



NEWS RELEASE

For Immediate Release

The Advertising & Design Club of Canada recognizes outstanding Canadian talent at its 66th annual awards show *Directions*.

This year there are **28** Gold winners, as selected by a panel of International Judges.

TORONTO, ON (November 20, 2015) – The Advertising & Design Club of Canada hosted its 66th annual awards show *Directions* last night. **381** awards were given out for exceptional work in advertising, graphic design, editorial & book design, and interactive during the event in Koerner Hall at the TELUS Centre for Performance and Learning. These celebrated awards are designed to encourage and promote the highest professional standards and are among the most widely recognized for excellence in Canada’s creative community.

The ADCC’s prestigious **Scarlet Letter Awards** are presented to Agency of the Year, Design Studio of the Year, Interactive Agency of the Year, and Production Company of the Year. These awards recognize the collective achievement of a company.

This year, the **Scarlet Letter** awards were given to:

- GREY Canada – Agency of the Year;
- Leo Burnett, Toronto – Design Studio of the Year;
- Rethink – Interactive Agency of the Year;
- OPC – Production Company of the Year.

Burton Kramer, established Graphic Designer, took home the **Les Usherwood Award** in acknowledgment of his talent, body of work, and inspiration to others. This lifetime achievement award recognizes someone who has devoted his or her career to the craft and has contributed to the quality of Canadian creative.

In **Advertising**, Gold was awarded to:

- Rethink in *Experiential, Single* for their entry “Get Wet for Free” for Splashdown Waterpark.

In the **Media Innovation** category, Gold went to:

- Rethink in *Media Innovation* for their entry “Uber Safe” for Uber Canada.

In the **Promo** category, Gold went to:

- Sid Lee in *Promo* for their entry “Ready for Winter” for Mark’s.

In **Interactive**, Gold went to:

- GREY in the *Digital Integrated Campaign and Non-Profit/Public Service Campaign* category for their entry “Groceries Not Guns” for Moms Demand Action for Gun Sense in America;
- Rethink in the *Digital Installation, and Innovative Use of Technology* category for their entry “Uber Safe” for Uber Canada;



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- Blammo in the *Mobile* category for “The Orville Project” for Con Agra Foods;
- Jam3 in the *Design* category for the “Music Selfie Experiment” for the Lincoln Motor Company;
- Leo Burnett, Toronto in the *Online Video, Single* category for “#LikeAGirl” for Always;
- Anomaly in the *Online Video, Series* category for “It Speaks for Itself” for Shock Top Brewing Co.;
- Jam3 in the *Website (Overall)* category for “Seven Deadly Digital Sins” for the National Film Board and the Guardian.

In **Graphic Design**, Gold went to:

- Rethink in the *Stationery* Category for “Dressew Business Cards” for Dressew;
- TBWA\Toronto in the *Complete Corporate Identity Program* for their client “Accessible Media Inc.”;
- Leo Burnett, Toronto in the *Complete Design Program* for “House-Maison Rebrand” for House-Maison;
- Leo Burnett, Toronto in the *Posters, Single, Campaign* category for their entry “FUZE Goes (BANG!)” for Fuze Reps;
- Worship Inc. in the *Motion Graphics* category for their entry “FITC Tokyo 2015 Main Titles” for FITC.

In the **Michael O’Reilly Best Copywriting** category, Gold went to:

- BBDO Toronto in the *Best Copywriting Digital* for their entry “Price of Progress” for Prince Edward County.

In the **Broadcast and Integrated Campaign** category, Gold went to:

- RMW Music in the *Radio Sound Design & Music*, for their entry “KY Radio” for agency DDB Canada and client Johnson and Johnson;
- GREY in *Radio Public Service, Campaign* for their entry “Calling all Kroger Stores” for Moms Demand Action for Gun Sense in America;
- GREY in the *Advertising Integrated Campaign*, for their entry “Groceries Not Guns” for Moms Demand Action for Gun Sense in America;
- john st. in *TV Single, 60 Seconds or More, TV Single, Low Budget, and TV Public Service, Single* for “Kids Read Mean Tweets” for Canadian Safe Schools;
- Tribal Worldwide in *Direction*, for their entry “Dadhood” for General Mills;
- Rooster Post Production in *Editing* for their entry “Invade” for agency FCB Toronto and client The Ontario Tourism Marketing Partnership Corporation (OTMPC).

In the **ADCC Student Competition**, Gold was awarded to:

- Andrew Chhour, Jordan Darnbrough and Jacob Pacey from Humber College in *Advertising* for their entry “ParticipACTION – Repackaging Play”;
- Raymond Lanctot from Université du Québec à Montréal in *Graphic Design* for his entry “Aubépine” – Type Design”.



The Advertising & Design Club of Canada

About The ADCC

The Advertising & Design Club of Canada (ADCC), founded in 1948, is a non-profit, non-political group dedicated to encouraging excellence in Canadian advertising and design. The Club's overall goals are simply these: to inspire creativity, to provide a forum for the exchange of ideas, to forge a sense of community and integrity among advertising and design professionals. The ADCC runs an annual national awards program and the Directions 2015 annual show.

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