



Directions 2016 - Winners List

Company	Entry Title	Award	Category	Subcategory	Client
Anomaly Inc.	Shock Top - Unfiltered Talk	Merit	Film	TV Single, 30 Seconds	AB InBev
Art & Mechanical	Mantl Reps Logo	Merit	Graphic Design	Symbols and Logotypes	Mantl Reps
BBDO Toronto	Disappearing Hunger	Merit	Advertising	Advertising Billboard, Single	Mars Canada
BBDO Toronto	Peace & Calm Holiday Tablecloth	Merit	Advertising	Advertising Miscellaneous	BBDO
BBDO Toronto	Skittles Holiday Pawn Shop	Silver	Advertising	Experiential, Single	Wrigley Canada
BBDO Toronto	Doritos Ketchup Roses	Merit	Advertising	Experiential, Single	PepsiCo Foods Canada
BBDO Toronto	Skittles Holiday Pawn Shop	Silver	Advertising Integrated	Advertising Integrated Campaign	Wrigley Canada
BBDO Toronto	Doritos Ketchup Roses	Merit	Advertising Integrated	Advertising Integrated Campaign	PepsiCo Beverages Canada
BBDO Toronto	Cyclist	Silver	Film	TV Public Service, Single	Canadian Paralympic Committee
BBDO Toronto	Doritos Ketchup Roses	Merit	Interactive Advertising	Digital Integrated Campaign	PepsiCo Foods Canada
BBDO Toronto	Doritos Collisions	Merit	Interactive Advertising	Social Media, Single or Campaign	PepsiCo Foods Canada
BBDO Toronto	Tales of Hunger	Silver	Radio	Radio Campaign	Mars Canada
BBDO Toronto	Big Bad Wolf	Silver	The Michael O'Reilly Best Copywriting Award	Best Copywriting Radio	Mars Canada
BBDO Toronto	Tales of Hunger	Merit	The Michael O'Reilly Best Copywriting Award	Best Copywriting Radio	Mars Canada
Bleublancrouge	Assassin's Creed Syndicate posters	Gold	Advertising	Advertising Best Art Direction, Campaign	Ubisoft Canada
Bleublancrouge	Magic Gift Workshop	Merit	Interactive Advertising	Digital Installation	Cadillac Fairview
Blok Design	superkul book cover	Silver	Editorial & Book Design	Book Covers	superkul
Blok Design	superkul	Gold	Editorial & Book Design	Complete Book Design	superkul
Blok Design	Lucha: A tribute	Silver	Editorial & Book Design	Complete Book Design	Lucha Underground, Lucha Libre AAA
Blok Design	Archaeologies: Los Angeles	Merit	Editorial & Book Design	Complete Book Design	Furlined
Blok Design	Wayward Arts	Silver	Editorial & Book Design	Entire Magazine Issue	Flash Reproductions
Blok Design	Nota Bene	Silver	Graphic Design	Complete Corporate Identity Program	Nota Bene
Blok Design	f32	Merit	Graphic Design	Complete Corporate Identity Program	f32
Blok Design	Wayward Arts	Merit	Graphic Design	Graphic Design Miscellaneous	Flash Reproductions
Blok Design	Ciudad	Merit	Graphic Design	Posters, Campaign	Blok Design
Blok Design	Ciudad	Merit	Graphic Design	Typographic Design	Blok Design
Brian Banton	Images Festival Trailer 2016	Merit	Graphic Design	Motion Graphics	Images Festival



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Camp Jefferson	Koodo Choose Happy TV Spots	Merit	Film	TV Campaign	Koodo Mobile
Camp Jefferson	Koodo Choose Happy TV Spot-Older Brother	Merit	Film	TV Single, 30 Seconds	Koodo Mobile
Camp Jefferson	Koodo Choose Happy Animation Series	Merit	Graphic Design	Motion Graphics	Koodo Mobile
Camp Jefferson	Koodo Happy Hub	Merit	Interactive Design	Animation & Motion (in a website)	Koodo Mobile
Camp Pacific	The Winter Within	Merit	Branded Content	Branded Content, Single or Campaign	Destination British Columbia
Carlyle Routh Photography	Hot Fuzz	Merit	Photography & Illustration	Editorial Photography	The Globe and Mail
Carter Hales Design Lab	Xoxolat Chocolate Bar Wrappers	Merit	Graphic Design	Package Design	Xoxolat
Chris J. Duchaine	Middlebrook Prize for Young Canadian Curators	Merit	Graphic Design	Public Service Design (Government Agency or Non-Profit)	Middlebrook Prize for Young Canadian Curators
Concrete Design	Words of Protest	Silver	Graphic Design	Brochures	Wayward Arts
Concrete Design	Capo Capo Aperitivo	Merit	Graphic Design	Complete Corporate Identity Program	Capo Capo
Concrete Design	Amuse Bouche Media Kit	Silver	Graphic Design	Package Design	Bite Beauty
Cossette	Snow Report	Silver	Advertising	Out of Home Enhanced, Single	McDonald's
