starwood Hotels (now Marriott) by iProspect (Dentsu Aegis Network)

**Finalists**
ACTIVE.com Content Strategy – The Active Network
Rogers Unison Launch Campaign – Rogers Communications by Ariad Communications
Frontline Education - B2B Content Strategy Leading with Thought Leadership - Frontline Education
FedEx Go-to-Market Content Strategy – FedEx

**Integrated Content Marketing Program (Print/Digital Integration)**

**Winner**
CDW Tech Magazine Integrated Content Marketing Program - Manifest

**Finalists**
HRMedia - delivering strategic content to Australia’s HR professionals – Australian HR Institute by Mahlab
Integrated Campaign: B2B | Employee Well-Being Campaign – Mediaplanet
Sodexo + Imprint: Integrated Content Marketing - Sodexo by Imprint
Capital Acumen Issue #32: Art in a World – U.S. Trust

**Best Use of Technology as Part of Content Marketing Program**

**Winner**
Majestic Uses 3D Printing in Space to Amplify Data & Bring it Alive on the ISS – Majestic.com by Delightful Communications

**Finalists**
Intronis MSP Solutions Interactive Tools - Intronis MSP Solutions by Barracuda
15 Growing Business Leaders Share Their App Secrets – Salesforce
FedEx Makes Shipping Easier With Embedded Experiences – FedEx by ion interactive
Salesforce Interactive Content – Salesforce
Paid Advertising/Content Marketing Integration

**Winner**
Monster Career Advice Integrated Campaign – Monster

**Finalists**
Managed Services Program - by Yesler for Mindtree
SAS Paid Advertising and Content Marketing Integration: The Content Distribution Unit - SAS Institute Inc.
Built With Knowledge by Allianz Global Investors Asia Pacific - AllianzGI
Highmark B2B Paid Media Integration – Highmark by MARC USA

Best Branded Content Campaign

**Winner**
Make Tech Her Story – CompTIA by Walker Sands

**Finalists**
SAS: Analytics in Action – SAS
#LivingProof Best Branded Content Campaign – Allegheny Health Network
Dreamforce – Salesforce
Uncookie Exchange – Eagle Brand by Marcus Thomas LLC

Best Use of Content in Account-Based Marketing (ABM)

**Winner**
Straight Talk’s special issue: ‘The Advance of Women in IT’ – HCL Technologies

**Finalists**
Transfer: Los Angeles Transit Best Practices – Trapeze Group
Windows Server 2016 Demo and Campaign – Insight

Best Creative Collaboration in Content Marketing

**Winner**
Prosper + Thrive - Success through Client and Agency Integration – Santander Bank by Sapient Razorfish & Arnold Worldwide

**Finalists**
FedEx Sales Chat (Collaboration between Marketing & Sales) – FedEx
Western Union Currency at a Crossroads – Western Union by MullenLowe Profero
PGE: Best Creative Collaboration in Content Marketing – Pacific Gas & Electric by WITH Agency
Ecolink Teams with High Schools & Social Media for 25 Year Anniversary Celebration – Ecolink Inc
DISTRIBUTION

Best Enewsletter

Winner
SHIFT Happens: SHIFT Communications’ Agency Newsletter – SHIFT

Finalists
Relate by Zendesk newsletter – Zendesk
Deloitte University Press Newsletter – Deloitte
Allstate Good Hands News – Time Inc.
Health Essentials News: Weekly Tips from Experts You Trust – Cleveland Clinic

Best Use of Facebook in Content Marketing

Winner
#becauseweloveyou – Berliner Verkehrs­betriebe (BVG) by GUD.berlin GmbH

Finalists
Cleveland Clinic Facebook: Your Health & Wellness Destination – Cleveland Clinic
Cheapflights.ca’s call to #ExportYourself: The world needs you Canada – Cheapflights (part of the Momondo Group)
SparePups Campaign – SpareFoot
CalSTRS Explosive Facebook Growth - 66 Percent Increase in One Year! – California State Teachers’ Retirement System (CalSTRS)

