



Directions 2015 - Winners List

Company	Entry Title	Award	Category	Subcategory	Client
Anomaly	The Gentleman's Wager	Silver	Interactive Video	Branded Content	Diageo
Anomaly	KD Fun Shop: Where You Pay With Fun	Merit	Interactive Advertising	Branded Games	Kraft Canada Inc.
Anomaly	It Speaks For Itself	Gold	Interactive Video	Online Video, Series	Shock Top Brewing Co.
Anomaly	6 Pack	Silver	Interactive Video	Online Video, Single	Shock Top Brewing Co.
Anomaly	Mural	Silver	Interactive Video	Online Video, Single	Shock Top Brewing Co.
Anomaly	Tap	Silver	Interactive Video	Online Video, Single	Shock Top Brewing Co.
Art & Mechanical	Souls of Sin (SOS)	Merit	Graphic Design	Graphic Design Self-Promotion	Art & Mechanical
Art & Mechanical	Souls of Sin (SOS)	Merit	Interactive Miscellaneous	Digital Self-Promotion	Art & Mechanical
BBDO Toronto	Coffee Mug	Merit	Advertising Broadcast	Radio Single, 1-30 Seconds	Mars Canada
BBDO Toronto	Dust Bunny	Merit	Advertising Broadcast	Radio Single, 1-30 Seconds	Mars Canada
BBDO Toronto	Hunger Scale	Merit	Advertising	Advertising Posters, Campaign	Mars Canada
BBDO Toronto	Hunger Scale	Merit	Advertising	Newspaper Ad, Campaign	Mars Canada
BBDO Toronto	Indoor Hunt	Merit	Advertising Broadcast	Radio Campaign	Mars Canada
BBDO Toronto	Piercing	Merit	Advertising	Advertising Posters, Single	Mars Canada
BBDO Toronto	Piercing	Merit	Advertising	Advertising Transit, Single	Mars Canada
BBDO Toronto	Tattoo	Merit	Advertising	Advertising Posters, Single	Mars Canada
BBDO Toronto	Toe	Merit	Advertising Broadcast	Radio Single, 1-30 Seconds	Mars Canada
BBDO Toronto	Hunger Scale	Silver	Advertising	Advertising Transit, Campaign	Mars Canada
BBDO Toronto	Piercing	Silver	Advertising	Newspaper Ad, Single	Mars Canada
BBDO Toronto	The Mercedes-AMG GT Speed Experience	Merit	Interactive Miscellaneous	Innovative Use of Technology	Mercedes-Benz Canada
BBDO Toronto	The Doritos Ketchup Hold Out	Merit	Interactive Advertising	Branded Games	PepsiCo Foods Canada
BBDO Toronto	The Doritos Ketchup Hold Out	Merit	Promo	Promo	PepsiCo Foods Canada
BBDO Toronto	Price of Progress	Gold	The Michael O'Reilly Best Copywriting Award	The Michael O'Reilly Best Copywriting Award - Digital	Prince Edward County
BBDO Toronto	Struck by a Rainbow	Merit	Interactive Video	Online Video, Single	Wrigley Canada
BBDO Toronto	Struck by a Rainbow	Silver	The Michael O'Reilly Best Copywriting Award	The Michael O'Reilly Best Copywriting Award - Digital	Wrigley Canada
Bensimon Byrne	F-Up Insurance	Silver	The Michael O'Reilly Best Copywriting Award	The Michael O'Reilly Best Copywriting Award - Digital	Carnivore Club
Bensimon Byrne	The Smarties Shout Out	Merit	Interactive Advertising	Design	Nestlé Smarties
Bensimon Byrne	The Smarties Shout Out	Merit	Interactive Advertising	Social Media	Nestlé Smarties



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Bensimon Byrne	Scotiabank - Financially New & Improved "Spy"	Merit	The Michael O'Reilly Best Copywriting Award	The Michael O'Reilly Best Copywriting Award - Digital	Scotiabank
Blammo	The Orville Projector	Gold	Interactive Advertising	Mobile	Con Agra Foods
Blok Design	Lucky 21	Merit	Graphic Design	Complete Corporate Identity Program	Lucky 21
Calder Bateman	Thanks Alcohol	Merit	Advertising Broadcast	Radio Campaign	Alberta Gaming & Liquor Commission
Chris J. Duchaine	Writer's Business Card	Merit	Graphic Design	Stationery	Adam Charles Kent
Concrete Design Communications	Keilhauer and EOOS 15 Years	Merit	Graphic Design	Catalogues	Keilhauer
Cossette	Undercover AdWords	Merit	Interactive Advertising	Display & Banner Ads	Children of the Street Society
Cossette	Adoption	Merit	Interactive Video	Online Video, Single	General Mills Canada
Cossette	The Cheerios Effect	Merit	Interactive Advertising	Digital Integrated Campaign	General Mills Canada
Cossette	The Cheerios Effect	Merit	Interactive Video	Online Video, Series	General Mills Canada
Cossette	Future View	Silver	Interactive Miscellaneous	Education & Information	Royal Roads University
Cossette	Wildfire	Merit	Advertising	Advertising Miscellaneous	Wildfire
Cundari	M4 Ultimate Racetrack	Silver	Advertising Broadcast	Special Effects	BMW Group Canada
Cundari	In Her Shoes	Merit	Advertising Broadcast	Cinematography	CIBC RFTC
Cundari	In Her Shoes	Merit	Advertising Broadcast	Direction	CIBC RFTC
Cundari	In Her Shoes	Merit	Advertising Broadcast	TV Single, 60 Seconds or More	CIBC RFTC
Cundari	In Her Shoes	Silver	Advertising Broadcast	Editing	CIBC RFTC
Cundari	Kickstopper.ca	Merit	Interactive Advertising	Product or Service Promotion	Cundari
Cundari	Kickstopper.ca	Merit	Interactive Miscellaneous	Non-Profit/Public Service	Cundari
Cundari	First Date	Merit	Advertising Broadcast	Cinematography	Moose Knuckles
Cundari	Searching For Don	Merit	Advertising Broadcast	Cinema, Single	Tilley Endurables
Cundari	Searching For Don	Silver	Advertising Broadcast	Original Music	Tilley Endurables
DDB Canada	Dadhood	Gold	Advertising Broadcast	Direction	General Mills
DDB Canada	Dadhood	Merit	Interactive Video	Online Video, Single	General Mills
DDB Canada	Junkface	Merit	Interactive Video	Online Video, Single	Johnson & Johnson
DDB Canada	stopjunkface	Merit	Interactive Advertising	Product or Service Promotion	Johnson & Johnson
DDB Canada	Man Boobs	Silver	Advertising Broadcast	Radio Single, Over 30 Seconds	Johnson & Johnson
DDB Canada	Sweaty Pitts	Silver	Advertising Broadcast	Radio Single, Over 30 Seconds	Johnson & Johnson
DDB Canada	Warm Up To Love Again	Silver	Advertising Broadcast	Radio Campaign	Johnson & Johnson
DDB Canada	Fry Defender	Silver	Interactive Advertising	Mobile	McDonald's Canada