Cossette	Hashtag for Freedom	Merit	Advertising	Print Enhanced, Single	Amnesty International
Cossette	Bring Back the Bees	Merit	Advertising Integrated	Advertising Integrated Campaign	General Mills Canada
Cossette	3 Generations	Silver	Film	Online Video, Single	General Mills Canada
Cossette	Brick for Brick	Merit	Graphic Design	Environmental Design (Signage, Exhibitions, Displays, etc.)	Habitat for Humanity Canada
Cossette	Multiuse Wrapping Paper	Merit	Graphic Design	Graphic Design Self-Promotion	Cossette
Cossette	Espace Go	Merit	Graphic Design	Posters, Campaign	Espace Go Theater
Cossette	Toy Exhibition	Merit	Graphic Design	Posters, Campaign	McCord Museum
Cossette	The Canadian	Silver	Graphic Design	Symbols and Logotypes	VIA Rail Canada
Cossette	Life Unpaused	Silver	Interactive Miscellaneous	Interactive Video, Single or Campaign	SickKids Foundation
Cossette	Life Unpaused	Merit	Interactive Miscellaneous	Non-Profit/Public Service	SickKids Foundation
Cossette	Bring Back the Bees	Silver	Media Innovation	Media Innovation, Campaign	General Mills Canada
Cossette	Bring Back the Bees	Silver	Promo	Promo, Campaign	General Mills Canada
Cossette	Titles	Merit	Radio	Radio Campaign	Rakuten Kobo Inc
Cossette	Titles: The Beach	Merit	Radio	Radio Single, over 30 seconds	Rakuten Kobo Inc
Cossette	Titles: The Birds	Merit	Radio	Radio Single, over 30 seconds	Rakuten Kobo Inc
Cundari	In This Together	Gold	Advertising	Experiential, Single	CIBC



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Cundari	In This Together	Silver	Branded Content	Branded Content, Single or Campaign	CIBC
Cundari	2015 CMA Gala Video	Merit	Film	Animation	CMA
Cundari	2015 CMA Gala Video	Merit	Film	Original Music	CMA
Cundari	MTCC Windows "By the Numbers"	Merit	Graphic Design	Environmental Design (Signage, Exhibitions, Displays, etc.)	Metro Toronto Convention Centre
DDB Canada	Slightly Better	Merit	Advertising	Advertising Transit, Campaign	Bru-V
DDB Canada	Bald Spot	Merit	Advertising	Advertising Transit, Single	Bru-V
DDB Canada	Slightly Better	Merit	Advertising	Newspaper Ad, Campaign	Bru-V
DDB Canada	Bald Spot	Merit	Advertising	Newspaper Ad, Single	Bru-V
DDB Canada	Snack Time	Gold	Branded Content	Branded Content, Single or Campaign	Milk West
DDB Canada	Snack Time	Merit	Film	Online Video, Series	Milk West
DDB Canada	Game Day	Merit	Film	Online Video, Single	Milk West
DDB Canada	Moments	Merit	Film	TV Single, 60 Seconds or More	Volkswagen AG
DDB Canada	Snack Time	Silver	Interactive Advertising	Digital Integrated Campaign	Milk West
Entro Communications	Whitney Museum of American Art	Merit	Graphic Design	Environmental Design (Signage, Exhibitions, Displays, etc.)	Whitney Museum of American Art
Extreme Group	Date Night	Silver	Film	Direction	Downtown Halifax Business Commission
Faith	Directions 2015	Merit	Editorial & Book Design	Book Covers	The Advertising & Design Club of Canada
Faith	Directions 2015	Merit	Graphic Design	Posters, Single	The Advertising & Design Club of Canada
Faith	Directions 2015	Merit	Graphic Design	Public Service Design (Government Agency or Non-Profit)	The Advertising & Design Club of Canada
Faith	Directions 2015	Merit	Graphic Design	Typographic Design	The Advertising & Design Club of Canada
FCB Toronto	TJFF - BAGEL / SNEEZE	Merit	Film	TV Public Service, Campaign	Toronto Jewish Film Festival
FCB Toronto	Bagel	Merit	Film	TV Public Service, Single	Toronto Jewish Film Festival
FCB Toronto	Window Project	Merit	Interactive Advertising	Mobile	OAITH-Ontario Association of Interval & Transition Houses
FCB Toronto	Window Project	Silver	Interactive Miscellaneous	Non-Profit/Public Service	OAITH-Ontario Association of Interval & Transition Houses
FCB Toronto	Cracker Cutter	Gold	Promo	Promo, Single	Mondelez International
Fiocca Studio	Pavlova Series	Merit	Photography & Illustration	Unpublished Photography	Rob Fiocca



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Giants & Gentlemen	Winterlicious	Silver	Advertising	Advertising Best Art Direction, Campaign	SIR Corp.
