



Directions 2017 - Winners List

Company	Entry Title	Award	Category	Subcategory	Client
Agence Code	Cinematheque film cycles	Merit	Graphic Design	Posters, Campaign	Cinémathèque québécoise
Anomaly Inc.	Nike Face Of The Fans	Gold	Interactive Advertising	Design	Nike Canada
Anomaly Inc.	Budweiser #LightUpTheNation	Silver	Advertising Integrated	Advertising Integrated Campaign	Labatt Brewing Company Ltd.
Anomaly Inc.	Nike Face Of The Fans	Silver	Interactive Advertising	Social Media	Nike Canada
Anomaly Inc.	Don't Make Stuff. Buy a Pre-Made Oh Henry!	Merit	Film	Online Video, Single	Hershey Canada
Arrivals + Departures	Cat Scratch Poster	Merit	Advertising	Advertising Posters, Single	Museum of Natural History
Arrivals + Departures	#ENDMOMGUILT	Merit	Branded Content	Branded Content, Single or Series	Marie Calendar's - Conagra Brands
BBDO	Notes	Silver	Film	Online Video, Single	Take Note
BBDO	Uninterrupted	Merit	Best Copywriting	Best Copywriting Radio, Single or Campaign	Girl Talk HQ
BBDO	Hunger Vision	Merit	Film	TV Single, 30 Seconds	Mars Canada
BBDO	Your Horse	Merit	Film	TV Single, 60 Seconds or More	Ontario Lottery and Gaming Corporation
Believe In	UPROOT	Merit	Graphic Design	Package Design	Believe in
Ben Johnston Design	Canon LAB Installation	Merit	Graphic Design	Environmental Design (Signage, Exhibitions, Displays, etc.)	Canon
Ben Johnston Design	Liberty Market Murals	Merit	Graphic Design	Environmental Design (Signage, Exhibitions, Displays, etc.)	Liberty Market
Bensimon Byrne	3 Speed Lager	Merit	Graphic Design	Symbols and Logotypes	Amsterdam Brewing Co.
BIMM	Bully Ads	Merit	Interactive Advertising	Display & Banner Ads	Canadian Safe School Network
BIMM	Haunted Door	Merit	Interactive Advertising	Mobile	WD-40
BIMM	Bully Ads	Merit	Interactive Miscellaneous	Non-Profit/Public Service	Canadian Safe School Network
BIMM	Bully Ads	Merit	Interactive Miscellaneous	Education & Information	Canadian Safe School Network
Bleublancrouge	DedSec Resistance - Watch Dogs 2	Silver	Interactive Advertising	Branded Games	Ubisoft Canada
Bleublancrouge	Yoga Way of Life	Silver	Photography & Illustration	Advertising Illustration, Single or Campaign	NatGoYoga
Bleublancrouge	Headbanging Hits	Merit	Advertising	Advertising Posters, Campaign	Bell Média / CHOM
Bleublancrouge	The DedSec Live Hack - Watch Dogs 2	Merit	Interactive Advertising	Digital Integrated Campaign	Ubisoft Canada
Blok Design	ACT / TRACK	Merit	Graphic Design	Public Service Design (Government Agency or Non-Profit)	What World Strategies



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Blok Design	Summerhill Market	Merit	Graphic Design	Complete Corporate Identity Program	Summerhill Market
Blok Design	Summerhill Market	Merit	Graphic Design	Package Design	Summerhill Market
Blok Design	superkül	Merit	Graphic Design	Complete Corporate Identity Program	superkül
Brad	Spaceship at the border	Merit	Film	Cinema, Single or Campaign	Friends of Canadian films
Burnkit	Inform Interiors x Burnkit - Environmental Design	Merit	Graphic Design	Environmental Design (Signage, Exhibitions, Displays, etc.)	Inform Interiors
Camp Jefferson	Fire	Merit	Film	TV Single, 15 Seconds or Less	Koodo
Camp Jefferson	Vintage Meets Modern	Merit	Graphic Design	Posters, Campaign	Porsche
Chairman Ting Industries Inc.	The Internet Can't Be Stopped	Silver	Film	Animation	Webby Awards
CloudRaker	Cloud&Co.	Merit	Editorial & Book Design	Entire Magazine Issue	CloudRaker
Compass360	Adrian Gordon Cook	Silver	Interactive Design	Website Design & UI/Aesthetics	Adrian Gordon Cook
Compass360	Change	Merit	Graphic Design	Motion Graphics	Compass360
Compass360	Nomura	Merit	Interactive Design	Website (Overall)	Nomura & Co.
Concrete Design	Heads Up Issue One, Transforming Tables	Merit	Editorial & Book Design	Entire Magazine Issue	Keilhauer
Concrete Design	Willibald- First Generation Farm Distillery	Merit	Graphic Design	Complete Corporate Identity Program	Willibald- First Generation Farm Distillery
Cossette	Uncertain Terms	Gold	Advertising	Public Service Ad, Campaign	Children of the Street Society
Cossette	SickKids VS	Gold	Advertising Integrated	Advertising Integrated Campaign	SickKids Foundation
Cossette	Piano	Gold	Film	TV Single, Low Budget (\$50,000 or Less)	Banff Centre for Arts and Creativity
Cossette	SickKids VS - Undeniable	Gold	Film	Cinema, Single or Campaign	SickKids Foundation
Cossette	SickKids VS - Undeniable	Gold	Film	TV Public Service, Single	SickKids Foundation
Cossette	Piano	Silver	Film	TV Single, 60 Seconds or More	Banff Centre for Arts and Creativity
Cossette	Piano	Silver	Film	Cinema, Single or Campaign	Banff Centre for Arts and Creativity
Cossette	SickKids VS - Milk & Cookies	Silver	Film	Online Video, Single	SickKids Foundation
Cossette	Super Ads	Silver	Film	Online Video, Single	Cossette
Cossette	Super Ads	Silver	Interactive Miscellaneous	Digital Self-Promotion	Cossette
Cossette	Best - Best Place/Best City/Best Country	Merit	Advertising	Public Service Ad, Campaign	Habitat for Humanity Canada
Cossette	Uncertain Terms	Merit	Advertising Integrated	Advertising Integrated Campaign	Children of the Street Society