Best Use of Instagram/Snapchat in Content Marketing

Winner
Another City Trip – Eindhoven365, City of Eindhoven by Zandbeek, the agency for engagement

Finalists
Xbox Snapchat – Microsoft Xbox by Ayzenberg
We Are Cisco Snapchat – Cisco
Dallas Design District Organic Instagram Growth – Dallas Design District by Speakeasy
Xbox Instagram Story - Microsoft Xbox by Ayzenberg

Best Use of LinkedIn/SlideShare in Content Marketing

Winner
Encourage, Educate, Connect: SunTrust LinkedIn Inspires People To Move on Up From Financial Stress To Confidence – SunTrust by Imagination

Finalists
Going Way Back With Marketing’s Top Minds – Workfront
2017 Finalists and Winners

**Best Use of Twitter in Content Marketing**

**Winner**
Bosch automated driving – from data insights to brand engagement – Robert Bosch GmbH

**Finalists**
Straight Talk: CxO Engagements using Social Media - HCL TECHNOLOGIES
Georgia Power / Twitter – Southern Company / Georgia power
Sonic/Eggman Twitter Takeover – Ayzenberg & SEGA
@MerrillLynch – Merrill Lynch Wealth Management, a Bank of America Corporation by The Foundry at Time Inc.

**Best Use of Video/YouTube/Vimeo in Content Marketing**

**Winner**
Better Buildings Challenge SWAP Season 2 – U.S. Department of Energy by C+C

**Finalists**
RevZillaTV brought to you by RevZilla.com – RevZilla.com
Zillow TV – Zillow
Nordstrom Rack x Kin Community 2016 Partnership – Nordstrom Rack by Kin Community
“Bridging the Dream” Documentary Series – Sallie Mae by DiMassimo Goldstein

**Best Use of Multichannel Social Media in Content Marketing**

**Winner**
#DoItForYourself – Berlei Australia by Emotive

**Finalists**
Listen To Your Book – Audible by Emotive
#CFHolidayMagic – Cadillac Fairview by North Strategic
Telekom Electronic Beats – Deutsche Telekom AG by C3 Creative Code and Content GmbH
Use Your Points Campaign, American Express – MSP Communications

**Best Corporate Blog**

**Winner**
The Allstate Blog – Allstate

**Finalists**
Toast Restaurant POS – Toast Restaurant POS
Wistia Best Corporate Blog – Wistia
Blogging to Convert Readers to Customers – SHIFT
Several People Are Typing: The Official Slack Blog – Slack Technologies
2017 Finalists and Winners

**Best Blog Post**

*Winner*

How to tell if you’re infected with malware – Malwarebytes

*Finalists*

Three Reasons Why B2B Marketers Should Reconsider Facebook Advertising – Dun & Bradstreet
Wired founder Kevin Kelly on letting go of AI anxiety: How machines and humans together will transform the future of work – Slack Technologies
“Attn. Kanye West: We found a way to help erase your $53 million debt” – Monster
Mind Over Matter – National Life Group

**Best Multi-Author Blog**

*Winner*

Monster Career Advice - Monster

*Finalists*

Constant Contact Creates a Virtual Small Business Water – Constant Contact
#nsfavourites | NS National Dutch Railways – NS Dutch National Railways by G+J Custom Content
How A Dumpster Rental Brand Engaged An Audience and Improved Traffic Over 179% YoY with a Multi-Author Blog - Budget Dumpster
Spectrum Group’s The Daily Haul for Teletrac Navman – Teletrac Navman by Spectrum Group

**Best Topic-Specific Blog**

*Winner*

#nsfavourites | NS Dutch National Railways | G+J Custom Content

*Finalists*

Driverless Cars: The World’s first insurance policy – Adrian Flux Insurance Services by “ToTheEnd” and “Further”
The Independent Market Observer – Commonwealth Financial Network
Common Tread brought to you by RevZilla.com – RevZilla.com
Takeda - Blog for IBD patients (Inflammatory bowel disease) – Takeda by The Fat Lady