Giants & Gentlemen	Flour	Gold	Advertising	Advertising Best Art Direction, Single	SIR Corp.
Giants & Gentlemen	Salt	Merit	Advertising	Advertising Best Art Direction, Single	SIR Corp.
Giants & Gentlemen	Flour	Silver	Advertising	Advertising Posters, Single	SIR. Corp
Giants & Gentlemen	Salt	Merit	Advertising	Advertising Posters, Single	SIR Corp.
Giants & Gentlemen	Cheese	Merit	Advertising	Advertising Posters, Single	SIR. Corp
GREY	Tricycle/ Carriage/ Dog	Merit	Advertising	Advertising Posters, Campaign	Volvo
GREY	Tricycle/ Carriage/ Dog	Merit	Advertising	Trade Ad, Campaign	Volvo
GREY	Ladyballs	Merit	Advertising Integrated	Advertising Integrated Campaign	Ovarian Cancer Canada
GREY	There is no special treatment	Gold	Film	TV Public Service, Campaign	Special Olympics
GREY	600 Pounds	Gold	Film	TV Public Service, Single	Special Olympics
GREY	Ladyballs	Silver	Interactive Advertising	Digital Integrated Campaign	Ovarian Cancer Canada
Grip Limited	Kokanee Deja Brew	Silver	Branded Content	Branded Content, Single or Campaign	Labatt Breweries of Canada
Grip Limited	Lorella	Merit	Graphic Design	Graphic Design Self-Promotion	Lorella Zanetti
Grip Limited	Pizza Hut Triple Treat Box	Merit	Graphic Design	Package Design	Pizza Hut Canada
Grip Limited	The Bell that Rang in Easter - Lindt Gold Bunny	Gold	Interactive Advertising	Mobile	Lindt Canada
Grip Limited	Lorella	Merit	Photography & Illustration	Editorial Photography	Lorella Zanetti
Havas Worldwide Canada	The Real Cost	Silver	Advertising	Public Service Ad, Campaign	The Canadian Women's Foundation
J. Walter Thompson Canada	Shedding Light On What Matters	Merit	Advertising	Public Service Ad, Campaign	Toronto PFLAG
J. Walter Thompson Canada	Music for Memory Project	Merit	Advertising Integrated	Advertising Integrated Campaign	Alzheimer Society of Toronto
Jackman Reinvents	BATCH. Local love of good beer and food, from Creemore.	Merit	Graphic Design	Complete Corporate Identity Program	Creemore Brewery Ltd.