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DDB Canada	Fry Defender	Silver	Interactive Advertising	Product or Service Promotion	McDonald's Canada
DDB Canada	Airport	Merit	Advertising Broadcast	TV Single, 30 Seconds	Netflix
DDB Canada	Ghostbusters / Fargo / Life of Pi	Merit	Advertising	Consumer Magazine Ad, Campaign	Netflix
DDB Canada	Life of Pi	Merit	Advertising	Advertising Illustration	Netflix
DDB Canada	House of Cards / Arrested Deve	Silver	Advertising	Advertising Posters, Campaign	Netflix
DDB Canada	House of Cards / Orange is the	Silver	Advertising	Advertising Illustration	Netflix
DDB Canada	Orange is the New Black	Silver	Advertising	Advertising Posters, Single	Netflix
DDB Canada	Rain Gear / Upside Down / Cush	Merit	Advertising Broadcast	TV Campaign	Strategic Milk Alliance
DDB Canada	Prom Night	Silver	Advertising Broadcast	TV Single, 30 Seconds	Volkswagen Canada
DDB Canada	Prom Night	Silver	Advertising Broadcast	TV Single, 60 Seconds or More	Volkswagen Canada
ds+p	1991	Merit	Advertising Broadcast	TV Single, 30 Seconds	Dulux
ds+p	Wildhood	Merit	Advertising Broadcast	TV Single, 30 Seconds	Go RVing Canada
ds+p	Wildhood	Merit	Interactive Video	Online Video, Single	Go RVing Canada
ds+p	Padrino	Merit	Advertising Broadcast	TV Single, Low Budget (\$50,000 or Less)	Mucho Burrito
Faith	fshnunlimited (f.u.) magazine	Merit	Editorial & Book Design	Entire Magazine Issue	fshnunlimited
Faith	Lust / The Deep / Raze / Aura (Silver	Editorial & Book Design	Editorial Typography	fshnunlimited (f.u.) magazine
Faith	Directions 2015: The Good, The	Merit	Graphic Design	Posters, Single or Campaign	The Advertising & Design Club of Canada
Faith	Directions 2015: The Good, The	Merit	Graphic Design	Typographic Design	The Advertising & Design Club of Canada
FCB Toronto	Invade	Merit	Advertising Broadcast	Direction	Ontario Tourism Marketing Partnership Corporation
FCB Toronto	Invade	Silver	Advertising Broadcast	Cinematography	Ontario Tourism Marketing Partnership Corporation
FCB Toronto	Nobody's Memories	Merit	Interactive Video	Online Video, Single	PFLAG
Geometry Global	Do Vampires Get Their Periods?	Merit	Interactive Video	Branded Content	Kimberly-Clark
Geometry Global	Do Vampires Get Their Periods?	Merit	Interactive Video	Online Video, Series	Kimberly-Clark
Grayson Matthews	Invade	Silver	Advertising Broadcast	Sound Design	Ontario Tourism Marketing Partnership Corporation
GREY	SleepWise	Merit	Interactive Advertising	Mobile	GSK
GREY	SleepWise	Merit	Media Innovation	Media Innovation	GSK