**Best Podcast/Audio Series**

*Winner*

Edge of the Web – Site Strategics

*Finalists*

Creating a Global Voice for the Translation Industry – Moravia by Burns360
Dinner With Racers Podcast – Continental Tire
Work in Progress: A show about the meaning and identity we find in work – Slack Technologies
VMware Radius SciFi Podcast – Weber Shandwick
**Best Infographic (one-time)**

**Winner**
The global impact of ransomware on businesses – Malwarebytes

**Finalists**
“Pregnancy by Trimester: A Pregnant Woman’s Guide” Infographic – Young Living
Dun & Bradstreet - Revving the Revenue Engine Infographic – Dun & Bradstreet by ScribbleLive
“Stoned” – Cleveland Clinic

**Best Infographic Series**

**Winner**
Young Living “All About” Infographic Series – Young Living

**Finalists**
Chevron & T Brand Studio @NYT: What Do You Really Know About Natural Gas? – Chevron by The New York Times
6 Numbers You Need to Know by Heart – Cleveland Clinic
Digital Eye Strain Infographic Series – SeikoVision by Mojo Media Labs
Beauty Brands Marketing to Women - Infographic Series – Women’s Marketing Inc.

**Best Use of Interactive Infographics**

**Winner**
Content Land – SnapApp

**Finalists**
HSBC - Expat State of Mind – HSBC Expat Division by BBC StoryWorks
T. Rowe Price + Imprint: Do You Act Your (Savings) Age? – T. Rowe Price by Imprint
What’s Your AI IQ? – Salesforce
GIF up your graphic – ABN AMRO by Zandbeek, the agency for engagement

**Best Use of Content Curation**

**Winner**
Toyota Family Trails - Trails Mix Magazine – National Center for Families Learning by Brains on Fire

**Finalists**
Bloomberg Professional – Bloomberg
GoHome.com.hk – iProperty Group Ltd
Bank of America’s ESG Influencer Program – Burson-Marsteller
Best Mobile App/Utility

**Winner**
SAS- The 140 – SAS Institute Inc. by Dynamic Signal

**Finalists**
ALEX AND ANI Mobile App/Utility – ALEX AND ANI
BMW Magazine Digital – BMW Group AG by HOFFMANN UND CAMPE X

Best Content-Driven Website

**Winner**
Direct Advice for Dads (DAD) – HBF

**Finalists**
Kids Safety Network – Siren Group
Australia.com – Tourism Australia by Storyation
The GoDaddy Blog – GoDaddy
Autodesk’s Redshift for Best Content-Driven Website – Autodesk

Best Motivational Video or Video Series

**Winner**
Steps for Life – Suicidprevention i Väst and Västra Götalandsregionen by OTW

**Finalists**
Be Comfortable In Your Own Skin – Bio-Oil USA by Taylor & Pond
Journey of Blood – Sanquin by LVB Networks
UPS 2016 Wishes Delivered Campaign – T3
Visa Solo Traveler Video Series – Click2View

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

**Winner**
Control – Northumberland Domestic Abuse Services by RAW Productions

**Finalists**
Driving Engagement and Sales With Jeep Tire Comparison Video – Turn5
Anthem of Us – Bedrock
Superhero Educator - Precious Symonette – NEA Member Benefits
The Gift of Time – Allianz by Credo Nonfiction

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

**Winner**
#HomemadeHacks Video Series – Zillow by Yesler

**Finalists**
CalSTRS - Working After Retirement Video Series – California State Teachers’ Retirement System (CalSTRS)
Solutions videos – Manulife
Monster’s “Recipe for a Perfect...” Video Series – Monster
Business Insider and Dunkin’ Donuts – Dunkin’ Donuts by Business Insider
2017 Finalists and Winners

**Best Content Marketing Video Series**

**Winner**
Hot Lap Video Series: Entertainment and Aspirations for Mustang Lovers – Turn5

**Finalists**
Travel Bravely – Singtel by Mediacorp Pte Ltd
The All-American Duck Tape Road Trip – ShurTech Brands LLC
KPMG/Forbes “The Great Rewrite” – KPMG
iRise – Coca-Cola & McDonald’s by Deviant Ventures

