

MEDIA RELEASE
For Immediate Release

Carlton Trail College and Homefield Honoured With Prestigious MarCom Award
Joint marketing efforts result in international recognition

January 26, 2023 – Carlton Trail College and Homefield received a 2022 Gold MarCom Award for outstanding achievement in marketing and communications work. The organizations received a Gold award in the *Digital Media - Social Media Branding* category for work done on Carlton Trail College’s “Your Future Awaits” campaign. The MarCom Awards is an international competition for marketing and communication professionals.

“We’re always looking for ways to advance what we do,” said Amy Yeager, Carlton Trail College President & CEO. “We deeply appreciate the work of both teams for their efforts that have resulted in our messaging being acknowledged with an esteemed MarCom award.”

The “Your Future Awaits” digital campaign was designed as a strategic means to raise awareness of trades training opportunities available at Carlton Trail College, as well as encourage program applications and brand recognition. Homefield’s creative and digital marketing team, including Monique Basset, Chelsea Pitre and Chad Roberge, worked with Carlton Trail’s marketing staff to integrate branding elements of the College to produce the award-winning digital advertisements.

“We’re excited to be recognized with a MarCom award alongside Carlton Trail College,” said Brian Kusch, General Manager of Golden West/Homefield (Humboldt). “Together with our clients, it’s rewarding to see the work of both teams acknowledged at an international level.”

MarCom is administered by the Association of Marketing and Communication Professionals (AMCP).

About MarCom Awards

The MarCom Awards honors excellence in marketing and communication while recognizing the creativity, hard work and generosity of industry professionals. Since its inception in 2004, MarCom has evolved into one of the largest, most-respected creative competitions in the world. marcomawards.com

About Carlton Trail College

Established in 1973, Carlton Trail College combines in-depth, applied learning to provide post-secondary education and skills training, academic upgrading and essential skills courses, English Language Training and industry and workforce development opportunities to individuals, businesses and organizations across east-central Saskatchewan. carltontrailcollege.com

About Golden West/Homefield

Part of Golden West Broadcasting’s family of companies, Homefield is a full-service marketing agency, serving local businesses and organizations since 2019. myhomefield.ca



HOMEFIELD

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