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Cossette	Ice In Our Veins	Merit	Film	TV Single, 60 Seconds or More	Canadian Olympic Committee
Cossette	Ice In Our Veins	Merit	Film	TV Public Service, Single	Canadian Olympic Committee
Cossette	Fun, Any Way You Look at It	Merit	Graphic Design	Posters, Campaign	Ronald McDonald House BC and Yukon
Cossette	Smugglaroos	Merit	Interactive Advertising	Product or Service Promotion	General Mills Canada
Cundari	Make Your Nights More Beautiful	Silver	Advertising	Advertising Posters, Campaign	Toronto School of Art
Cundari	Make Your Nights More Beautiful	Merit	Advertising	Newspaper Ad, Campaign	Toronto School of Art
Cundari	Make Your Nights More Beautiful	Merit	Advertising	Advertising Posters, Single	Toronto School of Art
DDB Canada	Mia & Morton	Gold	Film	Original Music	The Dairy Farmers of Canada
DDB Canada	Masterbrand Campaign (Worth Crying Over)	Silver	Film	TV Single, 30 Seconds	The Dairy Farmers of Canada
DDB Canada	Mia & Morton	Silver	Film	Online Video, Single	The Dairy Farmers of Canada
DDB Canada	Snack Time Campaign	Silver	Film	Animation	Snack Time
DDB Canada	Relaxing Staycation	Silver	Radio	Radio Single, 1-30 seconds	Cialis
DDB Canada	Romantic Staycation	Silver	Radio	Radio Single, 1-30 seconds	Cialis
DDB Canada	Spoiler Alert	Merit	Advertising	Direct Mail	Netflix
DDB Canada	Relaxing Staycation	Merit	Best Copywriting	Best Copywriting Radio, Single or Campaign	Cialis
DDB Canada	The Milk Glass	Merit	Best Copywriting	Best Copywriting Digital, Single or Campaign	The Dairy Farmers of Canada
DDB Canada	CNIB Interview	Merit	Film	TV Public Service, Single	CNIB
DDB Canada	McDonald's Celebrates Calgary Stampede	Merit	Film	Original Music	McDonald's® Canada
DDB Canada	Worth Crying Over	Merit	Film	Cinematography	
DDB Canada	Pour A Tall Cold One: Milk Cans	Merit	Graphic Design	Package Design	The Dairy Farmers of Canada
DentsuBos Toronto	The Science Of Rock N Roll	Silver	Advertising	Newspaper Ad, Campaign	The Science Of Rock N Roll / Discovery Centre Halifax
DentsuBos Toronto	Freddie	Merit	Advertising	Newspaper Ad, Single	The Science Of Rock N Roll / Discovery Centre Halifax
DentsuBos Toronto	Snowden CCTV	Merit	Advertising	Out of Home Enhanced, Single	Elevation Pictures



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DentsuBos Toronto	Snowden CCTV	Merit	Advertising	Experiential, Single	Elevation Pictures
DentsuBos Toronto	Snowden CCTV	Merit	Interactive Advertising	Digital Installation	Elevation Pictures
Edelman Canada	In the Head of a Hacker	Silver	Public Relations	Influencer Campaign	HP Canada
Edelman Canada	One Good Scam	Silver	Public Relations	PR Campaign	Alberta Securities Commission
Edelman Canada	One Good Scam	Silver	Public Relations	Stunt/Event	Alberta Securities Commission
Edelman Canada	In the Head of a Hacker	Merit	Public Relations	PR Campaign	HP Canada
FCB Toronto	Down Syndrome Answers	Gold	Interactive Miscellaneous	Education & Information	Canadian Down Syndrome Society
FCB Toronto	Down Syndrome Answers	Gold	Public Relations	Influencer Campaign	Canadian Down Syndrome Society
FCB Toronto	Where Am I?	Silver	Best Copywriting	Best Copywriting Digital, Single or Campaign	OTMPC
FCB Toronto	Down Syndrome Answers	Silver	Film	Online Video, Series	Canadian Down Syndrome Society
FCB Toronto	Down Syndrome Answers	Silver	Interactive Miscellaneous	Non-Profit/Public Service	Canadian Down Syndrome Society
FCB Toronto	Down Syndrome Answers	Silver	Media Innovation	Media Innovation, Campaign	Canadian Down Syndrome Society
FCB Toronto	Weightless	Merit	Film	TV Single, 30 Seconds	Bank of Montreal
FCB Toronto	Where Am I?	Merit	Film	Cinema, Single or Campaign	OTMPC
FCB Toronto	Live Lucky Lanes	Merit	Interactive Advertising	Digital Installation	Ontario Lottery & Gaming Corporation
FCB Toronto	Where Am I?	Merit	Interactive Advertising	Product or Service Promotion	OTMPC
FCB Toronto	Where Am I?	Merit	Interactive Miscellaneous	Interactive Video	OTMPC
FCB/SIX	Cannes Meow	Silver	Interactive Miscellaneous	Digital Self-Promotion	FCB/SIX
FCB/SIX	Cannes Meow	Merit	Interactive Design	Mobile App	FCB/SIX
FCB/SIX	The Call That Comes After	Merit	Interactive Miscellaneous	Interactive Video	Drug Free Kids Canada
Frank Viva	The New Yorker	Merit	Photography & Illustration	Editorial Illustration	The New Yorker
Freelancer	The Junction - Chilly Gonzales & Peaches	Merit	Film	Animation	Red Bull Music Academy
Goods & Services Branding	Cool/Chaud: A special issue of Wayward Arts that celebrates Canada's 150th birthday.	Merit	Editorial & Book Design	Complete Book Design	Wayward Arts
GREY	Poverty Isn't Always Easy To See	Silver	Advertising Integrated	Advertising Integrated Campaign	The Salvation Army
GREY	Poverty Isn't Always Easy To See	Merit	Interactive Miscellaneous	Non-Profit/Public Service	The Salvation Army
Grip Limited	#Pizza Bump	Merit	Film	TV Single, Low Budget (\$50,000 or Less)	Pizza Hut Canada