**Best Use of eBook or White Paper Program**

**Winner**
SAS eBook marketing program – SAS

**Finalists**
6 Reasons Your Intranet Project Will Fail, & Tips for Success – RBA, Inc. by Maccabee Public Relations
What I Wish I Knew – Microsoft
Kasasa Social Media E-book Series – Kasasa
Two-Aspirin Headaches of Tomorrow’s Clinicians… and How Today’s Healthcare Technologies Are Already Relieving the Pain – Vocera Communications, Inc.

**Transportation (Air/Auto/Rail/Ship) Publication**

**Winner**
Southwest The Magazine – Southwest Airlines by Pace

**Finalists**
Scandinavian Traveler – Scandinavian Airlines by OTW
Msafiri | Kenya Airways | G+J Custom Content

**Association Publication**

**Winner**
AARP The Magazine – AARP

**Finalists**
Create by Engineers Australia - how engineers create the future – Engineers Australia by Mahlab
A Trusted Magazine for AAA Members – The Auto Club Group (AAA) by Pace
AARP Bulletin – AARP
Perspective magazine – International Interior Design Association by Imagination

**Technology Publication**

**Winner**
compact steel – thyssenkrupp Steel Europe AG by C3 Creative Code and Content GmbH

**Finalists**
Torque Magazine, A WP Engine Publication
2017 Finalists and Winners

**Manufacturing Publication**

**Winner**
Redshift for Manufacturing Publication – Autodesk

**Finalists**
Xerox Digital Hot Spot Publication – Xerox Corporation by Roberts Communications

**Financial Services Publication**

**Winner**
Straight Talk Special Edition: Financial Services – HCL TECHNOLOGIES

**Finalists**
The Mortgage Reports – Full Beaker, Inc.
Capital Acumen Issue #32: Art in a New World – U.S. Trust
Fidelity + Imprint: In The Money – Fidelity by Imprint
The Redstone Blog by Redstone Federal Credit Union – Redstone Federal Credit Union

**Government Publication**

**Winner**
Challenge magazine – Public Singapore Division, Singapore by Tuber Productions Pte Ltd

**Finalists**
PIONEER Magazine - MINISTRY OF DEFENCE, SINGAPORE
Y - Das Magazin der Bundeswehr (special issue) – Redaktion der Bundeswehr/Y-Redaktion by C3 Creative Code and Content GmbH
Swedish Armed Forces - Försvarets Forum - SWEDISH ARMED FORCES by Make Your Mark

**Healthcare/Medical Publication**

**Winner**
Pediatrics Nationwide – Nationwide Children’s Hospital

**Finalists**
xMAP Insights Newsletter – Luminex
Rounds – Cleveland Clinic
Your Beauty Magazine – David B. Reath, MD PLLC
Heartbeat Magazine, Jan/Feb 2017 - Mended Hearts by madison/miles media

**Hospitality/Travel Publication**

**Winner**
Vamos LATAM – LATAM Airlines by New Content

**Finalist**
Marriott Traveler – Marriott International
2017 Official Estes Park Visitor Guide – Visit Estes Park
Holland Herald | KLM Royal Dutch Airlines | G+J Custom Content
St. Moritz Magazine – Tourismusorganisation Engadin St. Moritz by C3 Creative Code and Content GmbH
2017 Finalists and Winners

**Nonprofit Publication**

**Winner**
Heartbeat Magazine, Jan/Feb 2017 – Mended Hearts by madison/miles media

**Finalists**
MUTmagazin – Stiftung Culture Counts Foundation by C3 Creative Code and Content GmbH
All Animals, July-August 2016 – The Humane Society of the United States
Bats Magazine – Bat Conservation International by GLC - a marketing communications agency
2017 BBB Trust Talk Magazine – Better Business Bureau