Jackman Reinvents	THE FOX & FIDDLE. The traditional pub identity reimagined for urban life.	Merit	Graphic Design	Symbols and Logotypes	Icon Legacy Hospitality Inc. / Pegasus Group
Jam3	MTV VMAs	Silver	Advertising Integrated	Advertising Integrated Campaign	MTV
Jam3	MTV VMAs	Merit	Branded Content	Branded Content, Single or Campaign	MTV
Jam3	Vikings: A World Revealed	Merit	Graphic Design	Digital Design	Shaw Media
Jam3	Blood, Sweat & Tools	Merit	Interactive Advertising	Branded Games	Discovery Channel
Jam3	MTV VMAs	Gold	Interactive Advertising	Digital Integrated Campaign	MTV



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Jam3	MTV VMAs	Silver	Interactive Advertising	Product or Service Promotion	MTV
Jam3	MTV VMAs	Silver	Interactive Advertising	Social Media, Single or Campaign	MTV
Jam3	Sons of Gallipoli	Silver	Interactive Design	Website (Overall)	Modiki, Kale
Jam3	Sons of Gallipoli	Merit	Interactive Design	Website Design & UI/Aesthetics	Modiki, Kale
Jam3	Sons of Gallipoli	Silver	Interactive Miscellaneous	Education & Information	Modiki, Kale
Jam3	Sons of Gallipoli	Silver	Interactive Miscellaneous	Interactive Video, Single or Campaign	Modiki, Kale
Jam3	MTV VMAs	Silver	Media Innovation	Media Innovation, Campaign	MTV
Jam3	Mobile Music Video	Merit	Media Innovation	Media Innovation, Campaign	Fido, Vice Media
Jam3	MTV VMAs	Silver	Promo	Promo, Campaign	MTV
Jam3	Mobile Music Video	Silver	Promo	Promo, Campaign	Fido, Vice Media
john st.	Heated Wipers	Merit	Advertising	Newspaper Ad, Campaign	Mitsubishi Motor Sales of Canada
john st.	Toronto Ticket	Merit	Advertising	Newspaper Ad, Single	Mitsubishi Motor Sales of Canada
john st.	#covertheathlete	Merit	Advertising Integrated	Advertising Integrated Campaign	#covertheathlete
john st.	Hard Work	Gold	Film	Cinema, Single	Tangerine Bank
john st.	Hard Work	Gold	Film	Direction	Tangerine Bank
john st.	Hard Work	Silver	Film	Editing	Tangerine Bank
john st.	Cover The Athlete	Merit	Film	Online Video, Single	#covertheathlete
john st.	Bullystop	Merit	Graphic Design	Complete Corporate Identity Program	Canadian Safe Schools Network
john st.	We Are All Wildlife	Merit	Graphic Design	Complete Design Program	WWF Canada
john st.	We Are All Wildlife	Merit	Graphic Design	Public Service Design (Government Agency or Non-Profit)	WWF Canada
john st.	Bullystop	Merit	Graphic Design	Public Service Design (Government Agency or Non-Profit)	Canadian Safe Schools Network
john st.	Back To School	Silver	Radio	Radio Public Service, Campaign	Canadian Safe School Network
john st.	Naturally Imperfect Potatoes	Merit	Radio	Radio Single, 1-30 seconds	Loblaws Companies Inc.
john st.	Back To School	Merit	The Michael O'Reilly Best Copywriting Award	Best Copywriting Radio	Canadian Safe Schools Network
Juniper Park\TBWA	Concert Posters - SXSW /Jazz / KingKong	Merit	Advertising	Advertising Best Art Direction, Campaign	Miller Lite
Juniper Park\TBWA	Speech Bluddles - Press / Notebook / Camera	Silver	Advertising	Advertising Posters, Campaign	Canadian Journalists For Free Expression ?
Juniper Park\TBWA	Speech Bluddles - Press	Silver	Advertising	Advertising Posters, Single	Canadian Journalists For Free Expression



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Juniper Park\TBWA	Speech Bluddles - Camera	Silver	Advertising	Advertising Posters, Single	Canadian Journalists For Free Expression
Juniper Park\TBWA	Speech Bluddles - Notebook	Merit	Advertising	Advertising Posters, Single	Canadian Journalists For Free Expression
Juniper Park\TBWA	Miller Texas Can / Miller California Can	Merit	Graphic Design	Package Design	Miller Lite
Juniper Park\TBWA	Project Consent	Silver	Interactive Advertising	Design	Project Consent
Juniper Park\TBWA	Project Consent - Dancing/Laughing/Whistling	Silver	Interactive Miscellaneous	Non-Profit/Public Service	Project Consent