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Hambly & Woolley Inc.	At Twenty-five	Merit	Graphic Design	Graphic Design Self-Promotion	Hambly & Woolley
Havas Canada	Pacioretty	Merit	Film	Cinematography	
Havas Canada	Graffiti Alley Instatour	Merit	Interactive Miscellaneous	Education & Information	Heritage Toronto
Havas Canada	Consent Carol	Merit	Radio	Radio Sound Design & Music	Canadian Women's Foundation
Innocean Worldwide Canada	The Red Cube	Merit	Interactive Advertising	Digital Integrated Campaign	Kia Canada
J. Walter Thompson Canada	Toronto Speakers Academy	Gold	Radio	Radio Campaign	Toronto Speakers Academy
J. Walter Thompson Canada	#20MinutesofActionforChange	Silver	Advertising Integrated	Advertising Integrated Campaign	White Ribbon
J. Walter Thompson Canada	Swear Jar	Silver	Interactive Advertising	Digital Integrated Campaign	Hotels.com
J. Walter Thompson Canada	Swear Jar	Silver	Interactive Advertising	Social Media	Hotels.com
J. Walter Thompson Canada	Swear Jar	Silver	Promo	Promo, Single	Hotels.com
J. Walter Thompson Canada	#20MinutesofActionforChange	Silver	Public Relations	PR Campaign	White Ribbon
J. Walter Thompson Canada	Cart Thru	Merit	Graphic Design	Environmental Design (Signage, Exhibitions, Displays, etc.)	Tim Hortons
J. Walter Thompson Canada	#20MinutesofActionforChange	Merit	Interactive Advertising	Social Media	White Ribbon
J. Walter Thompson Canada	Beyond the Profile Picture	Merit	Interactive Advertising	Social Media	Kids Help Phone
J. Walter Thompson Canada	Balloons For Champions	Merit	Interactive Miscellaneous	Innovative Use of Technology	Children's Miracle Network
J. Walter Thompson Canada	Balloons For Champions	Merit	Interactive Miscellaneous	Non-Profit/Public Service	Children's Miracle Network
Jam3	Independence Day 2	Gold	Interactive Design	Animation & Motion (in a website)	20th Century Fox
Jam3	ISpy	Gold	Interactive Design	Website (Overall)	CMF and NZ On Air
Jam3	John Wick 2	Silver	Interactive Advertising	Mobile	Lionsgate Entertainment
Jam3	Bear71 VR	Silver	Interactive Miscellaneous	Augmented or Virtual Reality	The National Film Board of Canada
Jam3	ISpy	Silver	Interactive Miscellaneous	Education & Information	CMF and NZ On Air
Jam3	John Wick 2	Silver	Interactive Miscellaneous	Innovative Use of Technology	Lionsgate Entertainment



