

# BEST ADVERTISING CREATION (LARGE FORMAT)

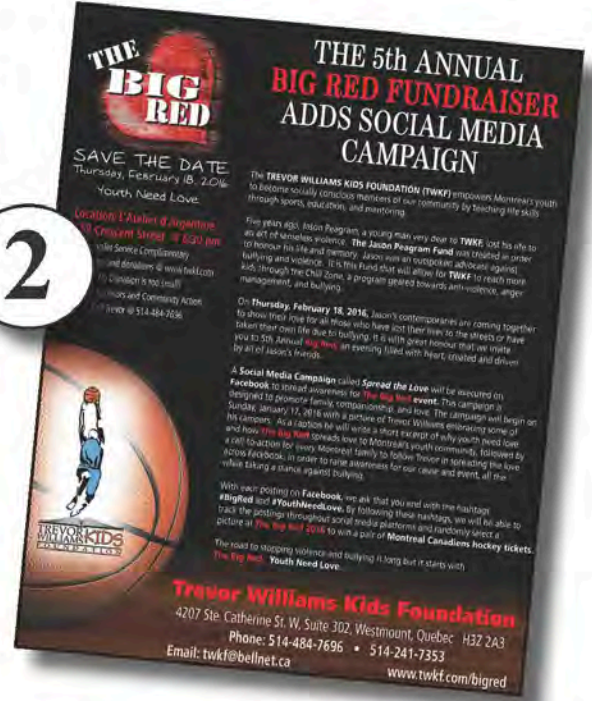
This category featured strong layout and design from most of the entries. Ads with an original idea, clear message, or great copy stood out.



1

## MELISSA JULIETTE M. *the Nation*

Great visual ad. Colour scheme makes it clear this is a Christmas ad, and fun copywriting draws in the reader. Having "LOGO" on each of the items pictured is a great tease to make the reader think about how they might use the featured products. Overall a very strong ad.



2

## KAREN CROSS-LANDON *The Suburban (City Edition)*

Strong visual elements and calls to action on the left side of the ad, as well as a clear headline, draw the reader in and make it more likely he or she will go on to read the copy. Copy is compelling and well-written. The red and black colour scheme makes the ad stand out. A well-designed ad.



3

## TANIA BAKER *Pontiac Journal*

This ad will get noticed. Great colour and background, interesting type used on a very clear call to action, and a large image of the product all make this ad pop.

Judge: Valerie Dumin, Publisher, Flin Flon Reminder, Flin Flon, MB • Number of entries for Best Advertising Creation (Large Format): 14

# BEST ADVERTISING CREATION (SMALL FORMAT)

It can be a challenge to get a message across in a small ad, and most entries in this category did that well. Great ideas, strong visuals and creative layout stood out.



1

## TANIA BAKER *Pontiac Journal*

This ad packs a lot into a small space and still manages to stand out on the page. It also looks right for the business. A well laid-out ad.



3

## CHARLES VIAU *Pontiac Journal*

What a great way to make readers think about WHY they might want to visit the advertiser. Lots of info, well organized into a small and impactful ad.

## TANIA BAKER *Bulletin d'Aylmer*

Great use of colour and images are enhanced by the advertorial-style copy about how to make sure your child's party is a hit.

Judge: Valerie Dumin, Publisher, Flin Flon Reminder, Flin Flon, MB • Number of entries for Best Advertising Creation (Small Format): 13