



### For Immediate Release

Nov. 8, 2023

## **Georgina brings home the hardware with multiple MarCom awards**

Communications Division, Economic Development and Tourism Division win a total of four awards

**Georgina, ON** – The Town is making space on the mantle after capturing four MarCom awards. The Communications Division won a platinum award for Georgina’s Game Plan – a creative marketing campaign for the Town’s Strategic Plan in the category of Strategic Communication, Integrated Marketing. The Economic Development and Tourism Division received a gold award for its marketing campaign promoting the annual Field to Table event.

“I want to offer my congratulations to our Communications and Economic Development and Tourism Divisions on receiving these MarCom awards,” said CAO Ryan Cronsberry. “The campaign for the new Strategic Plan was fun and exciting, and helped bring the plan to a wider audience. These awards exemplify the creativity and hard work of these two divisions. These teams continue to find new ways to engage the community highlighting the many initiatives and events underway. Well done.”

The platinum award, for Georgina’s Game Plan, recognized a multifaceted marketing campaign to engage the community and encourage active participation. Recognizing Georgina as an active sports community, the campaign played on its love of sports incorporating sports-themed messaging and imagery, including a foam hockey puck that was distributed at in-person events. The campaign resonated with its audience resulting in high engagement across the Town’s social media channels. In addition to the online outreach, traditional marketing channels were also used. Postcards, radio and print ads, Curbex signs, flyers and a dedicated full-page advertorial in the local newspaper delivered concise and compelling messaging, encouraging residents, businesses, and visitors to participate in shaping the future of Georgina.

The Communications Division also received a gold award for the 2023 National Day for Truth and Reconciliation video in the category of Web Video, Event. This video captures the essence of the Town’s commitment to Truth and Reconciliation, and its collaborative efforts with the Chippewas of Georgina Island First Nation. The Communications Division also received an Honourable Mention for its sneak peek video of the new Multi-use Recreation Complex in the category of Social Media Video that has received more than 30,000 views.

The Economic Development and Tourism Division received a gold award for its marketing campaign for the Field to Table event. To help grow this event in 2022, the Town sought support from the Province of Ontario and Central Counties Tourism to increase marketing efforts, which helped with digital, print, signage and radio campaigns. The event was initiated by the Town to strengthen community and agricultural partnerships and has now become one of Georgina’s signature events, attracting hundreds of residents and visitors each year.

The Communications Division has won seven MarCom awards in four years, and the Economic Development and Tourism Division has won two. Both Divisions are within the Strategic Initiatives Department.

The MarCom Awards are an international creative competition from the Association of Marketing and Communication Professionals that recognizes outstanding achievement by marketing and communication professionals that exceed a high standard of excellence. MarCom Awards are among the largest, most-respected international creative competitions. Each year, about 6,000 print and digital entries are submitted from dozens of countries. Entries are judged by industry professionals.

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