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Jam3	Independence Day 2	Merit	Interactive Miscellaneous	Innovative Use of Technology	20th Century Fox
Jim Ryce Design & Direction	The Frame is the Keyframe: Frame Anomalies	Merit	Graphic Design	Brochures	Toronto Animated Image Society
Jim Ryce Design & Direction	The Last Free Place in America	Merit	Photography & Illustration	Graphic Design Photography	Flash Reproductions
john st	The Goods Packaging	Gold	Graphic Design	Package Design	The Goods
john st	It Happens Fast	Silver	Film	TV Single, 15 Seconds or Less	Ontario Ministry of Transportation
john st	Mother's Day Sacrifice	Silver	Film	TV Public Service, Single	War Child Canada
john st	Speechless	Silver	Graphic Design	Complete Corporate Identity Program	Carly Fleischmann
john st	Now Streaming	Merit	Advertising	Print Enhanced, Single	Kruger Products- Cashmere
john st	Red Lab	Merit	Graphic Design	Stationery	Red Lab
john st	Speechless	Merit	Graphic Design	Symbols and Logotypes	Carly Fleischmann
john st	Speechless	Merit	Graphic Design	Posters, Single	Carly Fleischmann
john st	Speechless	Merit	Graphic Design	Posters, Campaign	Carly Fleischmann
john st	The Goods Menu	Merit	Graphic Design	Graphic Design Miscellaneous	The Goods
john st	Mother's Day Sacrifice	Merit	Interactive Advertising	Digital Integrated Campaign	War Child Canada
john st	It Happens Fast	Merit	Radio	Radio Campaign	Ontario Ministry of Transportation
Juniper Park\TBWA	Return of the Snowmen	Gold	Film	Special Effects	Nissan
Juniper Park\TBWA	Blamé	Gold	Interactive Miscellaneous	Non-Profit/Public Service	YWCA Canada
Juniper Park\TBWA	AMP, Keyboard, Cassette	Silver	Advertising	Advertising Posters, Campaign	MillerCoors
Juniper Park\TBWA	Wildposting	Silver	Advertising	Advertising Posters, Single	MillerCoors
Juniper Park\TBWA	Blame is a Burden	Silver	Film	Cinematography	
Juniper Park\TBWA	Illustrated Can Series	Silver	Graphic Design	Posters, Campaign	MillerCoors
Juniper Park\TBWA	Itty Bitty Ballers	Silver	Interactive Advertising	Digital Integrated Campaign	Go Daddy
Juniper Park\TBWA	Stop Whaling	Silver	Photography & Illustration	Unpublished Illustration	No Client
Juniper Park\TBWA	Boombox & Turntable Billboard Series	Merit	Advertising	Advertising Billboard, Campaign	MillerCoors
Juniper Park\TBWA	Skyscraper Shadow	Merit	Advertising	Advertising Posters, Single	FLAP - BirdSafe
Juniper Park\TBWA	Blamé	Merit	Advertising Integrated	Advertising Integrated Campaign	YWCA Canada
Juniper Park\TBWA	American Can	Merit	Graphic Design	Posters, Single	MillerCoors
Juniper Park\TBWA	Iconic Can	Merit	Graphic Design	Complete Design Program	MillerCoors
Juniper Park\TBWA	Blamé	Merit	Interactive Advertising	Digital Integrated Campaign	YWCA Canada
Juniper Park\TBWA	Ink Spill	Merit	Photography & Illustration	Advertising Illustration, Single or Campaign	CJFE



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Juniper Park\TBWA	Blamé	Merit	Promo	Promo, Single	YWCA Canada
Juniper Park\TBWA	Blamé	Merit	Public Relations	Stunt/Event	YWCA Canada
kbs+ Toronto	Innocence Canada Logo	Gold	Media Innovation	Media Innovation, Single	Innocence Canada
kbs+ Toronto	Innocence Canada Installation	Silver	Advertising	Public Service Ad, Single	Innocence Canada
kbs+ Toronto	Innocence Canada Installation	Merit	Advertising	Out of Home Enhanced, Single	Innocence Canada
LEAP	Spy Cutouts	Merit	Advertising	Advertising Posters, Single	Science World
Leo Burnett, Toronto	Cook This Page: Fish/Fisk	Gold	Advertising	Print Enhanced, Single	IKEA Canada
Leo Burnett, Toronto	Cook This Page: Fish/Fisk	Gold	Advertising	Advertising Best Art Direction, Single	IKEA Canada
Leo Burnett, Toronto	IKEA: Cook This Page	Gold	Advertising	Advertising Posters, Campaign	IKEA Canada
Leo Burnett, Toronto	Museum of Contemporary Art: The 1 of 100 Book	Gold	Advertising	Advertising Miscellaneous, Single or Campaign	Museum of Contemporary Art
Leo Burnett, Toronto	IKEA: Cook This Page	Gold	Graphic Design	Graphic Design Miscellaneous	IKEA Canada
Leo Burnett, Toronto	IKEA: Cook This Page	Gold	Media Innovation	Media Innovation, Campaign	IKEA Canada
Leo Burnett, Toronto	Cook This Page: Shrimp/Räkor	Silver	Advertising	Advertising Best Art Direction, Single	IKEA Canada
Leo Burnett, Toronto	IKEA: Cook This Page	Silver	Advertising	Experiential, Single	IKEA Canada
Leo Burnett, Toronto	IKEA: Cook This Page	Silver	Advertising	Direct Mail	IKEA Canada
Leo Burnett, Toronto	IKEA: Cook This Page	Silver	Advertising	Advertising Best Art Direction, Campaign	IKEA Canada
Leo Burnett, Toronto	Move in with JUST EAT	Silver	Advertising	Out of Home Enhanced, Single	JUST EAT
Leo Burnett, Toronto	Uncommon Thread	Silver	Advertising	Consumer Magazine Ad, Campaign	Uniqlo
Leo Burnett, Toronto	Gain by Gain	Silver	Film	TV Single, 60 Seconds or More	Procter & Gamble/Gain
Leo Burnett, Toronto	Bored Games	Silver	Graphic Design	Graphic Design Self-Promotion	Leo Burnett
Leo Burnett, Toronto	Brunch Your Way	Silver	Graphic Design	Graphic Design Miscellaneous	Smith Restaurant + Bar
Leo Burnett, Toronto	Museum of Contemporary Art: The 1 of 100 Book	Silver	Graphic Design	Brochures	Museum of Contemporary Art
Leo Burnett, Toronto	IKEA: Cook This Page	Silver	Photography & Illustration	Advertising Illustration, Single or Campaign	IKEA Canada
Leo Burnett, Toronto	IKEA: Cook This Page	Silver	Promo	Promo, Campaign	IKEA Canada
Leo Burnett, Toronto	IKEA: Cook This Page	Silver	Public Relations	Stunt/Event	IKEA Canada
Leo Burnett, Toronto	Brunch Your Way	Merit	Advertising	Advertising Best Art Direction, Campaign	Smith Restaurant + Bar
Leo Burnett, Toronto	Brunch Your Way	Merit	Advertising	Advertising Miscellaneous	Smith Restaurant + Bar
Leo Burnett, Toronto	Cook This Page: Crumble/Krümelkuchen	Merit	Advertising	Advertising Best Art Direction, Single	IKEA Canada