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Company	Entry Title	Award	Category	Subcategory	Client
GREY	Calling All Kroger Stores	Gold	Advertising Broadcast	Radio Public Service, Campaign	Moms Demand Action for Gun Sense in America
GREY	Groceries Not Guns	Gold	Advertising Integrated	Advertising Integrated Campaign	Moms Demand Action for Gun Sense in America
GREY	Groceries Not Guns	Gold	Interactive Advertising	Digital Integrated Campaign	Moms Demand Action for Gun Sense in America
GREY	Groceries Not Guns	Gold	Interactive Miscellaneous	Non-Profit/Public Service	Moms Demand Action for Gun Sense in America
GREY	Ice Cream	Merit	Advertising	Advertising Photography, Single	Moms Demand Action for Gun Sense in America
GREY	Ice Cream	Merit	Advertising	Public Service Ad, Single	Moms Demand Action for Gun Sense in America
GREY	Lockdown	Merit	Advertising Broadcast	TV Public Service, Single	Moms Demand Action for Gun Sense in America
GREY	Lockdown	Merit	Advertising Broadcast	TV Single, Low Budget (\$50,000 or Less)	Moms Demand Action for Gun Sense in America
GREY	Scooter	Merit	Advertising Broadcast	Radio Public Service, Single	Moms Demand Action for Gun Sense in America
GREY	Skateboard	Merit	Advertising	Advertising Photography, Single	Moms Demand Action for Gun Sense in America
GREY	Super Soaker	Merit	Advertising Broadcast	Radio Public Service, Single	Moms Demand Action for Gun Sense in America
GREY	Not Allowed	Silver	Advertising Broadcast	TV Public Service, Single	Moms Demand Action for Gun Sense in America
GREY	Not Allowed	Silver	Advertising Broadcast	TV Single, Low Budget (\$50,000 or Less)	Moms Demand Action for Gun Sense in America
GREY	Not Allowed / Lockdown	Silver	Advertising Broadcast	TV Public Service, Campaign	Moms Demand Action for Gun Sense in America
GREY	Poodle	Silver	Advertising Broadcast	Radio Public Service, Single	Moms Demand Action for Gun Sense in America
GREY	Shirtless	Silver	Advertising	Advertising Photography, Single	Moms Demand Action for Gun Sense in America
GREY	Shirtless	Silver	Advertising	Public Service Ad, Single	Moms Demand Action for Gun Sense in America



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GREY	Skateboard	Silver	Advertising	Public Service Ad, Single	Moms Demand Action for Gun Sense in America
GREY	Which One	Silver	Advertising	Advertising Photography, Campaign	Moms Demand Action for Gun Sense in America
GREY	Which One	Silver	Advertising	Public Service Ad, Campaign	Moms Demand Action for Gun Sense in America
GREY	6 Billion Hours	Merit	Media Innovation	Media Innovation	Volvo
GREY	6 Billion Hours	Silver	Interactive Advertising	Display & Banner Ads	Volvo
Grip Limited	Green Car of the Year	Merit	Advertising	Newspaper Ad, Single	Honda Canada
Grip Limited	Mission: Peak Brew	Merit	Interactive Video	Online Video, Series	Labatt Breweries of Canada
Grip Limited	Puppy Swap	Merit	Advertising Broadcast	TV Public Service, Single	Toronto Humane Society
Grip Limited	Puppy Swap	Merit	Interactive Advertising	Digital Integrated Campaign	Toronto Humane Society
Grip Limited	Puppy Swap	Merit	Interactive Miscellaneous	Education & Information	Toronto Humane Society
Grip Limited	Puppy Swap	Silver	Advertising Broadcast	TV Single, 60 Seconds or More	Toronto Humane Society
Grip Limited	Puppy Swap	Silver	Advertising Integrated	Advertising Integrated Campaign	Toronto Humane Society
Grip Limited	Puppy Swap	Silver	Interactive Miscellaneous	Non-Profit/Public Service	Toronto Humane Society
Grip Limited	Puppy Swap	Silver	Interactive Video	Online Video, Single	Toronto Humane Society
Head Gear Animation	Nestlé Good Start "A World of F	Silver	Advertising Broadcast	Animation	Nestlé
Instil Productions	Baffin - Boiling, Frying Roasting	Merit	Advertising	Advertising Photography, Campaign	Baffin Boots
Instil Productions	Baffin - Frying	Merit	Advertising	Advertising Photography, Single	Baffin Boots
Instil Productions	Baffin - Roasting	Merit	Advertising	Advertising Photography, Single	Baffin Boots
Instil Productions	Crimestoppers - Green Guy	Merit	Advertising	Advertising Photography, Campaign	Toronto Crimestoppers
Instil Productions	Crimestoppers - Green Guy	Merit	Advertising	Advertising Photography, Single	Toronto Crimestoppers
J. Walter Thompson Canada	Gift of Home	Merit	Advertising	Experiential, Single	Air Canada
J. Walter Thompson Canada	Canadian Film Fest - Cops	Merit	Advertising Broadcast	Radio Single, Over 30 Seconds	Canadian Film Fest
J. Walter Thompson Canada	Canadian Film Fest - RomCom	Merit	Advertising Broadcast	Radio Single, Over 30 Seconds	Canadian Film Fest
J. Walter Thompson Canada	Canadian Film Fest - RomCom	Merit	The Michael O'Reilly Best Copywriting Award	The Michael O'Reilly Best Copywriting Award - Radio	Canadian Film Fest
J. Walter Thompson Canada	Canadian Film Fest - Slasher	Merit	The Michael O'Reilly Best Copywriting Award	The Michael O'Reilly Best Copywriting Award - Radio	Canadian Film Fest