Juniper Park\TBWA	Speech Bluddles - Press	Merit	Photography & Illustration	Advertising Illustration, Single or Campaign	Canadian Journalists For Free Expression
Juniper Park\TBWA	Speech Bluddles - Camera	Merit	Photography & Illustration	Advertising Illustration, Single or Campaign	Canadian Journalists For Free Expression
kbs+ Toronto	World Vision - Well Water	Merit	Advertising	Advertising Miscellaneous	World Vision
kbs+ Toronto	World Vision - Well Water	Silver	Advertising Integrated	Advertising Integrated Campaign	World Vision
kbs+ Toronto	World Vision - Watercolours	Merit	Media Innovation	Media Innovation, Single	World Vision
kbs+ Toronto	World Vision - Watercolours	Merit	Promo	Promo, Single	World Vision
Leo Burnett, Toronto	Smith Brunch Menu	Merit	Advertising	Advertising Best Art Direction, Single	Smith Restaurant + Bar
Leo Burnett, Toronto	Museum of Contemporary Art Invitations	Merit	Advertising	Advertising Miscellaneous	Museum of Contemporary Art
Leo Burnett, Toronto	Printed By Somerset	Merit	Advertising	Direct Mail	Printed By Somerset
Leo Burnett, Toronto	Coming Soon	Silver	Advertising	Experiential, Single	Raising the Roof
Leo Burnett, Toronto	Coming Soon	Gold	Advertising	Public Service Ad, Single	Raising the Roof
Leo Burnett, Toronto	The Magic of Echo - The Party / Re-Order	Silver	Film	TV Campaign	Amazon
Leo Burnett, Toronto	Re-Order	Silver	Film	TV Single, 30 Seconds	Amazon
Leo Burnett, Toronto	The Party	Silver	Film	TV Single, 60 Seconds or More	Amazon
Leo Burnett, Toronto	Qoni	Silver	Graphic Design	Catalogues	Brand Trade Peru
Leo Burnett, Toronto	Printed By Somerset	Gold	Graphic Design	Complete Corporate Identity Program	Printed By Somerset
Leo Burnett, Toronto	Qoni	Merit	Graphic Design	Complete Corporate Identity Program	Brand Trade Peru
Leo Burnett, Toronto	Printed By Somerset	Gold	Graphic Design	Digital Design	Printed By Somerset
Leo Burnett, Toronto	Smith Brunch Menu	Gold	Graphic Design	Graphic Design Miscellaneous	Smith Restaurant + Bar
Leo Burnett, Toronto	Smith Dinner Menu	Silver	Graphic Design	Graphic Design Miscellaneous	Smith Restaurant + Bar



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Leo Burnett, Toronto	Museum of Contemporary Art Invitations	Silver	Graphic Design	Graphic Design Miscellaneous	Museum of Contemporary Art
Leo Burnett, Toronto	Museum of Contemporary Art Paper	Merit	Graphic Design	Graphic Design Miscellaneous	Museum of Contemporary Art
Leo Burnett, Toronto	The Perfect Match	Gold	Graphic Design	Package Design	Leo Burnett, Toronto
Leo Burnett, Toronto	A Bottle of Sunshine	Silver	Graphic Design	Package Design	Yellow Pages
Leo Burnett, Toronto	Printed By Somerset	Gold	Graphic Design	Stationery	Printed By Somerset
Leo Burnett, Toronto	#CardOrNot	Merit	Interactive Advertising	Display & Banner Ads, Single or Campaign	LCBO
Leo Burnett, Toronto	Printed By Somerset	Gold	Interactive Advertising	Product or Service Promotion	Printed By Somerset
Leo Burnett, Toronto	Printed By Somerset	Silver	Interactive Design	Animation & Motion (in a website)	Printed By Somerset
Leo Burnett, Toronto	Printed By Somerset	Gold	Interactive Design	Website (Overall)	Printed By Somerset
Leo Burnett, Toronto	Printed By Somerset	Gold	Interactive Design	Website Design & UI/Aesthetics	Printed By Somerset
Leo Burnett, Toronto	Coming Soon	Merit	Interactive Miscellaneous	Non-Profit/Public Service	Raising the Roof
Leo Burnett, Toronto	Matches	Merit	Photography & Illustration	Unpublished Illustration	Leo Burnett, Toronto
Leo Burnett, Toronto	The Great Indoors	Merit	Radio	Radio Campaign	IKEA
Ig2	The Nose	Merit	Advertising	Advertising Billboard, Single	Captodor
Ig2	A bit bitter	Merit	Advertising	Advertising Posters, Campaign	Farnham
Ig2	Transvestite	Merit	Advertising	Advertising Posters, Single	Farnham
Ig2	Pregnancy Test	Merit	Advertising	Advertising Posters, Single	Farnham
Ig2	Formulas	Merit	Advertising	Advertising Posters, Single	Farnham