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Leo Burnett, Toronto	Cook This Page: Meatball/Köttbullar	Merit	Advertising	Advertising Best Art Direction, Single	IKEA Canada
Leo Burnett, Toronto	Move the box. Unpack the furniture.	Merit	Advertising	Advertising Transit, Campaign	IKEA Canada
Leo Burnett, Toronto	Pride Lamps	Merit	Advertising	Advertising Posters, Single	IKEA Canada
Leo Burnett, Toronto	The Lemonade Stand	Merit	Advertising Integrated	Advertising Integrated Campaign	Yellow Pages
Leo Burnett, Toronto	Harry's Wrinkles	Merit	Film	TV Single, 30 Seconds	Procter & Gamble/Bounce
Leo Burnett, Toronto	Time to Heal	Merit	Film	TV Single, 30 Seconds	Procter & Gamble/Gain
Leo Burnett, Toronto	Boardwalk Pavillion Font	Merit	Graphic Design	Typographic Design	Fuze Reps
Leo Burnett, Toronto	Carnivore Club: Brand Redesign	Merit	Graphic Design	Package Design	Carnivore Club
Leo Burnett, Toronto	Chocolates by Brandon Olsen	Merit	Graphic Design	Complete Corporate Identity Program	CxBO
Leo Burnett, Toronto	Chocolates by Brandon Olsen	Merit	Graphic Design	Package Design	CxBO
Leo Burnett, Toronto	Enbridge Safety Report to the Community	Merit	Graphic Design	Annual Reports, Sustainability/CSR Reports	Enbridge Inc.
Leo Burnett, Toronto	The Lemonade Stand	Merit	Graphic Design	Environmental Design (Signage, Exhibitions, Displays, etc.)	Yellow Pages
Leo Burnett, Toronto	The Reel Canada Emoji Bot	Merit	Interactive Advertising	Social Media	Reel Canada
Leo Burnett, Toronto	The Reel Canada Emoji Bot	Merit	Interactive Miscellaneous	Innovative Use of Technology	Reel Canada
Leo Burnett, Toronto	Museum of Contemporary Art: The 1 of 100 Book	Merit	Promo	Promo, Campaign	Museum of Contemporary Art
Ig2	As simple as that	Gold	Advertising	Consumer Magazine Ad, Campaign	Plaisirs Gastronomiques
Ig2	Bitter News	Gold	Advertising	Newspaper Ad, Single	Farnham Ale & Lager
Ig2	Free the bear in you	Gold	Advertising	Advertising Billboard, Campaign	Boréale
Ig2	Office	Gold	Film	TV Single, 30 Seconds	Farnham Ale & Lager
Ig2	Olympic Park – Posters	Gold	Graphic Design	Posters, Campaign	Olympic Park
Ig2	Wim	Gold	Radio	Radio Single, over 30 seconds	Farnham Ale & Lager
Ig2	The tissue for any issue	Silver	Advertising	Advertising Transit, Campaign	Kruger / Scotties
Ig2	A bit bitter	Silver	Film	TV Campaign	Farnham Ale & Lager
Ig2	Bride	Silver	Film	TV Single, 30 Seconds	Farnham Ale & Lager
Ig2	Don't give a damn	Silver	Film	TV Public Service, Single	SAAQ (La société de l'assurance automobile du Québec)



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Ig2	Boréale	Silver	Graphic Design	Package Design	Les Brasseurs du Nord
Ig2	Brand - OSQ	Silver	Graphic Design	Complete Corporate Identity Program	OSQ (Orchestre symphonique de Québec)
Ig2	Ska	Silver	Graphic Design	Package Design	Ska
Ig2	Blind Love	Silver	Interactive Advertising	Product or Service Promotion	Tourisme Québec
Ig2	Blind Love	Silver	Interactive Miscellaneous	Interactive Video	Tourisme Québec
Ig2	Arnold	Silver	Radio	Radio Single, over 30 seconds	Farnham Ale & Lager
Ig2	Boat	Merit	Advertising	Newspaper Ad, Single	Farnham Ale & Lager
Ig2	Clothes	Merit	Advertising	Advertising Posters, Single	MSSS (Ministère de la Santé et des Services sociaux du Québec)
Ig2	Degrees of bitterness	Merit	Advertising	Newspaper Ad, Campaign	Farnham Ale & Lager
Ig2	Mysterious billboard	Merit	Advertising	Experiential, Single	Quebec City Magic Festival
Ig2	Blind Love	Merit	Advertising Integrated	Advertising Integrated Campaign	Tourisme Québec
Ig2	A tailor-made dad	Merit	Film	Online Video, Single	Valin confection sur mesure
Ig2	2016 Museum Ball – Montréal Museum of Fine Arts	Merit	Graphic Design	Graphic Design Miscellaneous	Montréal Museum of Fine Arts
Ig2	2016 Museum Ball – Montréal Museum of Fine Arts	Merit	Graphic Design	Complete Design Program	Montréal Museum of Fine Arts
Ig2	4ZERO1	Merit	Graphic Design	Symbols and Logotypes	4ZERO1
Ig2	4ZERO1	Merit	Graphic Design	Complete Corporate Identity Program	4ZERO1
Ig2	Annual report	Merit	Graphic Design	Annual Reports, Sustainability/CSR Reports	Recyc Quebec
Ig2	Brand - Rituels	Merit	Graphic Design	Complete Corporate Identity Program	Rituels
Ig2	Brochure 2017/18	Merit	Graphic Design	Brochures	Theatre Periscope
Ig2	Fenplast	Merit	Graphic Design	Complete Corporate Identity Program	Fenplast
Ig2	Jos Bin	Merit	Graphic Design	Package Design	Classique Internationale de canots de la Mauricie
Ig2	Le Bal des Grands romantiques	Merit	Graphic Design	Public Service Design (Government Agency or Non-Profit)	Fondation du CHU de Quebec
Ig2	Le Bal des Grands romantiques	Merit	Graphic Design	Complete Design Program	Fondation du CHU de Quebec
Ig2	Le Bal des Grands romantiques	Merit	Graphic Design	Brochures	Fondation du CHU de Quebec



