

ISSUE	AD CLOSING	MATERIAL CLOSE	STREET DATE	BONUS DISTRIBUTION	SPECIAL FEATURES
October	Aug 24	Aug 31	Sept 20	Cannes Reel Screening PROMO!	<p>Your Brand's Voice The advent of things like AI, IoT, VR and AR mean your brand has a more direct relationship with consumers that spans new dimensions – like conversations and immersive experiences. <i>Strategy</i> dives into the world of sound, and how that infuses all the new mission critical marketing touchpoints that are now wielding a bigger impact on consumer decision-making. Here's who stood out in Canada.</p> <p>Brands of the Year Building the alpha brand takes more than a few good campaigns (although, that helps). It's a long-term term play across the full go-to-market spectrum. <i>Strategy</i> identifies the brands that left the competition behind and chronicles how they made it to the top of their category.</p> <p>Top Media Director The big reveal. A convo with the media agency topper who aced new biz, new ventures and future-savvy leadership.</p> <p>Supplement: OOH AHH! As OOH adds more tech to its arsenal, what can be done – and how customized it can be – continues to turn heads. Here's what the major players in Canada have been up to lately, and what's possible next.</p>
November/ December	Sept 27	Oct 4	Nov 10	AOY MIAs	<p>Strategy's Agency of the Year Making the coveted AOY shortlist means you are one of Canada's top Creative, Media, Digital, PR or Design shops. Winning means you have the most impressive body of work in your field. A year-end round-up of the best campaigns and the agencies behind them.</p> <p>Strategy Awards A curation of Canada's best laid plans. Developed in association with the Account Planning Group of Canada, the Strategy Awards recognize the killer insights and ideas that position brands for success, and reveal who had the savviest strategy.</p> <p>Programmatic Landscape Charting the changing world of all things programmatic. Who does what, and in which medium?</p>
Media Innovation Awards Annual - December 2017	Nov 2	Nov 9	Dec 11		<p>The MIAs Annual Keeper guide to the best Media thinking of the year. Mini-cases of MIAs-winning work, spanning clever ideas, savvy targeting and innovative medium use across categories and platforms.</p>
January/February 2018	Nov 28	Dec 5	Jan 2	Ad Week	<p>Marketers of the Year <i>Strategy</i> identifies the marketers who took risks and made a splash with bold new ideas. The overall Marketer of the Year is . . . determined by peer voting.</p> <p>Strategy's Annual Canadian Marketing Survey From budget and spend trends to what motivates and challenges Canada's marketers, <i>strategy</i> tabulates the shifts in activity and attitude.</p> <p>Agency Network Tree Trace your agency's ancestry in the really big tree.</p> <p>Mid-season TV What's clicking? A look at where viewership is heading – who's stealing share and what's the next big hit.</p> <p>Supplement: The Indies List Who's up to what in Canada's independent agency arena? Made-in-Canada models explored: creative offerings and market-unique services at Canada's indie creative, media, design and PR shops.</p>

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March 2018	Jan 25	Feb 1	Feb 23	CASSIES	<p>Creative Report Card Who's the winningest agencies and brands in Canada? We crunch the trophy numbers to see whose ideas mattered most on the global, national and regional awards show front to reveal the top advertiser, agency planners and creatives. Online, dive deeper into the annual ranking benchmark for news on the top talent and companies compiled in the Creative Report Card database.</p> <p>The CASSIES The CASSIES is Canada's results-driven advertising benchmark, so <i>strategy</i> shares those results – in the most effective case study digest in the country.</p>
April 2018	Feb 20	Feb 27	Mar 29	AToMiCon CMDC	<p>AToMiC Awards As advertising, tech and entertainment intersect, new brand dimensions are forming. AToMiC curates the boundary-pushing work – from the realm of ad, digital and media agencies, as well as producers, game developers, networks and media companies.</p> <p>Brand Content Content is now a key marcom strategy, so <i>strategy</i> dives in to see who's got compelling long-term story arcs and which brands are breaking new ground.</p> <p>Next Big Things <i>Strategy</i> explores AI, IoT, AR & VR to see what's working and what's next in the tech brandscape.</p>
May / June	Mar 20	May 27	Apr 25	Shopper Marketing Forum Shopper Innovation Awards Marketing Awards Ad Tech	<p>Retail Reinvention Brands are upping their tech, data, loyalty, delivery and mobile game. <i>Strategy</i> assesses Canada's competitive shopper marketing scene to see which brands have achieved frictionless retail and are clicking with consumers.</p> <p>Shopper Innovation Awards Brands, retailers and agencies are collaborating on more complex, personalized and engaging programs. The SIA cases are a compilation of who did it best - Canada's winning shopper marketing and retail innovation ideas.</p> <p>Supplement: The Agency A-List A deep dive into the new offerings, winning strategies and work at Canada's most awarded creative, media, digital and PR shops.</p>
Marketing Awards Annual June 2018	May 10	May 17	June 1		<p>Marketing Annual Keeper guide to the best Canadian creative of the year. Mini-cases of the winning work from the Design, Multicultural and main Marketing Awards competition.</p>
Summer 2018 (July/August)	May 31	Jun 7	Jun 28		<p>Fall TV The new shows, the new viewing trends, plus insider picks and pans. <i>Strategy</i> delivers the first analysis of the new programming grid and puts the nets' strategies into context.</p> <p>Data It's the new grail. <i>Strategy</i> looks beyond the hype to find brands that are using data in interesting and impactful ways. Big (or small).</p>