Ig2	Arrive First	Merit	Advertising	Advertising Transit, Campaign	Boutique Studio
Ig2	Blouse	Silver	Advertising	Advertising Transit, Single	Boutique Studio
Ig2	Arrive First	Silver	Advertising	Newspaper Ad, Campaign	Boutique Studio
Ig2	A bit bitter	Merit	Advertising	Newspaper Ad, Campaign	Farnham
Ig2	Blouse	Gold	Advertising	Newspaper Ad, Single	Boutique Studio
Ig2	Pregnancy Test	Merit	Advertising	Newspaper Ad, Single	Farnham
Ig2	Pigeon	Gold	Film	Online Video, Single	Société de l'Assurance Automobile du Québec
Ig2	Lies	Merit	Film	TV Campaign	Arctic Gardens
Ig2	Couch	Merit	Film	TV Single, 15 Seconds or Less	Arctic Gardens
Ig2	Toothbrush	Merit	Film	TV Single, 15 Seconds or Less	Arctic Gardens
Ig2	Brochure 31	Merit	Graphic Design	Brochures	Périscope
Ig2	Poster season 2016-2017	Merit	Graphic Design	Posters, Single	Périscope



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Ig2	A bit bitter	Merit	Photography & Illustration	Advertising Illustration, Single or Campaign	Farnham
Ig2	Movie	Merit	Radio	Radio Public Service, Single	Société de l'Assurance Automobile du Québec
Ig2 Toronto	Spanish	Merit	Film	TV Single, 15 Seconds or Less	Zag Bank
Ig2 Toronto	Buffet/Souvenirs/Conference	Merit	Radio	Radio Sound Design & Music	Diplomat Exotic Cars
Ig2boutique	Fifth Kid	Merit	Graphic Design	Complete Corporate Identity Program	Fifth Kid Records
Ig2boutique	Tourisme Montréal	Merit	Graphic Design	Complete Corporate Identity Program	Tourisme Montréal
Ig2boutique	Parc Olympique 40th anniversary	Merit	Graphic Design	Complete Corporate Identity Program	Parc Olympique
Ig2boutique	A2C	Merit	Graphic Design	Complete Design Program	Association of creative communications agencies
Ig2boutique	uVU	Merit	Graphic Design	Complete Design Program	Print Solutions Unisource Canada, Inc., a Veritiv company
Ig2boutique	Capital Benoit 25th anniversary	Merit	Graphic Design	Complete Design Program	Capital Benoit
Ig2boutique	Les Alliés	Merit	Graphic Design	Environmental Design (Signage, Exhibitions, Displays, etc.)	Musée des beaux-arts de Montréal
Ig2boutique	Parc Olympique	Merit	Graphic Design	Environmental Design (Signage, Exhibitions, Displays, etc.)	Parc Olympique
Ig2boutique	STRAT	Merit	Graphic Design	Graphic Design Miscellaneous	Infopresse
Ig2boutique	uVU	Merit	Graphic Design	Posters, Single	Print Solutions Unisource Canada, Inc., a Veritiv company
Ig2boutique	A2C	Merit	Graphic Design	Symbols and Logotypes	Association of creative communications agencies
Ig2boutique	uVU	Merit	Photography & Illustration	Graphic Design Illustration	Print Solutions Unisource Canada, Inc., a Veritiv company
MacLaren McCann	Beards	Silver	Advertising	Advertising Posters, Campaign	Kent of Inglewood
MacLaren McCann	Beards	Silver	Photography & Illustration	Advertising Illustration, Single or Campaign	Kent of Inglewood
MacLaren McCann	Beards	Merit	Photography & Illustration	Graphic Design Illustration	Kent of Inglewood
Married to Giants	The Explorer's Club "The North"	Silver	Film	Editing	The Explorer's Club
Married to Giants	Land Rover "Thank You"	Merit	Film	Editing	Land Rover



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Mille Mille	Estuaire	Merit	Editorial & Book Design	Entire Magazine Issue	Estuaire
Monnet Design	National Magazine Awards	Gold	Graphic Design	Complete Design Program	National Magazine Awards
Monnet Design	Monnet Design Holiday Promo	Merit	Graphic Design	Graphic Design Self-Promotion	Monnet Design
Monnet Design	Art of Time 15/16 Season Posters	Merit	Graphic Design	Posters, Campaign	Art of Time Ensemble
Monnet Design	Progress Festival Poster	Merit	Graphic Design	Posters, Single	Progress Festival
Monnet Design	Agamemnon	Merit	Photography & Illustration	Graphic Design Illustration	Theatreworks
Ogilvy & Mather	No Baby Unhugged	Silver	Advertising Integrated	Advertising Integrated Campaign	Kimberly-Clark
