

2017 Great Idea Awards | Les prix Idée de génie Winners | Lauréats

501 – Newspaper Marketing and Promotion | Marketing et promotion dans les journaux

Class 5011 - Daily Newspapers - Small Market (Circ. up to 24999) | Quotidiens – Petit marché (jusqu'à 24 999)

1. L'Acadie Nouvelle, Caraquet, NB - "Fly away with AN Boutique"
2. The Prince George Citizen, Prince George, BC - "Northern FanCon"
3. L'Acadie Nouvelle, Caraquet, NB - "Subscription campaign 0,99\$"

Class 5012 - Daily Newspapers - Large Market (25000 and over) | Quotidiens – Grand marché (25 000 et plus)

1. Toronto Star, Toronto, ON – "Headline Coffee: Because coffee and the newspaper just make sense"
2. Le Journal de Montréal, Montréal, QC – "CAMPAGNE CAHIERS DU SAMEDI"
3. The Hamilton Spectator, Hamilton, ON – "Meet" Campaign

Class 5013 - Community Newspapers - Circ. up to 9999 | Journaux régionaux – (jusqu'à 9 999)

1. The Hinton Voice, Hinton, AB - "We've Got Hinton Covered/We're Local"
2. Northern Sentinel, Kitimat, BC - "Reader Engagement Contests"
3. Fort Frances Times, Fort Frances, ON - "Annual Times staff page"

Class 5014 - Community Newspapers - Circ. 10000 and over | Journaux régionaux – (10 000 et plus)

1. Mission Record, Mission, BC - "Results Count"
2. Mission Record, Mission, BC - "Iconic Mission Photo Contest"
3. WE/WestEnder, Vancouver, BC - "Best of the City Dining"

502 – Best Promotional Campaign | Campagne promotionnelle

Class 5021 - Daily Newspapers - Small Market (Circ. up to 24999) | Quotidiens – Petit marché (jusqu'à 24 999)

1. The Prince George Citizen, Prince George, BC - "Northern FanCon"
2. L'Acadie Nouvelle, Caraquet, NB - "Salon Plaisir d'hiver présenté par l'Acadie Nouvelle"
3. L'Acadie Nouvelle, Caraquet, NB - "Leçon de Style & Métamorphoses présenté par l'Acadie Nouvelle"

Class 5022 - Daily Newspapers - Large Market (Circ. 25000 and over) | Quotidiens – Grand marché (25 000 et plus)

1. Toronto Star, Toronto, ON - "The Kit x The Gap: Canadian Artist Denim Jacket Challenge"
2. The Hamilton Spectator, Hamilton, ON - "Framing History" Photo Exhibit"
3. The Hamilton Spectator, Hamilton, ON - "170th Anniversary Celebrations of The Hamilton Spectator"

Class 5023 - Community Newspapers - Circ. up to 3999 | Journaux régionaux – (jusqu'à 3 999)

1. Fort Frances Times, Fort Frances, ON - "Tour de Fort partnership"
2. Northern Sentinel, Kitimat, BC - "Kitimat Choochoo Express"

Class 5024 - Community Newspapers - (4000 - 24999) | Journaux régionaux – (4 000 à 24 999)

1. Campbell River Mirror, Campbell River, BC – "Roller Minx Roller Girls"
2. Campbell River Mirror, Campbell River, BC – "Women in Business"
3. La Liberté, St-Boniface, MB – "À la Une en direct"

Class 5025 - Community Newspapers - Circ. 25000 and over | Journaux régionaux – (25 000 et plus)

1. The Abbotsford News, Abbotsford, BC - "BC Summer Games 2016"

503 – Best Advertising – Print | Publicité imprimée

Class 5031 - Daily Newspapers - Small Market (up to 24999) | Quotidiens – Petit marché (jusqu'à 24 999)

1. The Prince George Citizen, Prince George, BC – "Nelly's Pub - End of an Era"
2. L'Acadie Nouvelle, Caraquet, NB – "Joséphine Lingerine Fine"

Class 5032 - Daily Newspapers - Large Market (25000 and over) | Quotidiens – Grand marché (25 000 et plus)

1. Metro Toronto, Toronto, ON – "Big Friendly Giant"
2. Metro Winnipeg, Winnipeg, MB – "Winnipeg Old Country Sausage"
3. The Province, Vancouver, BC – "Coastal Ford Buyers Guide"

Class 5033 - Community Newspapers - Circ. up to 3999 | Journaux régionaux – (jusqu'à 3 999)

1. Fort Frances Times, Fort Frances, ON - "Focus on Farming"
2. Gulf Islands Driftwood, Salt Spring Island, BC - "We Go Way Back"
3. The Hinton Voice, Hinton, AB - "Easter Brunch"

Class 5034 - Community Newspapers - Circ. 4000 to 24999 | Journaux régionaux – (4 000 à 24 999)

1. Mission Record, Mission, BC - "Rainbow of Spahires Lanka"
2. Mission Record, Mission, BC - "Lanka Love it"
3. Oak Bay News, Oak Bay, BC - "The Avenue Gallery"

Class 5035 - Community Newspapers - Circ. 25000 and over | Journaux régionaux – (25 000 et plus)

1. WE/WestEnder, Vancouver, BC - "Denman Liquor Store"
2. The News, Maple Ridge-Pitt Meadows, BC - "Dinakis Mediterranean Grill Campaign"
3. WE/WestEnder, Vancouver, BC - "Just Jewellery"

504 – Best Special Section | Cahiers spéciaux

Class 5041 - Daily Newspapers - Small Market (Circ. up to 24999) | Quotidiens – Petit marché (jusqu'à 24 999)

1. L'Acadie Nouvelle, Caraquet, NB - "Aquapêches"
2. L'Acadie Nouvelle, Caraquet, NB - "Jiffy célèbre ses 40 ans dans la Péninsule acadienne!"

