



NEWS RELEASE

For Immediate Release

The Advertising & Design Club of Canada recognizes outstanding Canadian talent at its 68th annual awards show *Directions*.

This year there are **46** Gold winners, as selected by a panel of International Judges.

TORONTO, ON (November 3, 2017) – The Advertising & Design Club of Canada hosted its 68th annual awards show *Directions* last night. **421** 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:

- Leo Burnett, Toronto – Agency of the Year;
- Ig2 – Design Studio of the Year;
- Jam3 – Interactive Agency of the Year;
- Skin and Bones Film Company – Production Company of the Year.

Stuart Ash, a world-renowned 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.

This year, the **Mick Griffin Best Editing Award** was introduced, in recognition of one of the industry's finest editors and contributors. This award will be presented annually in Mick's honour to the very best examples of editing work in Canadian creative.

In the **Media Innovation, Single** category, Gold was awarded to:

- KBS Canada for their entry [Innocence Canada Logo](#) for Innocence Canada.

In the **Media Innovation, Campaign** category, Gold was awarded to:

- Leo Burnett, Toronto for their entry [IKEA: Cook This Page](#) for IKEA Canada.

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

- Sid Lee for their entry [WWF Real Scary Masks](#) for World Wildlife Fund Canada.

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

- Ig2 for their entry [Give-A-Care](#) for Rethink Breast Cancer.

In the **Influencer Campaign** category, Gold was awarded to:

- FCB Toronto for their entry [Down Syndrome Answers](#) for Canadian Down Syndrome Society.



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

- Sid Lee for their entry [WWF Real Scary](#) for World Wildlife Fund Canada.

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

- john st. for their **Package Design** entry [The Goods Packaging](#) for The Goods.
- Underline Studio for their **Posters, Single** entry [Design New York](#) for The Advertising & Design Club of Canada
- Ig2 for their **Posters, Campaign** entry [Olympic Park](#) for Olympic Park.
- Leo Burnett, Toronto for their **Graphic Design, Miscellaneous** entry [IKEA: Cook This Page](#) for IKEA Canada.

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

- Ig2 for their **Newspaper Ad, Single** entry [Bitter News](#) for Farnham Ale & Lager.
- Leo Burnett, Toronto for their **Posters, Campaign** entry [IKEA: Cook This Page](#) for IKEA Canada.
- Leo Burnett, Toronto for their **Print Enhanced, Single** entry [IKEA: Cook This Page: Fish/Fisk](#) for IKEA Canada. Also awarded in **Advertising Best Art Direction**.
- Ig2 for their **Consumer Magazine Campaign** entry [As Simple as That](#) for Plaisirs Gastronomiques.
- Cossette for their **Public Service Ad Campaign** entry [Uncertain Terms](#) for Children of the Street Society.
- Ig2 for their **Advertising Billboard Campaign** entry [Free the bear in you](#) for Les Brasseurs Du Nord - Boréale.
- The&Partnership for their **Direct Mail** entry [Help Wanted](#) for the Wall Street Journal.
- Leo Burnett Toronto for their **Advertising Miscellaneous** entry [Museum of Contemporary Art: The 1 of 100 Book](#) for the Museum of Contemporary Art.
- Sid Lee for their **Experiential** entry [WWF Real Scary Masks](#) for World Wildlife Fund Canada. Also awarded in **Advertising Best Art Direction, Campaign**.

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

- Anomaly for their **Interactive, Design** entry [Nike Face of the Fans](#) for Nike.
- Jam3 for their **Website (overall)** entry [ISpy](#) for CMF and NZ On Air.
- Jam3 for their **Animation & Motion** entry [Independence Day 2](#) for 20th Century Fox.
- Rethink Canada for their **Innovative Use of Technology** entry [Stranger's Voice](#) for Branch Out Neurological Foundation.
- Juniper Park\TBWA for their **Non-Profit/Public Service** entry [Blamé](#) for YWCA Canada.
- FCB Toronto for their **Education & Information** entry [Down Syndrome Answers](#) for Canadian Down Syndrome Society.

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

- Ig2 for their **TV Single, 30 Seconds** entry [Office](#) for Farnham Ale & Lager.
- Cossette for their **TV Single, Low Budget** entry [Piano](#) for Banff Centre for Arts and Creativity.
- Cossette for their **TV Public Service, Single** and **Cinema** entry [SickKids VS Undeniable](#) for SickKids Foundation.
- Sid Lee for their **Online Video, Single** entry [Santa Clarita Diet](#) for Netflix.
- Skin and Bones Film Company for their **Direction** entry [SickKids VS Undeniable](#) for SickKids Foundation.
- OPC for their **Cinematography** entry [River](#) for Leon Bridges.



- Juniper Park\TBWA for their **Special Effects** entry *Return of the Snowmen* for Nissan Canada.
- DDB Canada their **Original Music** entry *Mia & Morton* for The Dairy Farmers of Canada.
- TAXI for their **Radio Single, 1-30 Seconds** entry *Holy Cow* for Canadian Tire.
- Ig2 for their **Radio Single, over 30 Seconds** entry *Wim* for Farnham Ale & Lager.
- J. Walter Thompson for their **Radio Campaign** entry *Toronto Speakers Academy* for Toronto Speakers Academy.
- Rethink for their **Radio Public Service Campaign** entry *Stranger's Voice – Mom, Friend, Brother* for Branch Out Neurological Foundation.

For the inaugural **Mick Griffin Best Editing** award, Gold was awarded to:

- Marka Rankovic and Skin and Bones Film Company for their entry *SickKids VS Undeniable* for SickKids Foundation.

For the **Michael O'Reilly Best Copywriting** award, Gold was awarded to:

- Sid Lee for their **Film** entry *Toronto Maple Leafs 'Stand Witness'* for Maple Leafs Sports & Entertainment.

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

- Cossette for their entry *SickKids VS Undeniable* for SickKids Foundation.

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

- **Sara Wong** from Conestoga College, for her **Editorial & Book Design** entry *Doctors Shocked*.
- **Michael Romaniuk** from McMaster University, for his **Interactive** entry *The Awakening*.

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 2017 annual show.

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