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Ig2	Le Dîner des agences	Merit	Graphic Design	Brochures	Communications Johanne Demers
Ig2	Manif d'art 8 / The Quebec City Biennial - The Art of Joy	Merit	Graphic Design	Complete Design Program	Manif d'art
Ig2	Olympic Park exhibition	Merit	Graphic Design	Environmental Design (Signage, Exhibitions, Displays, etc.)	Olympic Park
Ig2	Packaging - Rituels	Merit	Graphic Design	Package Design	Rituels
Ig2	Posters	Merit	Graphic Design	Posters, Campaign	OSQ (Orchestre symphonique de Québec)
Ig2	Posters pieces 2017/18	Merit	Graphic Design	Posters, Campaign	Theatre Periscope
Ig2	Robert Mapplethorpe - Exhibition Premiere Invite	Merit	Graphic Design	Graphic Design Miscellaneous	Montréal Museum of Fine Arts
Ig2	Solid stuff.	Merit	Graphic Design	Posters, Campaign	Les Producteurs de lait du Québec
Ig2	Toronto Natrel Milk Bar	Merit	Graphic Design	Environmental Design (Signage, Exhibitions, Displays, etc.)	Agropur Coopérative Laitière
Ig2	Blind Love	Merit	Interactive Advertising	Digital Integrated Campaign	Tourisme Québec
Ig2	The tissue for any issue	Merit	Photography & Illustration	Advertising Illustration	Kruger / Scotties
Ig2	Sorry Phase 1	Merit	Public Relations	PR Campaign	Tourisme Montréal
Ig2 Toronto	Give-A-Care	Gold	Promo	Promo, Campaign	Rethink Breast Cancer
Ig2 Toronto	Give-A-Care	Silver	Advertising Integrated	Advertising Integrated Campaign	Rethink Breast Cancer
Ig2 Toronto	Give-A-Care	Silver	Best Copywriting	Best Copywriting Digital, Single or Campaign	Rethink Breast Cancer
Ig2 Toronto	Robbers	Silver	Film	TV Single, 15 Seconds or Less	Desjardins Insurance
Ig2 Toronto	Give-A-Care	Silver	Interactive Miscellaneous	Non-Profit/Public Service	Rethink Breast Cancer
Ig2 Toronto	Give-A-Care	Silver	Interactive Miscellaneous	Education & Information	Rethink Breast Cancer
Ig2 Toronto	Tea/Hand Cream/Sanitizer	Merit	Advertising	Consumer Magazine Ad, Campaign	Rethink Breast Cancer
Ig2 Toronto	Un-clickable banner	Merit	Interactive Advertising	Display & Banner Ads	Astral/Bell Media
Ig2 Toronto	Give-A-Care	Merit	Media Innovation	Media Innovation, Campaign	Rethink Breast Cancer
Married to Giants	Maple Leafs "Stand Witness"	Silver	Film	Editing	MLSE
Married to Giants	James Rafan Profile	Merit	Film	Editing	Adventure Canada
McCann Canada	Real Reality	Silver	Film	TV Single, 30 Seconds	Hockey Hall of Fame
McCann Canada	The Alternatives	Merit	Film	Online Video, Series	Prostate Cancer Canada
McCann Canada	The Alternatives - Your Friend	Merit	Film	Online Video, Single	Prostate Cancer Canada
McCann Canada	The Alternatives - Your Mom	Merit	Film	Online Video, Single	Prostate Cancer Canada