Ogilvy & Mather	Miracle Hug	Gold	Media Innovation	Media Innovation, Single	Kimberly-Clark
OneMethod	ONEMETH Streetwear View	Merit	Interactive Miscellaneous	Digital Self-Promotion	ONEMETH
OneMethod	ONEMETH Streetwear View	Merit	Interactive Miscellaneous	Innovative Use of Technology	ONEMETH
Oryx Agency	Land Rover – Thank You 68 Years	Merit	Film	Cinematography	Land Rover
Parcel Design	PEN Canada Annual Report	Merit	Graphic Design	Annual Reports, Sustainability/CSR Reports	PEN Canada
Polyester Studio	Memento Mori	Merit	Film	Animation	Polyester Studio
Publicis	PreRoll Petitions	Silver	Interactive Miscellaneous	Non-Profit/Public Service	Publicis Canada
Red Lion	Escape Room	Merit	Interactive Advertising	Branded Games	Toronto Silent Film Festival
Red Urban	Sheep Dog	Merit	Film	Cinema, Single	Subaru Canada
Red Urban	John Rae	Merit	Film	Special Effects	The Hudson Bay Company History Foundation
Rethink	Shot on a phone	Silver	Advertising	Advertising Transit, Campaign	Lens & Shutter
Rethink	Shot on a phone: Northern Lights	Silver	Advertising	Advertising Transit, Single	Lens & Shutter
Rethink	Rethink Ornament	Silver	Advertising	Direct Mail	Rethink
Rethink	Measles Mailer	Merit	Advertising	Direct Mail	BC Centre For Disease Control
Rethink	Rooftop Rink	Silver	Advertising	Experiential, Single	Molson Canadian
Rethink	Cocoa Cups	Merit	Advertising	Public Service Ad, Single	Canadian Fair Trade Network
Rethink	#TheReal10	Merit	Film	Online Video, Single	AAUW
Rethink	Blood Cells	Merit	Film	TV Public Service, Single	The Canadian Centre for Diversity and Inclusion
Rethink	Nic Sweat For This	Silver	Film	TV Single, 60 Seconds or More	Sport Chek
Rethink	Be The Vote Identity	Silver	Graphic Design	Complete Corporate Identity Program	Be The Vote
Rethink	2015 Brand Identity Refresh	Merit	Graphic Design	Complete Corporate Identity Program	Universal Outreach Foundation



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Rethink	Hudson Electrical Engineering Logo	Merit	Graphic Design	Complete Corporate Identity Program	Hudson Electrical Engineering
Rethink	Moss	Merit	Graphic Design	Environmental Design (Signage, Exhibitions, Displays, etc.)	Science World
Rethink	Variety TSA	Merit	Graphic Design	Public Service Design (Government Agency or Non-Profit)	Variety The Children's Charity
Rethink	Bees TSA	Merit	Graphic Design	Public Service Design (Government Agency or Non-Profit)	Science World
Rethink	Be The Vote Identity	Silver	Graphic Design	Symbols and Logotypes	Be The Vote
Rethink	Hudson Electrical Engineering Logo	Silver	Graphic Design	Symbols and Logotypes	Hudson Electrical Engineering
Rethink	2015 Brand Identity Refresh	Merit	Graphic Design	Symbols and Logotypes	Universal Outreach Foundation
Rethink	Global Beer Fridge	Gold	Interactive Advertising	Digital Installation	Molson Canadian
Rethink	Uber Food Drive	Silver	Interactive Advertising	Mobile	Uber
Rethink	Rethink Ornament	Merit	Interactive Advertising	Mobile	Rethink
Rethink	The Fantasy Life	Merit	Interactive Advertising	Social Media, Single or Campaign	Coors Light
Rethink	#TheReal10	Merit	Interactive Advertising	Social Media, Single or Campaign	AAUW
Rethink	Rethink Ornament	Merit	Interactive Miscellaneous	Digital Self-Promotion	Rethink
Rethink	Global Beer Fridge	Silver	Interactive Miscellaneous	Innovative Use of Technology	Molson Canadian
Rethink	Uber Food Drive	Silver	Interactive Miscellaneous	Non-Profit/Public Service	Uber
Rethink	Now You Know	Merit	Radio	Radio Public Service, Campaign	Science World
Rethink	Right Ear	Silver	Radio	Radio Public Service, Single	Science World
Rethink	Shooting Star	Merit	Radio	Radio Public Service, Single	Science World
RMW Music	Hard Work	Gold	Film	Original Music	Tangerine
RMW Music	The Games are Tough; the Athletes are Tougher	Gold	Film	Sound Design	The Canadian Paralympic Committee
Rooster Post Production	Special Olympics Canada - 'Sport'	Silver	Film	Editing	Special Olympics Canada
