

# Magnum Opus Awards



2009 Winners



## Grand Award

### Print Magazine, External

**Winner:** Spafax Canada, Inc.

**Publication:** *enRoute*

**Audience:** Passengers of Air Canada, members of Maple Leaf™ lounges, and select Alliance™ lounges around the world

### Other Print Publication, Internal

**Winner:** Techcom Partners

**Publication:** Connect Sprint To Vertical Markets Toolkit

**Audience:** Sprint's general sales representatives across the U.S.

### Web-based or Electronic Publication, External

**Winner:** Saudi Aramco World

**Publication:**

[www.saudiaramcoworld.com/issue/200802](http://www.saudiaramcoworld.com/issue/200802)

**Audience:** Interested readers worldwide with the goal to broaden knowledge of the cultures, history and geography of the Arab and Muslim worlds and their connections with the West.

### Video, External

**Winner:** Northeast Utilities

**Video:** Your Safety on the Line

**Audience:** Emergency First Responders and contractors who come in contact with power equipment.

### Video Series, External

**Winner:** International Society of Arboriculture

**Video:** Introduction to Arboriculture

**Audience:** Arborists and Tree Care Professionals, Students, and ISA Certified Arborist Candidates

### Video Series, Internal

**Winner:** Wyeth

**Video:** Wyeth Earth Day 2008 Videos

**Audience:** Wyeth employees

### Best Integration of Social Media

**Winner:** Meredith Integrated Marketing

**Entry:** C-SPAN Debate Hub(s)

<http://debatehub.c-span.org>

**Audience:** The American viewer and voter, a new generation of news consumers, and current audiences.

## Special Recognition:

- American Academy of Pediatrics
- Bloomington Hospital
- Costco Wholesale
- Disneyland Resort
- The Hartford
- Javelin Custom Publishing
- NC State Alumni Association
- PATH
- Rodale Custom Publishing
- Silverton Hospital Network
- Story Worldwide
- The Walt Disney Company
- University of Virginia Patent Foundation

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## Gold Winners:

- American Journal of Nursing
- Anaheim Public Utilities
- Arthritis Foundation
- Brigham & Rago Marketing Communications
- College of Charleston
- Edelman
- EDUCAUSE
- Entergy Corporation
- HCP/Aboard Publishing
- Journal Communications, Inc.
- Launch Creative Marketing
- Lynn University
- Meredith Integrated Marketing
- Metropolitan Transportation Commission
- NADA's AutoExec Magazine
- NC State Alumni Association
- NCCI Holdings, Inc.
- New York Law School Center for International Law
- NOAA Coastal Services Center
- Northeast Utilities
- Oak Ridge National Laboratory
- Peabody Energy
- Providence Health & Services - Oregon
- Redwood Custom Communications
- Rodale Custom Publishing
- SAMHSA
- Saudi Aramco World
- SHAPE Magazine
- Spafax Chile
- Spafax Canada, Inc.
- SPH Magazines, for SilverKris and Millenia
- Story Worldwide
- The Walt Disney Company
- Toyota Motor Sales USA, Inc.
- Transcontinental Custom Publishing
- World Vision
- Zync

## Silver Winners:

- AHA!
- American Academy of Pediatrics
- American Journal of Nursing
- American Society of Plastic Surgeons
- ARMY Magazine
- Association of Washington Business
- Beth Israel Deaconess Medical Center
- Blue Cross & Blue Shield of Rhode Island
- BRTRC
- Cargill, Inc.
- Cerner Corporation
- Charles Schwab
- Cincinnati Magazine
- Costco Wholesale
- EdFund
- EDUCAUSE
- The Flight 93 National Memorial Capital Campaign
- Hope Health
- Journal Communications, Inc.
- King Arthur Flour
- Lynn University
- The Maryland-National Capital Park & Planning Commission
- MCCS Marketing
- MediaCorp Pte Ltd
- Mehigan Bellone & Associates
- Meredith Integrated Marketing
- NADA's AutoExec Magazine
- NYS Department of Civil Service, Employee Benefits Division
- Oak Ridge National Laboratory
- Pace Communications
- PRISM Media Group

