



**ACCESS BARRIE
MEMORANDUM**

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TO: MAYOR, J. LEHMAN AND MEMBERS OF COUNCIL

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

NOTED: M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RE: MARKETING AND COMMUNICATIONS AWARDS

DATE: DECEMBER 6, 2021

The purpose of this Memorandum is to inform members of Council of the recent MarCom Awards the City of Barrie received this year.

MarCom Awards recognize the outstanding achievements by creative professionals involved in the concept, direction, design, and production of marketing and communication materials and programs. Entries come from corporate marketing and communication departments, advertising agencies, public relations firms, design shops, production companies, and freelancers. Since its inception in 2004, MarCom has evolved into one of the largest, most-respected creative competitions in the world.

MarCom is administered by the Association of Marketing and Communication Professionals (AMCP). The international organization, founded in 1995, consists of several thousand marketing, communication, advertising, public relations, digital, and web professionals.

The 2021 MarCom Awards recognized the City of Barrie with three awards:

- The City's marketing and communications efforts in response to the COVID-19 global pandemic won the highest honours, **The Platinum Award in the Strategic Communications, Crisis Communications Plan or Response category**. Over the past 20 months, the City's Marketing and Communications Department was a community leader in executing unprecedented marketing campaigns, leveraging all available channels to amplify public health messaging and align with the province's Roadmap to Re-open;
- The City's marketing and communications response to the Barrie Tornado in July 2021 was awarded a **Gold Award in the Strategic Communications, Crisis Communications Plan or Response category**. When an F2 tornado touched down in the south end of Barrie on July 16, 2021, the Access Barrie Team immediately went into crisis communication mode with a focus on getting critical information out to the public as quickly as possible. The event attracted national media attention for over a week; and during that time, the City provided timely and accurate information to the public through media releases, social media, barrie.ca, signs in the affected areas, and information sheets that were hand delivered to impacted residents; and
- The City's Official Plan engagement video was given an **Honourable Mention in the Video, Government category**. This initiative was part of the broader Official Plan Communications Plan and was developed in partnership with Development Services to



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encourage and inspire residents to get involved with the Official Plan process by providing feedback on the Draft Plan.

With over 6,000 print and digital entries submitted from dozens of countries in the 2021 MarCom Awards, we were honoured to be recognized.

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