



## NEWS RELEASE

For Immediate Release

The Advertising & Design Club of Canada recognizes outstanding Canadian talent at its 67<sup>th</sup> annual awards show *Directions*.

This year there are **32** Gold winners, as selected by a panel of International Judges.

**TORONTO, ON (November 18, 2016)** – The Advertising & Design Club of Canada hosted its 66<sup>th</sup> annual awards show *Directions* last night. **321** 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:

- Ig2 – Agency of the Year;
- Leo Burnett, Toronto – Design Studio of the Year;
- Leo Burnett, Toronto – Interactive Agency of the Year;
- Untitled Films – Production Company of the Year.

Barry Blitt, cartoonist and illustrator, 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 the **Media Innovation** category, Gold was awarded to:

- Ogilvy & Mather for their entry *Miracle Hug* for Kimberly-Clark.

In the **Promo** category, Gold was awarded to:

- FCB Toronto for their entry *Cracker Cutter* for Mondelez International.

In the **Branded Content** category, Gold was awarded to:

- DDB Canada for their entry *Snack Time* for Milk West.

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

- Leo Burnett, Toronto in **Product or Service Promotion, Website Design & UI/Aesthetics**, and **Website (Overall)** categories for their website *Printed by Somerset* for Somerset Graphics;
- Jam3 in the **Digital Integrated Campaign** category for *MTV VMA's* for MTV;
- Rethink in the **Digital Installation** category for their *Global Beer Fridge* for Molson Canadian;



- Grip Limited for their entry *The Bell that Rang in Easter – Lindt Gold Bunny* for client Lindt Canada in the **Mobile** category.

In **Graphic Design**, Gold was awarded to:

- Leo Burnett, Toronto for their entry *Printed by Somerset* for Somerset Graphics in **Complete Corporate Identity, Stationery, and Digital Design** categories;
- Monnet Design in the **Complete Design Program** category for *National Magazine Awards*;
- Leo Burnett, Toronto in **Package Design** for their entry *The Perfect Match*;
- Underline Studio for their **Posters Campaign** entry *Design London* for The Advertising & Design Club of Canada;
- Leo Burnett, Toronto for their entry *Smith Brunch Menu* for Smith Restaurant + Bar in the **Graphic Design Miscellaneous** category.

In **Editorial & Book Design**, Gold was awarded to:

- Blok Design for *superkul* in the **Complete Book Design** category, for client superkul.

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

- Ig2 in the **Newspaper Ad, Single** category for their ad *Blouse* for client Boutique Studio;
- Leo Burnett, Toronto in the **Public Service Ad, Single** category for their entry *Coming Soon* for client Raising the Roof;
- Sid Lee in the **Posters, Campaign** category for their campaign *Kyle Don't Stop #NBAVOTE* for client MLSE;
- Cundari in the **Experiential, Single** category for their entry *In This Together* for client CIBC;
- Giants & Gentlemen for their ad *Flour* for client SIR Corp. in the **Advertising Best Art Direction, Single** category;
- Bleublancrouge in the **Advertising Best Art Direction, Campaign** category for their *Assassin's Creed Syndicate Posters* for client Ubisoft Canada.

In the **Film, Radio, and Integrated Campaign** category, Gold was awarded to:

- john st. for their spot *Hard Work* for client Tangerine Bank in the **Cinema, Single and Direction** categories;
- RMW Music in the **Original Music** category for *Hard Work* for Tangerine Bank and agency john st.;
- GREY Advertising for their **TV Public Service, Campaign** *There is no special treatment* for Special Olympics;
- GREY Advertising in the **TV Public Service, Single** category for their spot *Pool* for Special Olympics;
- Ig2 in the **Online Video, Single** category for *Pigeon* for Société de l'Assurance Automobile du Québec;
- RMW Music in the **Sound Design** category, for *The Games are Tough, the Athletes are Tougher* for client The Canadian Paralympic Committee and agency BBDO Canada.



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

- Jack Jungho Hwang from School of Visual Arts, for his Advertising entry *LEGO Brickontainers*;
- Shirley Liang from York University & Sheridan College for her Graphic Design entry *Bread and Circus Visual Identity*.

### **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 2016 annual show.

**For more information, please contact Michelle Ovcaric, Club Administrator:**

**Phone: 416-423-4113**

**Email: [michelle@theadcc.ca](mailto:michelle@theadcc.ca)**

**Web: [theadcc.ca](http://theadcc.ca)**