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J. Walter Thompson Canada	CFF Academy of the Cliche	Merit	Advertising Broadcast	Cinema, Single	Canadian Film Fest
J. Walter Thompson Canada	Canadian Film Fest	Silver	Advertising Broadcast	Radio Campaign	Canadian Film Fest
J. Walter Thompson Canada	Canadian Film Fest	Silver	The Michael O'Reilly Best Copywriting Award	The Michael O'Reilly Best Copywriting Award - Radio	Canadian Film Fest
J. Walter Thompson Canada	Canadian Film Fest - Slasher	Silver	Advertising Broadcast	Radio Single, Over 30 Seconds	Canadian Film Fest
J. Walter Thompson Canada	Better Tomorrows Campaign	Merit	Media Innovation	Media Innovation	SickKids
J. Walter Thompson Canada	Better Tomorrows Campaign	Silver	Advertising Integrated	Advertising Integrated Campaign	SickKids
J. Walter Thompson Canada	The Bessies - In Recognition of	Merit	Interactive Video	Online Video, Series	The Bessies
J. Walter Thompson Canada	Calling All Details	Merit	The Michael O'Reilly Best Copywriting Award	The Michael O'Reilly Best Copywriting Award - Radio	Tim Hortons
J. Walter Thompson Canada	Dark Roast Campaign	Merit	Advertising Integrated	Advertising Integrated Campaign	Tim Hortons
J. Walter Thompson Canada	Calling All Details	Silver	Advertising Broadcast	Radio Single, 1-30 Seconds	Tim Hortons
J. Walter Thompson Canada	Raise The Pride	Merit	Interactive Advertising	Social Media	Toronto PFLAG
J. Walter Thompson Canada	Raise The Pride	Merit	Interactive Miscellaneous	Innovative Use of Technology	Toronto PFLAG
J. Walter Thompson Canada	Raise The Pride	Merit	Interactive Miscellaneous	Non-Profit/Public Service	Toronto PFLAG
J. Walter Thompson Canada	Raise the Pride	Silver	Media Innovation	Media Innovation	Toronto PFLAG
Jam3	Jam3 Website	Silver	Interactive Design	Website Design & UI/Aesthetics	Jam3
Jam3	Jam3 Website	Silver	Interactive Miscellaneous	Digital Self-Promotion	Jam3
Jam3	The Music Selfie Experiment	Gold	Interactive Advertising	Design	Lincoln Motor Company
Jam3	The Music Selfie Experiment	Silver	Interactive Advertising	Mobile	Lincoln Motor Company
Jam3	Seven Digital Deadly Sins	Gold	Interactive Design	Website (Overall)	National Film Board, The Guardian



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Jam3	Seven Digital Deadly Sins	Merit	Interactive Design	Animation & Motion (in a website)	National Film Board, The Guardian
Jam3	Seven Digital Deadly Sins	Silver	Interactive Design	Website Design & UI/Aesthetics	National Film Board, The Guardian
john st.	Kids Read Mean Tweets	Gold	Advertising Broadcast	TV Public Service, Single	Canadian Safe Schools
john st.	Kids Read Mean Tweets	Gold	Advertising Broadcast	TV Single, 60 Seconds or More	Canadian Safe Schools
john st.	Kids Read Mean Tweets	Gold	Advertising Broadcast	TV Single, Low Budget (\$50,000 or Less)	Canadian Safe Schools
john st.	Kids Read Mean Tweets	Merit	Advertising Broadcast	Radio Public Service, Single	Canadian Safe Schools
john st.	Kids Read Mean Tweets	Merit	Advertising Broadcast	Radio Single, Over 30 Seconds	Canadian Safe Schools
john st.	Kids Read Mean Tweets	Merit	The Michael O'Reilly Best Copywriting Award	The Michael O'Reilly Best Copywriting Award - TV	Canadian Safe Schools
john st.	Kids Read Mean Tweets	Silver	Interactive Miscellaneous	Non-Profit/Public Service	Canadian Safe Schools
john st.	Kids Read Mean Tweets	Silver	Interactive Video	Online Video, Single	Canadian Safe Schools
john st.	Reactvertising	Merit	Interactive Miscellaneous	Digital Self-Promotion	john st
john st.	Discovery	Silver	Advertising Broadcast	TV Single, 60 Seconds or More	Loblaw Corporate Ltd
john st.	Streak Week	Merit	Interactive Advertising	Social Media	Stanfield's Ltd.
john st.	Surrogaid	Merit	Interactive Miscellaneous	Non-Profit/Public Service	War Child Canada
Juniper Park	Glass Railing	Merit	Advertising	Advertising Best Art Direction, Single	Adanac Glass
Juniper Park	Don't Let Them Disappear	Merit	Interactive Advertising	Social Media	IFEX
Juniper Park	Minimalist Can	Merit	Graphic Design	Posters, Single or Campaign	MillerCoors
Juniper Park	The Full Deck of Cards Poster	Merit	Graphic Design	Graphic Design Illustration	Toronto Bridge Club
Juniper Park	Toronto Bridge Club Design Sys	Merit	Graphic Design	Complete Corporate Identity Program	Toronto Bridge Club
Juniper Park	The Full Deck of Cards Poster	Silver	Graphic Design	Posters, Single or Campaign	Toronto Bridge Club
Juniper Park	#notokay Campaign	Merit	Advertising Integrated	Advertising Integrated Campaign	YWCA
Juniper Park	#notokay Radio Campaign	Merit	The Michael O'Reilly Best Copywriting Award	The Michael O'Reilly Best Copywriting Award - Radio	YWCA
Juniper Park	#notokay Campaign	Merit	Interactive Miscellaneous	Non-Profit/Public Service	YWCA
Juniper Park	#notokay Radio Campaign	Merit	Advertising Broadcast	Radio Public Service, Campaign	YWCA
Juniper Park	Not A Game	Merit	Advertising Broadcast	Radio Public Service, Single	YWCA
Juniper Park	That's No Joke	Merit	Advertising Broadcast	Radio Public Service, Single	YWCA
kbs+ Toronto	Blanket	Merit	Advertising	Advertising Posters, Single	World Vision
kbs+ Toronto	Blanket	Merit	Advertising	Public Service Ad, Single	World Vision
Leo Burnett, Toronto	#LikeAGirl	Gold	Interactive Video	Online Video, Single	Always