**Retail Publication**

**Winner**
Preprosto – Lidl Slovenija by PM, poslovni mediji

**Finalists**
Weirs and giving a new look to a historic brand - Weirs & Sons by 256
Opel+ - Adam Opel AG by HOFFMANN UND CAMPE Corporate Publishing

**School/University Publication**

**Winner**
this - powered by Deakin University – Deakin University

**Internal/Employee Publication**

**Winner**
IKEA Global coworkers – IKEA by OTW

**Finalists**
Vodacom buzz – Vodacom by New Media Publishing
Connected Life – A new magazine for Irish Life employees – Irish Life Group by Zahra Media Group
You Are Here - Centerliner Traits Book – Centerline Digital
we – thyssenkrupp AG by C3 Creative Code and Content GmbH

**EDITORIAL**

**Best New PRINT Publication – Editorial**

**Winner**
TBD Magazine - The People, Stories, and Ideas Defining Detroit Today – TBD Media LLC.

**Finalists**
Outcomes – Eyevie
Feed magazine – Jerónimo Martins
APT Voyage by Storyation – APT by Storyation
Yamaha: SupportED Magazine – Yamaha Corporation of America, B&O
2017 Finalists and Winners

**Best New Digital Publication - Editorial**

**Winner**
V by Viacom – Viacom

**Finalists**
TBD Magazine - The People, Stories, and Ideas Defining Detroit Today – TBD Media LLC
Quotable.com – Salesforce
Get Science – Pfizer by Group SJR
Capital Ideas - Group SJR

**Best PRINT Publication – Editorial**

**Winner**
Yamaha: SupportED Magazine – Yamaha Corporation of America, B&O

**Finalists**
Holland Herald | KLM Royal Dutch Airlines | G+J Custom Content
EY – Tax Insights for business leaders – Issue 17 – Ernst & Young LLP by C3 Creative Code and Content (Switzerland) AG
OUTCOMES – Eyeview
T-Man and Gums Comic Book – GumGum

**Best Digital Publication - Editorial**

**Winner**
The eCommerce Seller’s Guide to 2017 Rate Changes – ShippingEasy by Value Intersect Consulting

**Finalists**
Escape the Time Warp - 9 Essential Principles for Modernizing your Corporate Learning Ecosystem – Axonify
Marriott Traveler – Marriott International
Center for Financial Insight – Jackson National Life Insurance
Radius: Stories at the Edge – Vmware by Weber Shandwick

**Best Feature Article - PRINT**

**Winner**
The Collapse of Biofilms? – Nationwide Children’s Hospital

**Finalists**
A Different Beat, Animal Sheltering Magazine (May-June 2016) – The Humane Society of the United States
Harnessing the Immune System: Has the Cure for Cancer Been Within Us All Along? – Nationwide Children’s Hospital
Capital Acumen Issue #32: Art in a New World - Arts Special – Capital Acumen – U.S. Trust
In Search of the Good Life – AARP
2017 Finalists and Winners

**Best Feature Article - Digital**

**Winner**
ACTIVE.com - An Open Letter to Men From Female Runners – The Active Network

**Finalists**
- Best Feature Article – Currency at a Crossroads – Western Union by MullenLowe Profero
- “The Art of Words” by Microsoft and POP – Microsoft Office by www.wearepop.com
- Financial Knowledge and the Curiosity Gap – Jackson National Life Insurance Company

**Best Interview or Profile**

**Winner**
Helen Mirren in Light and Shadow – AARP

**Finalists**
- What’s up with Adtech, an interview with Terry Kuwaja- Eyeview, OUTCOMES
- Challenge magazine A Cuppa With... interview: “You must know the ground sentiment” – Public Service Division, Singapore by Tuber Productions Pte Ltd
- Relate by Zendesk interview with Jon Ronson – Zendesk
- “Embracing His Role” (Renew Magazine by UnitedHealthcare)—Fall 2016 – United Healthcare by MSP Communications

