

November 23, 2011

City of Campbell River wins MarCom Gold award for Hwy 19A project communications

The City of Campbell River has received a MarCom Gold Award for the communication program related to the Highway 19A upgrade project.

In a congratulatory letter to the City, MarCom Awards writes:

“The MarCom Awards is an international creative competition that recognizes outstanding achievement by marketing and communication professionals. Entries come from corporate marketing and communication departments, advertising agencies, PR firms, design shops, production companies and freelancers. The competition has grown to perhaps the largest of its kind in the world. The competition is so well respected in the industry that national public relations organizations, local ad clubs and local business communicator chapters are entrants. Judges are industry professionals who look for companies and individuals whose talents exceed a high standard of excellence and whose work serves as a benchmark for the industry. There were over 6,000 entries from the throughout the United States, Canada and several other countries in the MarCom Awards 2011 competition.”

The letter also indicates that the MarCom Gold Award is presented to entries judged to exceed the high standards of the industry norm. Approximately 18 per cent of the 6,000-plus entries were recognized at the gold level in 2011. Another 18 per cent were platinum level winners, and approximately 10 per cent received honourable mention. MarCom has issued a news release saying winners have been announced, and City of Campbell River honours are included among the platinum and gold award recipients listed on the MarCom Awards website (www.marcomawards.com).

The City will receive an official award certificate in approximately six weeks.

In the fall of 2009, Council gave the green light for the Hwy 19A upgrade and airport runway extension projects. The City hired Marci Hotsenpiller of ZincPR to develop a communications program that would keep the community informed about the progress of both projects over approximately 18 months.

The City recognized the high calibre of communications work on both these projects and entered samples of communications materials for the Hwy19A project for consideration in the 2011 MarCom Awards competition.

Hotsenpiller led a team of communications professionals who developed a recognizable look for the project information and produced information materials including advertisements, newsletters and web pages. The team also coordinated information distribution and organized and recorded events – all in an effort to:

- provide timely, clear, understandable and complete project information to the public and news media
- help residents, visitors and businesses know what to expect during construction, with the goal of minimizing or helping them deal with disruptions
- help prevent or deal with project delays
- and share information about the benefits of the projects.

The communications team provided information via traditional and online media so people could choose how to learn about the project – and they consistently responded to public questions and concerns in a timely way.

“We would like to take this opportunity to express our appreciation to Marci and her team for their efforts and to extend congratulations on their award-winning work,” says Mayor Charlie Cornfield.

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