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Leo Burnett, Toronto	#LikeAGirl Superbowl Spot	Silver	Advertising Broadcast	TV Single, 60 Seconds or More	Always
Leo Burnett, Toronto	Eugenie	Merit	Advertising	Advertising Best Art Direction, Single	Bell Media/TSN
Leo Burnett, Toronto	Eugenie	Merit	Advertising	Out of Home Enhanced, Single	Bell Media/TSN
Leo Burnett, Toronto	Kings and Queens of the Court	Merit	Graphic Design	Typographic Design	Bell Media/TSN
Leo Burnett, Toronto	Kings and Queens of the Court	Merit	Promo	Promo	Bell Media/TSN
Leo Burnett, Toronto	Milos	Merit	Advertising	Advertising Best Art Direction, Single	Bell Media/TSN
Leo Burnett, Toronto	Milos	Merit	Advertising	Out of Home Enhanced, Single	Bell Media/TSN
Leo Burnett, Toronto	Serena	Merit	Advertising	Advertising Best Art Direction, Single	Bell Media/TSN
Leo Burnett, Toronto	Serena	Merit	Advertising	Out of Home Enhanced, Single	Bell Media/TSN
Leo Burnett, Toronto	Kings and Queens of the Court	Silver	Advertising	Advertising Illustration	Bell Media/TSN
Leo Burnett, Toronto	Kings and Queens of the Court	Silver	Advertising	Advertising Typography	Bell Media/TSN
Leo Burnett, Toronto	Kings and Queens of the Court	Silver	Graphic Design	Environmental Design (Signage, Exhibitions, Displays, etc.)	Bell Media/TSN
Leo Burnett, Toronto	Bulk Barn Logo	Merit	Graphic Design	Symbols and Logotypes	Bulk Barn
Leo Burnett, Toronto	Bulk Barn Rebrand	Merit	Graphic Design	Complete Design Program	Bulk Barn
Leo Burnett, Toronto	Giving Guys the Ultimate Bragg	Silver	Advertising	Direct Mail	Coors Light
Leo Burnett, Toronto	Enbridge Annual Reports and CS	Merit	Graphic Design	Annual Reports, Sustainability/CSR Reports	Enbridge Inc.
Leo Burnett, Toronto	Fuze Goes (BANG!)	Gold	Graphic Design	Posters, Single or Campaign	Fuze Reps
Leo Burnett, Toronto	A Self Promo That Goes BANG!	Merit	Graphic Design	Package Design	Fuze Reps
Leo Burnett, Toronto	House-Maison Rebrand	Gold	Graphic Design	Complete Design Program	House-Maison
Leo Burnett, Toronto	House-Maison Logo	Silver	Graphic Design	Symbols and Logotypes	House-Maison
Leo Burnett, Toronto	House-Maison Rebrand	Silver	Graphic Design	Complete Corporate Identity Program	House-Maison
Leo Burnett, Toronto	Inspiration Boxes	Merit	Graphic Design	Package Design	IKEA
Leo Burnett, Toronto	The Most Helpful Measuring Tap	Silver	Advertising	Direct Mail	IKEA
Leo Burnett, Toronto	The Most Helpful Measuring Tap	Silver	Graphic Design	Package Design	IKEA
Leo Burnett, Toronto	Christmas Wrapping Paper	Silver	Graphic Design	Graphic Design Self-Promotion	Leo Burnett
Leo Burnett, Toronto	#WhoWillYouHelp	Merit	Interactive Video	Online Video, Single	Ontario Women's Directorate
Leo Burnett, Toronto	Every Toque Goes a Long Way i	Merit	Advertising	Advertising Posters, Campaign	Raising the Roof
Leo Burnett, Toronto	Every Toque Goes a Long Way i	Merit	Graphic Design	Public Service Design (Government Agency or Non-Profit)	Raising the Roof
Leo Burnett, Toronto	Humans for Humans	Merit	Advertising	Advertising Posters, Campaign	Raising the Roof
Leo Burnett, Toronto	Humans for Humans	Merit	Advertising	Public Service Ad, Campaign	Raising the Roof