**Best Regularly Featured Column or Section**

**Winner**
Challenge magazine: A CUPPA WITH... – Public Service Division, Singapore by Tuber Productions Pte Ltd

**Finalists**
- Humane Backyard, All Animals magazine – The Humane Society of the United States
- “Ask Carrie,” Charles Schwab’s On Investing magazine, spring 2017 – Charles Schwab by 30 Point Strategies
- The Wine Matcher – Wine.com by New Content
- Personal Best – AARP

**Best Series of Articles**

**Winner**
New York-Presbyterian - Amazing Things – New York-Presbyterian by Pace

**Finalists**
- Monster’s “Life After Layoffs” Series – Monster
- Archipelago – Garuda Indonesia Airline by Agency Fish
- Holland Herald | KLM Royal Dutch Airlines | G+J Custom Content
- Collab Vamos / LATAM – LATAM Airlines by New Content
2017 Finalists and Winners

Best Overall Editorial - PRINT
Winner
Capital Acumen Issue #32: Art in a New World – U.S. Trust
Finalists
Texas Farm Bureau Insurance Companies, Texas Heritage for Living – D Custom
Insigniam Quarterly (IQ) – Insigniam by Imagination
PROJECT M – Allianz SE by C3 Creative Code and Content GmbH
Msafiri | Kenya Airways | G+J Custom Content

Best Overall Editorial - Digital
Winner
Direct Advice For Dads - making a real difference to Australian Dads – HBF by Mahlab
Finalists
Four Seasons Hotels & Resorts – Pace
HouseLogic.com – HouseLogic.com / National Association of Realtors
The Relate by Zendesk online magazine – Zendesk
Xero Small Business Guides – Xero

Best Special Topic Issue
Winner
Y - Das Magazin der Bundeswehr (special issue) – Redaktion der Bundeswehr/Y-Redaktion by C3 Creative Code and Content GmbH
Finalists
2017 Widen Connectivity Report – Widen
Scandinavian Traveler - SAS70 – Scandinavian Airlines by OTW
#WeAreVC – Education Corporation of America by SapientRazorfish

Best Annual Report
Winner
Mission Zukunft – Annual Report Fiducia & GAD IT AG – Fiducia & GAD IT AG by va bene publishing GmbH
Finalists
Akron Children’s Hospital Annual Report – Akron Children’s Hospital by Marcus Thomas LLC
Friendship Senior Options 2015 – IVY Marketing Group
Allianz Customer Report 2016: “Result for the Customer” – Allianz Deutschland AG by C3 Creative Code and Content GmbH
Serving Science Expanding Reach & Impact Annual Report 2016 – Society for Neuroscience
2017 Finalists and Winners

**Best Corporate Book**

**Winner**
The Clear & Complete Guide to Account Based Sales Development – Engagio by Velocity Partners

**Finalists**
Oracle Marketing Cloud | Power of One Playbook – 90octane
The Marketing Data Lake – Informatica by Velocity Partners
World Health Summit Yearbook 2016 – WHS Foundation GmbH by TEMPUS CORPORATE
How to Create an Employee Handbook: A Workbook for Employers – Gusto

**DESIGN**

**Best New PRINT Publication - Design**

**Winner**
Crystal Living – Crystal by HCP Media, What’s your story?

**Finalists**
CCBSA (Coca-Cola Beverages South Africa) Life – Coca-Cola Beverages South Africa by New Media Publishing
Yamaha: SupportED Magazine – Yamaha Corporation of America, B&O
OUTCOMES – Eview
Pages: The magazine for those who love publishing – Lane Press

**Best New Digital Publication - Design**

**Winner**
New York Presbyterian – New York-Presbyterian Hospital by Pace

**Finalists**
Audi Life – Audi of America by Latcha+Associates

**Best PRINT Publication - Design**

**Winner**
Perspective – International Interior Design Association by Imagination

**Finalists**
think.bank – Fiducia & GAD IT AG by va bene publishing GmbH
Global Investor - Change: Solutions for a better world – Credit Suisse by C3 Creative Code and Content (Switzerland) AG
T-Man And Gums Comic Book – GumGum
EINS – Content Marketing für alle by Kammann Rossi and SCM (School for Communication and Management)
**Best Digital Publication - Design**

