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AWARDS

[STRATEGIC OBJECTIVES GETS A STANDING OVATION FOR CAMPAIGN AGAINST SEX TRAFFICKING]



June 01, 2011 | Brandon Terry with files from Jeremy Lloyd | Comments



Strategic Objectives came away the big winner at the **2011 Ovation Awards**, winning honours for several campaigns, including the show's People's Choice winner.

The Toronto-based PR agency managed the Canadian aspects of The Body Shop's 'Stop Sex Trafficking of Children and Young People' petition campaign. Its efforts garnered 20 million audience impressions and one-third of the petition's 1 million North American signatures, winning the community vote for the People's Choice.

The agency was also named Large Agency of the Year at the Ovation's gala on May 25, and took home three Awards of Excellence and four Merit honours.

The Mid-sized Agency of the Year, a category comprised of shops with 6 to 20 employees, was **Argyle Communications**, which also took home three Awards of Excellence and three Merits.

Rogers Communications was named Corporate Communications Department of the Year, taking home three Awards of Excellence and two Awards of Merit.

Other big winning agencies included **DDB Public Relations** with two Awards of Excellence and two Merits, **Tenzing Communications** with two awards of Excellence and a Merit, and **Thornley Fallis Communications** with two Awards of Excellence.

The Ovation gala was held at Toronto's Liberty Grand entertainment complex and delivered 34 Awards of Excellence to business communicators as well as 48 Awards of Merit.

The Ovations are also home to the Bobbie Resnick Philanthropy Award that recognizes outstanding leadership and service to the community. This year's winner was Paul Nguyen of **Jane-Finch.com**, a website devoted to story telling of the Jane-Finch community in Toronto. Paul was noted for his ability to positively profile his neighborhood.

Regis Dudley of Humber College took home the Student of the Year Award, given to a student who "demonstrates excellence and the greatest potential to be the best all-round future professional."

The awards are organized by Toronto Chapter of **IABC Canada** to recognize high-caliber work in communications.

The full winners' list can be **downloaded here**.

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