

# PAPER BECAUSE CAMPAIGN AWARD RECOGNITION



## 2015 Clio Awards – Bronze

- Bronze – Digital, Mobile App - Project Learning Curve

## 2015 The One Show – Merit Award (<https://www.oneclub.org/>)

- Project Learning Curve

## Cannes Lions International Festival of Creativity (<http://www.canneslions.com/>)

- 2013 Finalist – Media Category – Paper Hotspot
- 2015 Silver Lion – Mobile Category – Project Learning Curve

## ACE Awards

- 2011 Best of Show (Paper Because campaign)
- 1<sup>st</sup> Place – Best Integrated Campaign 1MM+ (2011)
- 1<sup>st</sup> place – Print (2011)
- 2<sup>nd</sup> Place – Print Ad Campaign \$250,000+ (2011)
- 2<sup>nd</sup> Place – Video (Really Really Short Films – 1<sup>st</sup> batch) 2011
- 1<sup>st</sup> Place – Print Ad Campaign \$250,000+ (2012)

## GLOBAL ACE Awards

- 1<sup>st</sup> Place PR (2011)
- 3<sup>rd</sup> Place advertising campaign Abe Lincoln Ad – 2014

## B2 Awards ([www.marketing.org](http://www.marketing.org))

- Best of Category – Packaging (paper ream covers)
- Awards of Excellence – Paper Because Brochure, Paper Because 4/C, 1/2 or less print ads
- 2012 Award of Excellence – Print Advertising Single Page (Parking Lot)
- 2012 Best of Category – Video Production Under 2:00 (Really, Really Short Films – Office, Black Market, Ration, Elevator, Cloud)
- 2013 Best of Category – Print Advertising
- 2014 Award of Excellence – Public Relations (Paper Hotspot)
- 2014 Award of Excellence – Video Production under 2:00 (Bridal Shower)
- 2014 Award of Excellence – Video Production under 2:00 (Waiter)
- 2014 Award of Excellence – Video Production under 2:00 (Anniversary)
- 2016 First Place – Corporate Identity Program, Brand Standards/Guidelines, Corporate Logo, Corporate Tagline (Elements Magazine)

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## **AICE Awards ([www.aice.org](http://www.aice.org))**

- Best of Dallas – Paper Because Videos

## **PICA Awards ([www.picanet.org](http://www.picanet.org))**

- Best of Category – Paper Because Press Kit

## **BtoB Awards**

- 2013 Best – Top Creative Non-traditional

## **ADDITIONAL**

- PR News 2016 CSR Awards: Sustainability/CSR Report
- PR Daily's 2015 Corporate Social Responsibility Awards – Sustainability Report – Honorable mention
- 2014 Pulp & Paper International (RISI): Environmental Strategy of Year
- 2014 Pulp & Paper International (RISI): Brining Paper to Life – Innovative Printing & Writing Campaign of the Year – Paper Fun Truck
- Pulp & Paper International 2011 winner: Promotional Campaign of the Year with an Environmental Message.”
- National Association of Major Mail Users Environmental Award for Industry Leadership and Best Management Practices.
- The Graphic Arts Show Company “Positively Print” Award.
- Pulp & Paper International 2010 CEO of the Year Award
- RISI 2010 North American CEO of the Year
- South Carolina 2011 Silver Crescent Award for Manufacturing Excellence.
- Tennessee Governor's 2011 Award for Environmental Excellence.
- Corporate Knights Magazine named Domtar one of the Top 3 Corporate Citizens in Canada.
- Charlotte Business Journal Sustainable Company of the Year Finalist