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Leo Burnett, Toronto	Humans for Humans	Merit	Advertising Broadcast	Direction	Raising the Roof
Leo Burnett, Toronto	Humans for Humans	Merit	Interactive Design	Website (Overall)	Raising the Roof
Leo Burnett, Toronto	Humans for Humans	Merit	Interactive Video	Online Video, Single	Raising the Roof
Leo Burnett, Toronto	Humans for Humans	Silver	Interactive Miscellaneous	Education & Information	Raising the Roof
Leo Burnett, Toronto	Humans for Humans	Silver	Interactive Miscellaneous	Non-Profit/Public Service	Raising the Roof
Leo Burnett, Toronto	#MakeTodayMatter	Merit	Interactive Video	Online Video, Single	TD Bank
Leo Burnett, Toronto	IOU	Silver	Graphic Design	Environmental Design (Signage, Exhibitions, Displays, etc.)	TD Bank
Ig2	Bell Let's Talk	Silver	Advertising Broadcast	TV Public Service, Campaign	Bell
Ig2	Controlled	Merit	Advertising Broadcast	Radio Single, 1-30 Seconds	Construction Dinamo
Ig2	A bit bitter	Silver	Advertising	Advertising Illustration	Farnham
Ig2	A bit bitter	Silver	Advertising	Advertising Posters, Campaign	Farnham
Ig2	A bit bitter	Silver	Advertising	Consumer Magazine Ad, Campaign	Farnham
Ig2	Fisherman	Silver	Advertising	Advertising Illustration	Farnham
Ig2	Fisherman	Silver	Advertising	Advertising Posters, Single	Farnham
Ig2	Soccer	Silver	Advertising	Advertising Illustration	Farnham
Ig2	Soccer	Silver	Advertising	Advertising Posters, Single	Farnham
Ig2	Soccer	Silver	Advertising	Consumer Magazine Ad, Single	Farnham
Ig2	Meditation	Merit	Advertising Broadcast	TV Single, 30 Seconds	Krispy Kernels
Ig2	Québec Cinéma	Silver	Advertising Broadcast	Cinema, Campaign	Québec Cinéma
Ig2	Make the poster appear	Merit	Advertising	Experiential, Single	Quebec City Magic Festival
Ig2	Make the poster appear	Merit	Promo	Promo	Quebec City Magic Festival
Ig2	Make the poster appear	Silver	Advertising	Print Enhanced, Single	Quebec City Magic Festival
Ig2	Reviveaphone	Merit	Interactive Video	Online Video, Single	Reviveaphone
Ig2	Gandhi	Merit	Advertising Broadcast	Radio Public Service, Single	Société de l'assurance automobile du Québec
Ig2	Messages	Merit	Advertising Broadcast	Radio Public Service, Campaign	Société de l'assurance automobile du Québec
Ig2	Messenger	Merit	Advertising Broadcast	TV Public Service, Single	Société de l'assurance automobile du Québec
Ig2	Mother	Merit	Advertising Broadcast	TV Public Service, Single	Société de l'assurance automobile du Québec
Ig2	Tied	Merit	Advertising Broadcast	TV Public Service, Single	Société de l'assurance automobile du Québec



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Ig2	Chair	Merit	Advertising Broadcast	TV Single, 15 Seconds or Less	The Capital Transit Network
Ig2	Leg	Merit	Advertising Broadcast	TV Single, 15 Seconds or Less	The Capital Transit Network
Ig2	The Bus	Merit	Advertising Broadcast	TV Campaign	The Capital Transit Network
Ig2 Toronto	Raccoon	Merit	The Michael O'Reilly Best Copywriting Award	The Michael O'Reilly Best Copywriting Award - Advertising Print	Nike Canada
Ig2 Toronto	Chin-Ups	Silver	Advertising	Advertising Billboard, Single	Nike Canada
Ig2boutique	Tous debout pour nos p'tits lour	Merit	Graphic Design	Posters, Single or Campaign	Communications Johanne Demers
Ig2boutique	Léon Courville Vigneron	Merit	Graphic Design	Typographic Design	Léon Courville Vigneron
Monnet Design	Monnet Design Holiday 2014	Merit	Graphic Design	Graphic Design Self-Promotion	Monnet Design
Monnet Design	National Magazine Awards 2015	Silver	Graphic Design	Public Service Design (Government Agency or Non-Profit)	National Magazine Awards
Ogilvy & Mather	The Signs of Stroke Experience	Silver	Interactive Miscellaneous	Non-Profit/Public Service	Heart and Stroke Foundation of Canada
Ogilvy & Mather	The Signs of Stroke Experience	Silver	Interactive Video	Interactive Video, Single	Heart and Stroke Foundation of Canada
Ogilvy & Mather	IBM Watson Reinvents Poutine	Merit	Interactive Miscellaneous	Innovative Use of Technology	IBM
Ogilvy & Mather	Health Care: The Musical	Merit	Advertising Broadcast	TV Single, 30 Seconds	MOHLTC
Ogilvy & Mather	The Warmest Tim Hortons in Ca	Silver	Advertising Broadcast	Cinematography	Tim Hortons
One Advertising	Dragster	Merit	Advertising Broadcast	TV Single, 15 Seconds or Less	H and R Block Canada
Proximity Canada	Dog GIF Party Maker	Silver	Interactive Advertising	Animation & Motion (in a website)	Mars Canada Inc.
Proximity Canada	Dog GIF Party Maker	Silver	Interactive Advertising	Product or Service Promotion	Mars Canada Inc.
Publicis Canada	WestJet Stories Above & Beyond	Silver	Interactive Video	Online Video, Single	WestJet
Ray	Susan	Merit	Advertising Broadcast	Radio Single, 1-30 Seconds	Nuderm
Rethink	Climb The Other Side Website	Merit	Interactive Design	Website (Overall)	Coors Altitude
Rethink	Dressew Business Cards	Gold	Graphic Design	Stationery	Dressew
Rethink	Here There Logo	Merit	Graphic Design	Symbols and Logotypes	Here There
Rethink	King Koin Launderette	Silver	Graphic Design	Complete Corporate Identity Program	King Koin Launderette
Rethink	King Koin Launderette Logo	Silver	Graphic Design	Symbols and Logotypes	King Koin Launderette
Rethink	Hockey Heaven	Merit	Interactive Advertising	Digital Integrated Campaign	Molson Canadian
Rethink	Hockey Heaven	Merit	Promo	Promo	Molson Canadian
Rethink	Hockey Heaven	Silver	Advertising	Experiential, Single	Molson Canadian
Rethink	The Beer Fridge - O Canada	Silver	Advertising	Experiential, Single	Molson Canadian
Rethink	The Beer Fridge - O Canada	Silver	Advertising	Out of Home Enhanced, Single	Molson Canadian



