



## Committee Report

**To:** Warden Mitch Twolan  
Members of the Planning and Development Committee

**From:** Kara Van Myall  
Director of Planning and Development

**Date:** November 19, 2020

**Re:** Bruce County wins three Hermes Creative Awards

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### Staff Recommendation:

The “Bruce County wins three Hermes Creative Awards” report is for information.

### Background:

Hermes Creative Awards is one of the oldest and largest creative competitions in the world, recognizing the best of the best in creative. This competition evaluates the creative industry’s best publications, branding collateral, websites, videos, advertising, marketing, and communication programs. Judges are industry professionals from the Association of Marketing and Communications Professionals (AMCP) and look for talent which exceeds a high standard of excellence and serves as a benchmark for the industry. The winners of these awards range in size from individuals to businesses to media conglomerates to Fortune 500 companies.

### Summary:

Bruce County has won three prestigious Hermes Creative Awards ([www.hermesawards.com](http://www.hermesawards.com)) for the year 2020 (Appendix A). The awards were applied in the “Video” category. This was the first time Bruce County entered the competition, competing against 6,000 entries from across the world. Entries receiving scores between 90-100 points (out of 100) are Platinum Winners and entries with 80-89 points are Gold Winners.

Bruce County won the awards for the following videos:

- **Platinum Award** for Bruce County Welcome Home video ([www.youtube.com/watch?v=g9f6qHC-0Xo](http://www.youtube.com/watch?v=g9f6qHC-0Xo))
- **Gold Award** for Grassroots Farm: Choosing to Call Bruce County Home video ([www.youtube.com/watch?v=spyw4mpKd4A](http://www.youtube.com/watch?v=spyw4mpKd4A))
- **Gold Award** for Bruce Peninsula EcoAdventures: Choosing to Call Bruce County Home video ([www.youtube.com/watch?v=Ej8GYoktdRU](http://www.youtube.com/watch?v=Ej8GYoktdRU))

These videos highlight Bruce County's innovative entrepreneurs in energy, agriculture, and sustainable tourism, among other sectors. These videos are strong examples of successful businesses in Bruce County.

The goals of the videos are to:

1. Guide entrepreneurs to explore life and work in the right Bruce County communities (that is, the community that provides them with the quality of life and business culture they are looking for);
2. Encourage prospective Bruce County entrepreneurs to talk to the current entrepreneurs (who they really want to talk to) about why Bruce County is a great place for business, enhancing business community collaboration;
3. Empower local entrepreneurs to tell their story and spread an initiation to other like-minded entrepreneurs;
4. Promote Bruce County as a place to live and do business (not just visit); and
5. Grow and strengthen Bruce County's business communities in line with the communities' Business to Bruce Recruitment Strategies.

Bruce County worked with Astrodog Media on all these videos in 2019 and are thrilled to have them recognized on a prestigious and international stage.

#### **Financial/Staffing/Legal/IT Considerations:**

There are no financial, staffing, legal or IT considerations associated with this report.

#### **Interdepartmental Consultation:**

None

#### **Link to Strategic Goals and Elements:**

Goal #3 Fine creative new ways to engage our public

Goal #7 Stimulate and Reward Innovation and Economic Development

#### **Report Author:**

Manpreet Kaur Sangha, Economic Development Officer, Planning and Development

#### **Departmental Approval:**

Kara Van Myall

Director, Planning and Development

#### **Approved for Submission:**

Sandra Datars Bere

Chief Administrative Officer

## Appendix A: Hermes Creative Awards