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McCann Canada	The Alternatives - Yourself	Merit	Film	Online Video, Single	Prostate Cancer Canada
McCann Canada	The Alternatives	Merit	Radio	Radio Campaign	Prostate Cancer Canada
McCann Canada	The Alternatives	Merit	Radio	Radio Public Service, Campaign	Prostate Cancer Canada
McCann Canada	The Alternatives - Your Friend	Merit	Radio	Radio Public Service, Single	Prostate Cancer Canada
McCann Canada	The Alternatives - Your Mom	Merit	Radio	Radio Public Service, Single	Prostate Cancer Canada
McCann Canada	The Alternatives - Yourself	Merit	Radio	Radio Public Service, Single	Prostate Cancer Canada
McMillan	Taking YOW to the streets: Pedestrian-stopping visual power for Ottawa JUNOs	Merit	Graphic Design	Typographic Design	2017 JUNO Awards Host Committee
Monnet Design	Inside Out Film Festival 2017	Silver	Graphic Design	Public Service Design (Government Agency or Non-Profit)	Inside Out – Toronto LGBT Film Festival
Monnet Design	In/Future Festival	Merit	Graphic Design	Public Service Design (Government Agency or Non-Profit)	In/Future Festival
Monnet Design	Inside Out Film Festival 2017	Merit	Graphic Design	Posters, Campaign	Inside Out – Toronto LGBT Film Festival
Monnet Design	Polaris Prize – Jessy Lanza "Oh No" poster	Merit	Graphic Design	Posters, Single	Polaris Music Prize
Monnet Design	SummerWorks 2016	Merit	Graphic Design	Public Service Design (Government Agency or Non-Profit)	SummerWorks Performance Festival
Monnet Design	SummerWorks 2016 posters	Merit	Graphic Design	Posters, Campaign	SummerWorks Performance Festival
Monnet Design	In/Future Festival	Merit	Photography & Illustration	Graphic Design Illustration	In/Future Festival
Mosaic	#DoTheLivi	Merit	Interactive Advertising	Social Media	Children's Wish
National Gallery of Canada	Chris Cran Catalogue	Merit	Editorial & Book Design	Complete Book Design	National Gallery of Canada
No Fixed Address	Boom - Mixed Tape of You	Silver	Interactive Advertising	Product or Service Promotion	Boom 97.3
Ogilvy & Mather	No Baby Unhugged - Campaign	Merit	Advertising Integrated	Advertising Integrated Campaign	Kimberly-Clark
Ogilvy & Mather	Look How Far I've Come	Merit	Film	Special Effects	Unilever Canada
One Twenty Three West	Stolen Radio	Silver	Radio	Radio Single, 1-30 seconds	Vancouver Art Gallery
One Twenty Three West	Fridge	Merit	Advertising	Public Service Ad, Single	United Way of the Lower Mainland



Directions 2017 - Winners List

Company	Entry Title	Award	Category	Subcategory	Client
One Twenty Three West	Mars, Technology, Renewable Energy	Merit	Advertising	Public Service Ad, Campaign	United Way of the Lower Mainland
One Twenty Three West	Picasso Hoch	Merit	Film	TV Single, 30 Seconds	Vancouver Art Gallery
One Twenty Three West	Chocolate is my Canvas - Packaging System	Merit	Graphic Design	Package Design	Temper Chocolate & Pastry
One Twenty Three West	Cupcakes Design Program	Merit	Graphic Design	Complete Design Program	Cupcakes & Other Good Stuff
One Twenty Three West	Glorious & Free Logo	Merit	Graphic Design	Symbols and Logotypes	Glorious & Free
One Twenty Three West	Hakai Land & Sea Fishing Club Brochure	Merit	Graphic Design	Brochures	Hakai Land & Sea Fishing Club
One Twenty Three West	Vancouver Mural Festival, 2016	Merit	Graphic Design	Complete Design Program	Vancouver Mural Festival
OPC	River - Leon Bridges	Gold	Film	Cinematography	
OPC	River - Leon Bridges	Silver	Film	Direction	Leon Bridges
Open	Babies"R"Us - See you in 9 months	Merit	Advertising	Newspaper Ad, Single	Babies
Puncture Design	6 Degrees: Citizen Space	Silver	Graphic Design	Symbols and Logotypes	The Institute for Canadian Citizenship
Puncture Design	6 Degrees: Citizen Space	Merit	Graphic Design	Public Service Design (Government Agency or Non-Profit)	The Institute for Canadian Citizenship
Ray Agency	Dogs	Merit	Film	Online Video, Single	Air Labrador
Red Urban	Subaru Outback Dark Sky	Silver	Film	Original Music	Subaru Canada
Rethink	Stranger's Voice	Gold	Interactive Miscellaneous	Innovative Use of Technology	Branch Out Neurological Foundation
Rethink	Stranger's Voice - Mom, Friend, Brother	Gold	Radio	Radio Public Service, Campaign	Branch Out Neurological Foundation
Rethink	Crash Coasters	Silver	Advertising	Public Service Ad, Single	Arrive Alive
Rethink	Grab-a-gift	Silver	Interactive Advertising	Social Media	FGL Sports (Sports Experts)
Rethink	Green Screen	Silver	Interactive Advertising	Digital Installation	Scotts Canada
Rethink	Scrolling Marathon	Silver	Interactive Advertising	Mobile	FGL Sports (Sports Experts)
Rethink	Ahlan Bear	Silver	Interactive Miscellaneous	Non-Profit/Public Service	COSTI Immigration Services