Directions 2015 - Winners List

Company	Entry Title	Award	Category	Subcategory	Client
Rethink	The Beer Fridge - O Canada	Silver	Interactive Advertising	Digital Installation	Molson Canadian
Rethink	The Beer Fridge - O Canada	Silver	Interactive Miscellaneous	Innovative Use of Technology	Molson Canadian
Rethink	The Beer Fridge - O Canada	Merit	Advertising Broadcast	TV Single, 60 Seconds or More	Molson Coors
Rethink	The Beer Moustache	Merit	Advertising	Experiential, Single	Rickard's
Rethink	Moment of Science - Liquid Nitro	Merit	Advertising Broadcast	TV Public Service, Campaign	Science World
Rethink	Get Wet For Free	Gold	Advertising	Experiential, Single	Splashdown Waterpark
Rethink	#realstudentproblems	Merit	Interactive Advertising	Social Media	Student Price Card
Rethink	Oil Spill Virtual Reality	Merit	Interactive Advertising	Digital Installation	The Dogwood Initiative
Rethink	Uber Safe	Gold	Interactive Advertising	Digital Installation	Uber
Rethink	Uber Safe	Gold	Interactive Miscellaneous	Innovative Use of Technology	Uber
Rethink	Uber Safe	Gold	Media Innovation	Media Innovation	Uber
Rethink	Uber Safe	Silver	Advertising	Experiential, Single	Uber
Rethink	Uber Safe	Silver	Advertising	Out of Home Enhanced, Single	Uber
Rethink	Uber Safe	Silver	Promo	Promo	Uber
Rethink	Fall 2014 Awareness Campaign	Merit	Advertising	Consumer Magazine Ad, Single	United MMA
RMW Music	K-Y Touch - Warm Up To Love A	Gold	Advertising Broadcast	Radio Sound Design & Music	Johnson & Johnson
Rooster Post Production	Invade	Gold	Advertising Broadcast	Editing	Ontario Tourism Marketing Partnership Corporation
Saatchi & Saatchi Canada	Baffin - Roasting	Merit	Advertising	Advertising Posters, Single	Baffin Boots
Saatchi & Saatchi Canada	The Gay Sweater - The Canadia	Merit	Interactive Video	Branded Content	The Canadian Centre for Gender & Sexual Diversity
Saatchi & Saatchi Canada	The Gay Sweater - The Canadia	Merit	Interactive Video	Online Video, Single	The Canadian Centre for Gender & Sexual Diversity
Saatchi & Saatchi Canada	The Gay Sweater - The Canadia	Merit	Promo	Promo	The Canadian Centre for Gender & Sexual Diversity
Saatchi & Saatchi Canada	Gay Sweater Letters - The Cana	Silver	Advertising	Advertising Typography	The Canadian Centre for Gender & Sexual Diversity
Saatchi & Saatchi Canada	The Gay Sweater - The Canadia	Silver	Media Innovation	Media Innovation	The Canadian Centre for Gender & Sexual Diversity
Sid Lee	Lisa Petrole Photography	Merit	Graphic Design	Graphic Design Miscellaneous	Lisa Petrole Photography
Sid Lee	Ready for Winter	Gold	Promo	Promo	Mark's
Sid Lee	Ready for Winter	Silver	Advertising	Advertising Transit, Single	Mark's
Sid Lee	Ready for Winter	Silver	Advertising	Out of Home Enhanced, Single	Mark's



