



ACCESS BARRIE MEMORANDUM

TO: MAYOR J. LEHMAN AND MEMBERS OF COUNCIL

FROM: R. JAMES-REID, EXECUTIVE DIRECTOR OF ACCESS BARRIE

NOTED: M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: MARKETING AND COMMUNICATIONS AWARDS

DATE: SEPTEMBER 24, 2018

The purpose of this memo is to inform Council of the recent Marketing and Communications awards that the City of Barrie's Access Barrie team received this year.

Hermes Creative Awards is an international competition for creative professionals involved in the concept, writing and design of traditional materials and programs, and emerging technologies. Entries come from corporate marketing and communication departments, advertising agencies, PR firms, graphic design shops, production companies, web and digital creators and freelancers.

The competition has grown to one of the largest of its kind in the world. A look at the winners (available at www.hermesawards.com), shows a range in size from individual communicators to media conglomerates and Fortune 500 companies. The competition is so well thought of in the industry that national public relations organizations, and advertising agencies are entrants.

Hermes Creative Awards recently recognized the City of Barrie with three awards:

- Team Barrie Playbook & Recognition won the highest honours, the Platinum Award in the Internal Communications/Strategic Programs category.
- The Community Information & Waste Reduction Calendar (partnership with Environmental Services) was awarded a Gold Award in Print Media/Marketing Collateral category.
- 'Why I love my job' camps staff recruitment video campaign was awarded Honourable Mentions in the Electronic Media/Video category.

With over 6,000 entries from throughout the United States, Canada and numerous other countries in the Hermes Creative Awards 2018 competition, we were honoured to be recognized. The awards highlight the great work our staff do on a daily basis to market and communicate the many city initiatives and services.

If you have any questions, please contact myself or Cheri Harris, Manager of Marketing and Communications at ext. 4714.