

December 19, 2018

Another MarCom award – City wins gold for watershed signs

The City of Campbell River has received a fifth MarCom Gold award, this time for new watershed signs.

The City won in the billboard category for eye-catching information signs posted at the intersection of Hwy. 28 and Brewster Lake Road, at the entrance to McIvor Lake park on Hwy. 28 and halfway between Brewster Lake Road and the entrance to McIvor Lake park.

“These signs are located in the watershed to provide a visual reminder about the importance of protecting the community’s drinking water source,” explains Drew Hadfield, the City’s director of operations. *“Keeping pollution out of the watershed maintains the high quality of the water that feeds into the City’s supply system – and that helps keep down the cost of disinfecting water before it’s distributed throughout the community.”*

The City water department, led by supervisor Nathalie Viau, worked with Epic Design to create signs that stand out for drivers, using colours and original design. The signs are also treated to withstand weather conditions and have an anti-graffiti coating.

This is Campbell River’s fifth MarCom gold, which provides international recognition for exceeding the high standards of the industry norm.

In 2011, the City of Campbell River won a MarCom Gold award for the communications program that kept the community informed about the Hwy19A and airport upgrade projects over the course of 18 months.

In 2014, the City won a MarCom Gold award for the St. Ann’s block upgrade communications program.

In 2015, the City won a MarCom Gold award for the eye-catching watering restrictions information boards.

In 2016, the City won its fourth Marcom for the utility kiosk wrap located at Hilchey and Dogwood, as well as an honorable mention for the leaky toilet brochure.

This year, more than 6,000 entries came from corporate marketing and communication departments, advertising agencies, PR firms, design shops, production companies and freelancers. 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.

The City of Campbell River honours are included among the platinum and gold award recipients listed on the MarCom Awards website (www.marcomawards.com).

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