

**GREAT  
IDEA  
AWARDS**



**LES PRIX  
IDÉE  
DE GÉNIE**

## 2014 Results

### Newspaper Marketing and Promotion

#### Daily Newspaper – Small Market (up to 24999)

- First Place: "All Access Pass" - **The Guardian**, Charlottetown, PEI
- Second Place: "Wrap jacket - promotion acadienouvelle.com" - **L'Acadie Nouvelle**, Caraquet, NB
- Third Place: "Smart is the New Sexy" - **Prince George Citizen**, Prince George, BC

#### Daily Newspaper – Large Market (25000 and over)

- First Place: "The Transformation of a Lifetime" - **The Windsor Star**, Windsor, ON
- Second Place: "SpecStore" - **The Hamilton Spectator**, Hamilton, ON
- Third Place: "Christmas reader reward - subscription gift offer" - **Winnipeg Free Press**, Winnipeg, MB

#### Community Newspaper - (circulation up to 9999)

- First Place: "Campagne pour le 100e" - **La Liberté**, St-Boniface, MB
- Second Place: "Peak Layan Night at Kings hockey game" - **Powell River Peak**, Powell River, BC
- Third Place: "This is what we do." - **The Lunenburg County Progress Bulletin**, Lunenburg County, NS

#### Community Newspaper - (circulation 10000 and over)

- First Place: "The Freshman" - **The Abbotsford News**, Abbotsford, BC
- Second Place: "Amateur Photographer of the Year" - **The Abbotsford News**, Abbotsford, BC
- Third Place: "Highlighter Ads" - **The Vancouver Courier**, Vancouver, BC

## Promotional Campaign

### **Daily Newspaper - Small Market (circulation up to 24999)**

- First Place: "Healthier You Expo" - **Prince George Citizen**, Prince George, BC
- Second Place: "The Guardian Book Sale for Literacy" - **The Guardian**, Charlottetown, PEI
- Third Place: "Stuff for Students" - **The Guardian**, Charlottetown, PEI

### **Daily Newspaper - Large Market (circulation 25000 and over)**

- First Place: "Shop Local Thunder Bay" – **The Chronicle-Journal**, Thunder Bay, ON
- Second Place: "Toronto Star Santa Claus Fund" - **Toronto Star**, Toronto, ON
- Third Place: "Leader-Post "Celebration in Rider Nation" - **The Leader-Post**, Regina, SK

### **Community Newspaper - (circulation up to 3999)**

- First Place: "Aylmer Express Thanksgiving Food Drive" - **Aylmer Express**, Aylmer, ON
- Second Place: "Blackburn Lake Land Purchase" - **Gulf Islands Driftwood**, Salt Spring Island, BC
- Third Place: "Pay It Forward" - **The Interior News**, Smithers, BC

### **Community Newspaper - (circulation 4000 - 24999)**

- First Place: "Let Them Eat Cake" - **The Lunenburg County Progress Bulletin**, Lunenburg County, NS
- Second Place: "Harvest Glory Days" - **Manitoulin Expositor**, Manitoulin Island, ON

### **Community Newspaper - (circulation 25000 and over)**

- First Place: "BC's Anti-gang Police" – **The Leader**, Surrey/North Delta, BC
- Second Place: "Kin's Green Fighters" - **Tri-City News**, Coquitlam/Pt. Coquitlam/Pt. Moody, BC
- Third Place: "A Hot Oven or a Hot Car" - **Harbour City Star**, Nanaimo, BC

## Advertising - Print

### **Daily Newspaper - Small Market (circulation up to 24999)**

- First Place: "Show Us Your Style" - **The Guardian**, Charlottetown, PEI
- Second Place: "Bridal Directories Southwest Liquor" - **Medicine Hat News**, Medicine Hat, AB
- Third Place: "Barkerville Geekend" - **Prince George Citizen**, Prince George, BC

### **Daily Newspaper - Large Market (circulation 25000 and over)**

- First Place: "Country Good Meats - Recipe of the Month" – **The Chronicle-Journal**, Thunder Bay, ON
- Second Place: "GO BEYOND" - **Toronto Star**, Toronto, ON
- Third Place: " Win Win Win" - **Nanaimo Daily News**, Nanaimo, BC

### **Community Newspaper - (circulation up to 3999)**

- First Place: "Put the PARTY in Wedding Party" - **The Hinton Voice**, Hinton, AB
- Second Place: "Kaos Kids" - **The Chief**, Squamish, BC
- Third Place: "Battle of the Dealers" - **The Hinton Voice**, Hinton, AB

### **Community Newspaper - (circulation 4000 to 24999)**

- First Place: "Johnston Meier Insurance" - **Mission Record**, Mission, BC
- Second Place: "Northern Cultural Expression" - **The Yukon News**, Whitehorse/Yukon Territory, YT
- Third Place: "Mission in Bloom" - **Mission Record**, Mission, BC

### **Community Newspaper - (circulation 25000 and over)**

- First Place: "African Breese" - **WE/WestEnder**, Vancouver, BC
- Second Place: "Beat on the Street" - **Canadian Champion**, Milton, ON
- Third Place: "Magnuson Ford Sales" - **The Abbotsford News**, Abbotsford, BC