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## Silver Winners Continued:

- Redwood Custom Communications
- SAIC-Frederick, Inc.
- SAMHSA
- Saudi Aramco World
- Sisters of St. Francis of Philadelphia
- Spafax Chile
- SPH Magazines, for Pinnacle and Millenia
- Story Worldwide
- Timberlake Cabinetry
- Transcontinental Custom Publishing
- The Walt Disney Company
- Wordwright Communications, Inc.
- World Vision

## Bronze Winners:

- The American College
- American Institutes for Research
- American Moving & Storage Association
- American Society for Radiation Oncology
- Arthritis Foundation
- Blue Cross & Blue Shield of Rhode Island
- BRTRC
- Cargill, Inc.
- City of West Des Moines
- College of Charleston
- Computer History Museum
- Deloitte, LLP
- EMC Corporation
- Entergy Corporation
- GA Creative, Inc.
- The Gemological Institute of America
- Gibbs & Soell
- HCP/Aboard Publishing
- HMP Communications
- Hope Health
- HR & Benefits Essentials
- Javelin Custom Publishing
- Journal Communications, Inc.
- Life Bridge Health
- The Maryland-National Capital Park & Planning Commission
- MCCS Marketing
- MediaCorp Pte Ltd
- Meredith Integrated Marketing
- Midwest Palliative & Hospice CareCenter
- NADA's AutoExec Magazine
- National Association of REALTORS
- NOAA Coastal Services Center
- Oak Ridge National Laboratory
- Pace Communications
- Parthenon Publishing
- PRISM Media Group
- Redwood Custom Communications
- Sacramento Municipal Utility District
- SAMHSA
- Saudi Aramco World
- Southern Progress Corporation
- Spafax Chile
- Spafax Canada, Inc.
- Timberlake Cabinetry
- Transcontinental Custom Publishing
- US Trust/Bank of America
- Walgreen Company
- The Walt Disney Company
- World Vision

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## Honorable Mention:

- Active Interest Media
- American Academy of Periodontology
- American Counseling Association
- American Institutes for Research
- American Journal of Nursing
- American Moving & Storage Association
- Association of Washington Business
- Atlantic Health
- Benson & Hepker Design
- Cincinnati Magazine
- City of Portage
- College of Charleston
- Computer History Museum
- Costco Wholesale
- Crider Associates
- Danya International, Inc.
- Deloitte, LLP
- Disneyland Resort
- Edelman
- EMC Corporation
- Emphasis Media Ltd.
- HCP/Aboard Publishing
- *Hearing Health*
- The Hong Kong Jockey Club
- Hospital For Special Surgery
- Illinois CPA Society
- Ink Publishing
- Javelin Custom Publishing
- Johns Hopkins University School of Nursing
- Los Angeles County Medical Association
- The Maryland-National Capital Park & Planning Commission
- MCCS Marketing
- MediaCorp Pte Ltd
- Meredith Integrated Marketing
- MSA
- NAED
- NC State Alumni Association
- NCCI Holdings, Inc.
- New York Law School Center for International Law
- Nexen
- NOAA Coastal Services Center
- Pace Communications
- Parthenon Publishing
- PeaceHealth Oregon Region
- PRISM Media Group
- Redwood Custom Communications
- Rodale Custom Publishing
- SAIC-Frederick, Inc.
- SAMHSA
- San Diego Police Officers Association
- Saudi Aramco World
- Schneider Electric
- Spafax Chile
- Spafax Canada, Inc.
- Spafax, Inc.
- SPH Magazines, for SilverKris and LATITUDE ONE° 15
- SRA International
- St. Johns University
- Story Worldwide
- T. Rowe Price
- UBS
- US Army Corps of Engineers New England
- VALIC
- VHA Inc.
- Waddell & Reed
- The Walt Disney Company
- Wolters Kluwer Health/Lippincott Williams & Wilkins