Class 5042 - Daily Newspapers - Large Market (Circ. 25000 and over) | Quotidiens – Grand marché (25 000 et plus)

1. The Hamilton Spectator, Hamilton, ON - "170th Special Section"
2. Toronto Star, Toronto, ON - "Women's College Hospital - Health Gap"
3. The Hamilton Spectator, Hamilton, ON - "Creative Kids"

Class 5043 - Community Newspapers - Circ. up to 3999 | Journaux régionaux – (jusqu'à 3 999)

1. North Island Gazette, Port Hardy, BC - "Happy Birthday Port Hardy"
2. Reminder, Flin Flon, MB - "ER Day 2016"
3. North Star, Parry Sound, ON - "Sanctuary 2016"

Class 5044 - Community Newspapers - Circ. 4000 to 24999 | Journaux régionaux – (4 000 à 24 999)

1. Goldstream News Gazette, Victoria, BC - "Salute to the Saunders Family"
2. Campbell River Mirror, Campbell River, BC - "Remembrance Day"
3. Oak Bay News, Oak Bay, BC - "Women in Business"

Class 5045 - Community Newspapers - Circ. 25000 and over | Journaux régionaux – (25 000 et plus)

1. WE/WestEnder, Vancouver, BC - "Pride Issue"
2. The Abbotsford News, Abbotsford, BC - "My City"
3. WE/WestEnder, Vancouver, BC - "Vancouver Craft Beer Week"

505 – Best Magazine | Magazine

Class 5051 - Daily Newspapers - Small Market (up to 24999) | Quotidiens – Petit marché (jusqu'à 24 999)

1. L'Acadie Nouvelle, Caraquet, NB – "La Voix des Affaires"
2. The Prince George Citizen, Prince George, BC – "Scene PG - Northern FanCon special issue"
3. The Prince George Citizen, Prince George, BC – "Spruce Kings Show Home Lottery 35th Anniversary"

Class 5052 - Daily Newspapers - Large Market (25000 and over) | Quotidiens – Grand marché (25 000 et plus)

1. The Hamilton Spectator, Hamilton, ON – "At Home – Magazine"
2. Le Journal de Montréal, Montréal, QC – "CAHIER EN ROUTE VERS RIO"
3. The Hamilton Spectator, Hamilton, ON - "Holiday House Tour – Magazine"

Class 5053 - Community Newspapers - Circ. up to 3999 | Journaux régionaux – (jusqu'à 3 999)

1. North Star, Parry Sound, ON - "Parry Sound Sideroads & Shorelines"
2. Gulf Islands Driftwood, Salt Spring Island, BC - "Aqua - Gulf Islands Living"
3. North Star, Parry Sound, ON - "Parry Sound Fun in the Sun"

Class 5054 - Community Newspapers - Circ. 4000 to 24999 | Journaux régionaux – (4 000 à 24 999)

1. Campbell River Mirror, Campbell River, BC - "Campbell River & Area Adventure Guide"
2. The News, Parksville/Qualicum Beach, BC - "OASIS Magazine - Summer"
3. Oak Bay News, Oak Bay, BC - "Tweed Magazine"

Class 5055 - Community Newspapers - Circ. 25000 and over | Journaux régionaux – (25 000 et plus)

1. WE/WestEnder, Vancouver, BC - "The Growler"
2. WE/WestEnder, Vancouver, BC - "The Alchemist"
3. The Abbotsford News, Abbotsford, BC - "Abbotsford in Action"

506 – Best Print Innovation | Innovation d'impressions

Class 5061 - Daily Newspapers - Circ. open | Quotidiens

1. Toronto Star, Toronto, ON - "Toronto Star Classroom Connection Field Trip Guide"
2. L'Acadie Nouvelle, Caraquet, NB - "Guide Touristique Péninsule acadienne 2016"
3. L'Acadie Nouvelle, Caraquet, NB - "Info Tracadie"

Class 5062 - Community Newspapers - Circ. open | Journaux régionaux

1. Campbell River Mirror, Campbell River, BC - "The Breakwater - Marine Directory"
2. Gulf Islands Driftwood, Salt Spring Island, BC - "2017 Driftwood Calendar"

507 – Best Digital Innovation | Innovation numériques

Class 5071 - Daily Newspapers - Circ. open | Quotidiens

1. Toronto Star, Toronto, ON - "Tangerine Basketball Journeys"
2. Le Journal de Montréal, Montréal, QC - "ALOUETTES EXPÉRIENCE"
3. Toronto Star, Toronto, ON - "Toronto Star Touch - Henry's"

Class 5072 - Community Newspapers - Circ. open | Journaux régionaux

1. The Abbotsford News, Abbotsford, BC - "Abbotsford Airshow - My Best Shot"

508 – Best Young Reader Engagement Initiative | Engagement des jeunes lecteurs

Class 5081 - Daily Newspapers - Circ. open | Quotidiens

1. The Hamilton Spectator, Hamilton, ON - "Newspaper in Education's 'The Dolphin Way'"
2. The Prince George Citizen, Prince George, BC - "Northern FanCon"
3. Toronto Star, Toronto, ON - "Your Money Matters! National Financial Literacy for Youth"

Class 5082 - Community Newspapers - Circ. open | Journaux régionaux

1. Alberni Valley News, Port Alberni, BC - "Holiday Inspiration Story contest"
2. Campbell River Mirror, Campbell River, BC - "Carihi Mirror"
3. Fort Frances Times, Fort Frances, ON - "Minor Hockey Edition"