### **Special Section**

***Sponsor: TC Media***

### **Daily Newspaper - Small Market (circulation up to 24999)**

- First Place: "City of Red Deer Centennial" - **Red Deer Advocate**, Red Deer, AB
- Second Place: "Catholic School Board Welcome Back Calendar" - **Medicine Hat News**, Medicine Hat, AB
- Third Place: "Report on Central Alberta" - **Red Deer Advocate**, Red Deer, AB

### **Daily Newspaper - Large Market (circulation 25000 and over)**

- First Place: "War Of 1812", **The Hamilton Spectator**, Hamilton, ON
- Second Place: "Special Sections: After the Flood", **Calgary Herald**, Calgary, AB
- Third Place: "40 Under 40", **Waterloo Region Record**, Kitchener-Waterloo, ON

### **Community Newspaper - (circulation up to 3999)**

- First Place: "Best of Salt Spring Island" - **Gulf Islands Driftwood**, Salt Spring Island, BC
- Second Place: "Christmas Gift Guide" - **The Chief**, Squamish, BC
- Third Place: "Celebrating Business" - **The Hinton Voice**, Hinton, AB

### **Community Newspaper - (circulation 4000 to 24999)**

- First Place: "Happy 100th Birthday Sylvan Lake" - **Sylvan Lake News**, Sylvan Lake, AB
- Second Place: "Opportunities North" – **NWT News/North**, Northwest Territories, NT
- Third Place: "Cahier Anniversaire du 100e de La Liberté" - **La Liberté**, St-Boniface, MB

### **Community Newspaper - (circulation 25000 and over)**

- First Place: "The Environment " - **Hill Times**, Ottawa, ON
- Second Place: "Canada's ageing society" - **Hill Times**, Ottawa, ON
- Third Place: "Innovation" - **Hill Times**, Ottawa, ON

## **Magazine**

### **Daily Newspaper - Small Market (circulation up to 24999)**

- First Place: "Scene PG" - **Prince George Citizen**, Prince George, BC
- Second Place: "True North" - **Prince George Citizen**, Prince George, BC
- Third Place: "Sun City" – **Medicine Hat News**, Medicine Hat, AB

### **Daily Newspaper - Large Market (circulation 25000 and over)**

- First Place: "Miracle on the Bow" - **Calgary Herald**, Calgary, AB
- Second Place: "Grand Magazine" - **Waterloo Region Record**, Kitchener-Waterloo, ON
- Third Place: "Taste" - **Waterloo Region Record**, Kitchener-Waterloo, ON

### **Community Newspaper - (circulation up to 3999)**

- First Place: "Gulf Islander " - **Gulf Islands Driftwood**, Salt Spring Island, BC
- Second Place: "Profiles of Excellence" - **The Chief**, Squamish, BC
- Third Place: "Aqua - Gulf Islands Living" - **Gulf Islands Driftwood**, Salt Spring Island, BC

### **Community Newspaper - (circulation 4000 to 24999)**

- First Place: "GoodLife South Simcoe Winter" - **Alliston Herald**, Alliston, ON
- Second Place: "GoodLife South Simcoe Summer" - **Alliston Herald**, Alliston, ON
- Third Place: "Station" - **Cowichan News Leader Pictorial**, Duncan, BC

### **Community Newspaper - (circulation 25000 and over)**

- First Place: "Wedding Trends" - **Barrie Advance**, Barrie, ON
- Second Place: "Splurge" - **Barrie Advance**, Barrie, ON
- Third Place: "Boulevard Magazine" - **Victoria News**, Victoria, BC

### **Print Innovation**

#### **Daily Newspaper - circulation Open**

- First Place: "GO BEYOND" - **Toronto Star**, Toronto, ON
- Second Place: "Destination BC" - **Toronto Star**, Toronto, ON
- Third Place: "Be True Italian for an Evening" - **The Hamilton Spectator**, Hamilton, ON

#### **Community Newspaper - circulation Open**

- First Place: "Cercle Moliere" - **La Liberté**, St-Boniface, MB
- Second Place: "2014 Calendar; Williams Lake and Area Map 2013" - **Williams Lake Tribune Weekend Advisor**, Williams Lake, BC
- Third Place: "Cinemental" - **La Liberté**, St-Boniface, MB

### **Digital Innovation**

#### **Daily Newspaper - circulation Open**

- First Place: "Gastropost" - **The Edmonton Journal**, Edmonton, AB
- Second Place: "Manitoba Home Builders Assoc Custom Mobile Website" - **Winnipeg Free Press**, Winnipeg, MB
- Third Place: "Star Dispatches eBook- Jays" – **Toronto Star**, Toronto, ON

#### **Community Newspaper - circulation Open**

- First Place: "Murray GM" - **The Abbotsford News**, Abbotsford, BC
- Second Place: "Vancouver School Board Ads" - **The Vancouver Courier**, Vancouver, BC
- Third Place: " Things you may miss when reading your Abbotsford News" - **The Abbotsford News**, Abbotsford, BC

### **Young Reader Engagement Initiative**

#### **Daily Newspaper - circulation Open**

- First Place: "Scene PG magazine" - **Prince George Citizen**, Prince George, BC
- Second Place: "TD Real Reads" - **Toronto Star**, Toronto, ON
- Third Place: "Creative Kids" - **The Hamilton Spectator**, Hamilton, ON

### **Community Newspaper - circulation Open**

- First Place: "Carihi Mirror" - **Campbell River Mirror**, Campbell River, BC
- Second Place: "In The News Media Literacy Program" - **The Lunenburg County Progress Bulletin**, Lunenburg County, NS