



## November 2007 - Strategy Magazine B!G Awards

### **Big ideas. Big impact. It's the return of the B!G awards!**

by Mary Dickie  
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Last year, in an effort to get a sense of the scope of work agencies are doing beyond conventional advertising, strategy inaugurated the B!G Awards. In contrast to awards based purely on advertising prowess, these are designed to explore the range of contributions agencies make to their clients' business in other realms, such as internal branding, shaping customer experience and developing new products. The B!G Awards celebrate projects for big brands. We invited agencies to submit case studies from clients that have media budgets of over \$20 million, whose business results in at least \$2 million in revenue for the agency. The deep pockets focus indicates that these are players with the resources to outsource projects to any partner they desire, so choosing their agency over consultants is a big vote of confidence. The entries highlight the insights and solutions the agency has made to solve a broader business problem, and the ultimate outcome of those contributions. We asked our eminent judges to evaluate each case study in three areas: strategy, creativity and impact. Here are the results...

Gold - Sid Lee

Silver - Cundari

Bronze - Cossette

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## 2007 Judges

### Judges

Patricia McQuillan

founder and president, **Brand Matters Inc.**

Toronto-based McQuillan started Brand Matters, a leading Canadian brand consultancy, in 2000, following 12 years of brand management with Royal Bank of Canada, TD Waterhouse and Kraft Canada. She also serves as a director of the Multiple Sclerosis Society.

Nicole Dubé ,

director of marketing, **Fédération des producteurs de lait du Québec**

Montreal-based Dubé's marketing expertise spanned the pharmaceutical, pay TV and retail industries before she joined the Fédération in 1984. She is also active in the Publicité-Club de Montreal.

Lawrie Ferguson

SVP marketing, **Coast Capital Savings**

Since 1990, Vancouver-based Ferguson has developed strategies to enhance the credit union's position in the industry. Under her leadership, CCS was recognized as Marketer of the Year by the BC chapter of the AMA. She is also on the board of the Surrey Foundation.

Alain Gignac

partner, **Saine Marketing**

Montreal-based Gignac's expertise ranges from marketing and graphic design to advertising and database management. He has worked for Identica Branding & Design, Cossette and Blitz Direct, Data & Promotion on brands including Air Canada, Bell, Canada Post and Molson.

Mike Welling

president and brand strategist, **Doug Agency**

Toronto-based Welling spent 22 years in the world of consumer packaged goods - mainly with Unilever, where he worked on such brands as Dove, Becel and Knorr - before moving to the agency side a year ago. He also co-chairs the fundraising campaign for the Marketing Communications Education Trust.

Ken Wong

associate professor, **Queen's University**

Wong teaches business and marketing strategy at Queen's School of Business in Kingston, and is co-author of the textbook Basic Marketing. He has also taught at Cornell, Carleton, Radcliffe and Harvard, and is an inductee into the Canadian Marketing Hall of Legends.