**Winner**
AARP The Magazine’s Special Health & Wellness Issue – AARP The Magazine

**Finalists**
AARP The Magazine Money & Retirement – AARP The Magazine
Autodesk’s Redshift for Design - Best Digital Publication – Autodesk
At a Glance - BNY Mellon’s Digital and Timely Delivery of Performance Information – BNY Mellon

**Best Cover - PRINT**

**Winner**
Allianz Customer Report 2016: “Result for the Customer” – Allianz Deutschland AG by C3 Creative Code and Content GmbH

**Finalists**
Feed Magazine – Jerónimo Martins
Cohort Issue 5 – SPH Magazines Pte Ltd
February 2016 Cover - Roll the Casbah – Air Canada enRoute
Algorithms for Innovation – University of Utah Health Sciences

**Best Cover - Digital**

**Winner**
The Art of Agile Marketing ebook - Workfront

**Finalists**
DIY Guide to Data Navigation – Microsoft by SCORCH
Content Marketing For Lawyers: How Attorneys Can Use Powerful Social Media Strategies To Attract More Clients And Become A Legal Thought Leader – Ruiz Strategies

**Best Column or Section Design**

**Winner**
The Challenge Pullout – Public Service Division, Singapore by Tuber Productions Pte Ltd

**Finalists**
Kaleidoscope VAMOS / LATAM – LATAM Airlines by New Content
Move Magazine - American Association of Motor Vehicle Administrators by GLC - a marketing communications agency

**Best Feature Design**

**Winner**
‘Achieving Deliciousness’: A design-led content experience by Adobe – Enterprise Marketing Content Strategist

**Finalists**
Texas Farm Bureau Insurance Companies, Texas Heritage for Living, “Some Like It Hot” – D Custom
The Appetizer Genius by WBeer – New Content
Experience Kissimmee – Madden Media
“Recalibrate” (Renew Magazine by UnitedHealthcare) – UnitedHealthcare by MSP Communications
2017 Finalists and Winners

**Best Infographic Design**

**Winner**
Monster's “A Superhero's Guide to Career Victory” – Monster

**Finalists**
Shutterstock Creative Trends 2016 – Shutterstock
What Impact will the Presidential Election Have on HR? – Scout Exchange
Getting Inside the Insider Threat – RedOwl by SCORCH
Tires “For What You Do” – Continental Tire

**Best Use of Illustration**

**Winner**
SilverKris October 2016: The South-east Asia Diaries – SPH Magazines Pte Ltd

**Finalists**
Flowchart Fridays – Lucid Software Inc
Challenge May/June 2016 Cover story: Beyond SG50 – Public Service Division, Singapore by Tuber Productions Pte Ltd
IH Professional Pathways Outreach Program – AIHA
Washington, DC Digital Transformation – Cisco Systems

**Best Use of Photography**

**Winner**
Texas Farm Bureau Insurance Companies, Texas Heritage for Living Cookbook – D Custom

**Finalists**
An Outdoor Lens – Visit Gainesville by Madden Media
“Foods That Heal” (Renew Magazine by UnitedHealthcare) – UnitedHealthcare by MSP Communications
Helen Mirren: In Light & Shadow – AARP The Magazine
World War ZZZ – AARP The Magazine

**Best Overall Design - PRINT**

**Winner**
Texas Farm Bureau Insurance Companies, Texas Heritage for Living Cookbook – D Custom

**Finalists**
Evonik-Magazine – Evonik Industries AG by BISSINGER[+] GmbH & C3 Creative Code and Content GmbH
NK STIL – Nordiska Kompaniet by Make Your Mark
San Francisco Giants April 2016 – Diablo Publications

**Best Overall Design - Digital**

**Winner**

**Finalists**
Cloud vs. Security - by Yesler for Trend Micro
Texas Farm Bureau Insurance Companies, Texas Heritage for Living – D Custom
Audi Life – Audi of America by Latcha+Associates
Velocity & Sprint Business - Small Business manifesto – Sprint Business by Velocity Partners