Directions 2015 - Winners List

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Sid Lee	#MyNorth	Merit	Advertising	Advertising Illustration	Sport Chek
Target	Blue Frog	Merit	Graphic Design	Environmental Design (Signage, Exhibitions, Displays, etc.)	East Port Properties Limited
TAXI	Boston Pizza – Trophy Model	Merit	Advertising Broadcast	TV Single, 30 Seconds	Boston Pizza International Inc.
TAXI	Storytime	Merit	Interactive Video	Branded Content	Kraft Canada
TAXI	MiO POV	Silver	Interactive Advertising	Digital Installation	Kraft Canada
TAXI	MiO POV	Silver	Interactive Advertising	Mobile	Kraft Canada
TAXI	MiO POV	Silver	Interactive Miscellaneous	Innovative Use of Technology	Kraft Canada
TAXI	DesignThinkers	Silver	Graphic Design	Motion Graphics	Registered Graphic Designers of Ontario (RGD)
TAXI	Smith Brothers & Sisters Invite	Merit	Graphic Design	Graphic Design Miscellaneous	Smith Brothers and Sisters
TAXI	Tims Next Door	Silver	Advertising	Experiential, Single	Tim Horton's
TAXI	Tims Next Door	Silver	Media Innovation	Media Innovation	Tim Horton's
TAXI	Tims Next Door	Silver	Promo	Promo	Tim Horton's
Taxi Vancouver	Help Build the USS Enterprise	Silver	Interactive Advertising	Social Media	The Canadian Badlands
TBWA\ Toronto	Accessible Media Inc.	Gold	Graphic Design	Complete Corporate Identity Program	Accessible Media Inc. (AMI)
TBWA\ Toronto	Similar Sounds	Merit	Advertising Broadcast	TV Campaign	Accessible Media Inc. (AMI)
TBWA\ Toronto	Accessible Media Inc.	Silver	Graphic Design	Symbols and Logotypes	Accessible Media Inc. (AMI)
TBWA\ Toronto	Back in the Game	Silver	Interactive Video	Branded Content	Nissan Canada Inc.
TBWA\ Toronto	Back in the Game	Silver	Interactive Video	Online Video, Series	Nissan Canada Inc.
TBWA\ Toronto	Sledge Hockey	Merit	Interactive Miscellaneous	Education & Information	PepsiCo Beverages Canada
TBWA\ Toronto	Sledge Hockey	Merit	Interactive Video	Online Video, Series	PepsiCo Beverages Canada
TBWA\ Toronto	Sledge Hockey	Silver	Interactive Video	Online Video, Single	PepsiCo Beverages Canada
TBWA\ Toronto	Sledge Hockey	Silver	Interactive Video	Branded Content	PepsiCo Beverages Canada
TBWA\ Toronto	Toy Lab	Merit	Interactive Miscellaneous	Digital Self-Promotion	TBWA\Toronto
TBWA\ Toronto	Toy Lab	Silver	Advertising	Advertising Miscellaneous	TBWA\Toronto
TBWA\ Toronto	Sun Activated Coupon	Merit	Interactive Miscellaneous	Innovative Use of Technology	Zealios Skin Care
The Blue Hive	Bass Guitar	Merit	Advertising Broadcast	Radio Single, 1-30 Seconds	Ford Canada
The Blue Hive	Winter Wipers	Merit	Advertising	Trade Ad, Campaign	Ford Canada
The Blue Hive	World of Cold	Merit	The Michael O'Reilly Best Copywriting Award	The Michael O'Reilly Best Copywriting Award - Digital	Ford Canada
Trigger Communications	Calgary Zoo - Coop	Merit	Advertising	Advertising Photography, Single	Calgary Zoo



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Trigger Communications	ConnecTeen "Whisper of Hope"	Silver	Interactive Advertising	Social Media	ConnecTeen
TrojanOne	Pictionary Mall Surprise	Merit	Interactive Advertising	Digital Installation	Mattel Canada
Underline Studio	Counter Tax Lawyers – Logotyp	Merit	Graphic Design	Symbols and Logotypes	Counter Tax Lawyers
Underline Studio	Google Lookbook	Merit	Graphic Design	Catalogues	Google Canada
Underline Studio	Design Barcelona	Merit	Graphic Design	Complete Design Program	The Advertising & Design Club of Canada
Underline Studio	Design Barcelona	Merit	Graphic Design	Public Service Design (Government Agency or Non-Profit)	The Advertising & Design Club of Canada
Underline Studio	Design Barcelona: Mario / Hey /	Merit	Graphic Design	Posters, Single or Campaign	The Advertising & Design Club of Canada
Underline Studio	Underline Jogo Bonito Campaign	Merit	Graphic Design	Complete Design Program	Underline Studio
Underline Studio	Underline Studio Calendar	Silver	Graphic Design	Typographic Design	Underline Studio
UNION Advertising Canada LP	CREA - "Hotel" x :60	Merit	Advertising Broadcast	TV Single, 60 Seconds or More	Canadian Real Estate Association
Viva & Co.	Wayward Arts - Obsession	Merit	Graphic Design	Brochures	Wayward Arts
Worship Inc.	FITC Tokyo 2015 Main Titles	Gold	Graphic Design	Motion Graphics	FITC
Y&R Toronto	In Case Of	Merit	Advertising	Newspaper Ad, Campaign	A Line Auto
Y&R Toronto	A Day of Social Silence	Merit	Interactive Miscellaneous	Non-Profit/Public Service	Bank of Montreal
Y&R Toronto	Cook Me Quickly - Girls on Tind	Merit	The Michael O'Reilly Best Copywriting Award	The Michael O'Reilly Best Copywriting Award - Advertising Print	Blade & Skillet
Y&R Toronto	Cook Me Quickly	Silver	Advertising	Advertising Miscellaneous	Blade & Skillet
Y&R Toronto	Cat's Cradle	Merit	Advertising	Advertising Posters, Campaign	Pfizer Canada
Y&R Toronto	I AM TOM	Merit	Graphic Design	Graphic Design Photography *	Toronto Men's Fashion Week
Zulu Alpha Kilo	Tan Yourself a Discount	Merit	Promo	Promo	Jack Astor's Bar & Grill
Zulu Alpha Kilo	Tan Yourself a Discount	Silver	Advertising	Direct Mail	Jack Astor's Bar & Grill
Zulu Alpha Kilo	.calm	Merit	Advertising	Advertising Transit, Single	Labatt Breweries of Canada
Zulu Alpha Kilo	Make Room For Play	Merit	The Michael O'Reilly Best Copywriting Award	The Michael O'Reilly Best Copywriting Award - TV	ParticipACTION
Zulu Alpha Kilo	Hockey	Silver	Advertising Broadcast	TV Public Service, Single	ParticipACTION
Zulu Alpha Kilo	Make Room For Play	Silver	Advertising Broadcast	TV Public Service, Campaign	ParticipACTION
Zulu Alpha Kilo	Playground	Silver	Advertising Broadcast	TV Public Service, Single	ParticipACTION
Zulu Alpha Kilo	GPS	Merit	Advertising Broadcast	Radio Single, 1-30 Seconds	Until the Last Child