Rooster Post Production	Responsible Gambling Council - 'The Chase'	Merit	Film	Editing	Responsible Gambling Council
SapientNitro	ADCC Archive - Saltine	Merit	Advertising	Trade Ad, Single	The Advertising & Design Club of Canada
Sid Lee	"KYLE DON'T STOP" #NBAVOTE	Gold	Advertising	Advertising Posters, Campaign	MLSE



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Sid Lee	Toronto Raptors	Merit	Graphic Design	Complete Corporate Identity Program	MLSE
Sid Lee	"KYLE DON'T STOP" #NBAVOTE	Silver	Graphic Design	Posters, Campaign	MLSE
Sid Lee	Toronto Raptors	Merit	Graphic Design	Symbols and Logotypes	MLSE
Sid Lee	Subway Poor Man Rich Man	Merit	Radio	Radio Single, 1-30 seconds	SUBWAY® CANADA
Target	Crayons	Merit	Film	Cinematography	Newfoundland and Labrador Tourism
TAXI	Keyboard Alarm	Merit	Film	TV Single, 30 Seconds	KraftHeinz/Maxwell House
TAXI Canada LTD.	Canadian Tire Store Installation	Merit	Graphic Design	Environmental Design (Signage, Exhibitions, Displays, etc.)	Canadian Tire
The Office of Gilbert Li	The Watchers	Merit	Editorial & Book Design	Complete Book Design	The Magenta Foundation
Topix	Crimson Peak Main Titles	Silver	Graphic Design	Motion Graphics	Legendary Pictures / Guillermo Del Toro
Tribal Worldwide, a division of DDB	Runmore 10K	Merit	Advertising	Experiential, Single	Adidas
Tribal Worldwide, a division of DDB	Runmore 10k Medal	Merit	Graphic Design	Graphic Design Miscellaneous	Adidas
Tribal Worldwide, a division of DDB	Runmore 10K	Merit	Graphic Design	Symbols and Logotypes	Adidas
typotherapy	Thankful.	Merit	Graphic Design	Graphic Design Self-Promotion	self promotion
Underline Studio	The Missing Novella Catalogue	Merit	Graphic Design	Catalogues	Derek Sullivan and Oakville Galleries
Underline Studio	Daniel Ehrenworth Identity	Merit	Graphic Design	Complete Corporate Identity Program	Daniel Ehrenworth Photography
Underline Studio	Art Museum at U of T Identity	Merit	Graphic Design	Complete Corporate Identity Program	Art Museum at University of Toronto
Underline Studio	Design London	Silver	Graphic Design	Complete Design Program	The Advertising & Design Club of Canada
Underline Studio	STC Food Court Hoardings	Merit	Graphic Design	Environmental Design (Signage, Exhibitions, Displays, etc.)	Scarborough Town Centre
Underline Studio	Martyrs — El Salvador Newspaper	Silver	Graphic Design	Graphic Design Miscellaneous	Underline Studio
Underline Studio	Paul Weeks Newspaper	Merit	Graphic Design	Graphic Design Miscellaneous	Paul Weeks Photography
Underline Studio	Design London	Gold	Graphic Design	Posters, Campaign	The Advertising & Design Club of Canada



Directions 2016 - Winners List

Company	Entry Title	Award	Category	Subcategory	Client
Underline Studio	Design London	Silver	Graphic Design	Posters, Single	The Advertising & Design Club of Canada
Underline Studio	Design London - APFEL	Merit	Graphic Design	Posters, Single	The Advertising & Design Club of Canada
Underline Studio	Design London	Merit	Graphic Design	Public Service Design (Government Agency or Non-Profit)	The Advertising & Design Club of Canada
Underline Studio	Synergy	Merit	Graphic Design	Symbols and Logotypes	George Brown College School of Design
Viva & CO.	Spring	Merit	Photography & Illustration	Editorial Illustration	The New Yorker
Zulu Alpha Kilo	Lily & the Snowman	Silver	Film	Cinema, Single	Cineplex
Zulu Alpha Kilo	Say No To Spec	Merit	Film	Direction	Zulu Alpha Kilo
Zulu Alpha Kilo	Say No To Spec	Merit	Film	Online Video, Single	Zulu Alpha Kilo
Zulu Alpha Kilo	Emojis	Merit	Film	TV Single, Low Budget (\$50,000 or Less)	ParticipACTION
Zulu Alpha Kilo	Cinertools Logo	Merit	Graphic Design	Symbols and Logotypes	Cinertools
Zulu Alpha Kilo	Beyond the Beat Logo	Merit	Graphic Design	Symbols and Logotypes	Beyond the Beat
Zulu Alpha Kilo	Say No To Spec	Silver	Interactive Miscellaneous	Digital Self-Promotion	Zulu Alpha Kilo