Directions 2017 - Winners List

Company	Entry Title	Award	Category	Subcategory	Client
Rethink	Stranger's Voice	Silver	Interactive Miscellaneous	Non-Profit/Public Service	Branch Out Neurological Foundation
Rethink	Mr Robot Instahack	Merit	Advertising Integrated	Advertising Integrated Campaign	shomi
Rethink	Welcome Party	Merit	Advertising Integrated	Advertising Integrated Campaign	Molson Canadian
Rethink	Agency of The Year	Merit	Film	Online Video, Single	Rethink
Rethink	Mafia	Merit	Film	TV Single, Low Budget (\$50,000 or Less)	Berlitz Canada
Rethink	War	Merit	Film	TV Single, Low Budget (\$50,000 or Less)	Berlitz Canada
Rethink	Fort Capital Logo	Merit	Graphic Design	Symbols and Logotypes	Fort Capital
Rethink	MacDonald Island Park Identity	Merit	Graphic Design	Complete Corporate Identity Program	MacDonald Island Park
Rethink	Scrolling Marathon	Merit	Graphic Design	Digital Design	FGL Sports (Sports Experts)
Rethink	Small Silverware	Merit	Graphic Design	Stationery	Robin des Bois
Rethink	The Walrus Talks Logo	Merit	Graphic Design	Symbols and Logotypes	The Walrus
Rethink	Wildflower Logo	Merit	Graphic Design	Symbols and Logotypes	Wildflower
Rethink	Grab-a-gift	Merit	Interactive Advertising	Branded Games	FGL Sports (Sports Experts)
Rethink	Ahlan Bear	Merit	Interactive Miscellaneous	Education & Information	COSTI Immigration Services
Rethink	Grab-a-gift	Merit	Interactive Miscellaneous	Innovative Use of Technology	FGL Sports (Sports Experts)
Rethink	Ward+Robes	Merit	Media Innovation	Media Innovation, Single	Starlight Children's Foundation Canada
Rethink	Legal, Lost & Found, Reception	Merit	Radio	Radio Campaign	Playland
Rethink	Lost & Found	Merit	Radio	Radio Single, 1-30 seconds	Playland
Rooster Post Production	Where Am I?	Merit	Film	Editing	Ontario Tourism Marketing Partnership Corporation
Saatchi & Saatchi Canada	Gay Athletes - 'Cycling, Swimming, Fencing'	Merit	Film	TV Public Service, Campaign	The Canadian Centre for Gender and Sexual Diversity
Saatchi & Saatchi Canada	Gay Athletes - 'Cycling'	Merit	Film	TV Public Service, Single	The Canadian Centre for Gender and Sexual Diversity
Saatchi & Saatchi Canada	Gay Athletes - 'Fencing'	Merit	Film	TV Public Service, Single	The Canadian Centre for Gender and Sexual Diversity
Saatchi & Saatchi Canada	Gay Athletes - 'Swimming'	Merit	Film	TV Public Service, Single	The Canadian Centre for Gender and Sexual Diversity
Sid Lee	WWF Real Scary Masks	Gold	Advertising	Experiential, Single	World Wildlife Fund Canada



Directions 2017 - Winners List

Company	Entry Title	Award	Category	Subcategory	Client
Sid Lee	WWF Real Scary Masks	Gold	Advertising	Advertising Best Art Direction, Campaign	World Wildlife Fund Canada
Sid Lee	Toronto Maple Leafs "Stand Witness"	Gold	Best Copywriting	Best Copywriting Film, Single or Campaign	Maple Leaf Sports & Entertainment Ltd.
Sid Lee	Netflix - Santa Clarita Diet	Gold	Film	Online Video, Single	Netflix
Sid Lee	Toronto Maple Leafs "Stand Witness"	Gold	Film	TV Single, 60 Seconds or More	Maple Leaf Sports & Entertainment Ltd.
Sid Lee	WWF Real Scary	Gold	Photography & Illustration	Advertising Illustration, Single or Campaign	World Wildlife Fund Canada
Sid Lee	WWF Real Scary Masks	Gold	Promo	Promo, Single	World Wildlife Fund Canada
Sid Lee	WWF Real Scary	Silver	Media Innovation	Media Innovation, Single	World Wildlife Fund Canada
Sid Lee	WWF Real Scary	Silver	Media Innovation	Media Innovation, Campaign	World Wildlife Fund Canada
Sid Lee	Fuel Transport	Merit	Graphic Design	Motion Graphics	Fuel Transport
Sid Lee	Fuel Transport	Merit	Graphic Design	Complete Design Program	Fuel Transport
Sid Lee	Netflix Netflip	Merit	Interactive Miscellaneous	Innovative Use of Technology	Sid Lee Collective
Sid Lee	WWF Real Scary	Merit	Photography & Illustration	Advertising Photography, Single	World Wildlife Fund Canada
Skin and Bones Film Company	Sick Kids VS Undeniable	Gold	Film	Direction	Sick Kids Foundation
Skin and Bones Film Company	Sick Kids VS Undeniable	Gold	Film	Editing	Sick Kids Foundation
Skin and Bones Film Company	Sick Kids VS Missing Home	Silver	Film	Direction	Sick Kids Foundation
Skin and Bones Film Company	Sick Kids VS Undeniable	Silver	Film	Cinematography	
Skin and Bones Film Company	Sick Kids VS Missing Home	Merit	Film	Editing	
Soft Citizen	"The Man Who Could Fly"	Merit	Film	Direction	Mastercard
Studio Feed	Esse Magazine	Merit	Editorial & Book Design	Entire Magazine Issue	Esse Magazine
Studio Feed	Post-Punk Art Now	Merit	Editorial & Book Design	Complete Book Design	Pesot - Organisme de création
Studio Feed	Scandale! Le Montréal illicite 1940-1960	Merit	Editorial & Book Design	Complete Book Design	Éditions Cardinal
TAXI Canada LTD.	Holy Cow	Gold	Radio	Radio Single, 1-30 seconds	Canadian Tire
TAXI Canada LTD.	Holy Cow	Silver	Best Copywriting	Best Copywriting Radio, Single or Campaign	Canadian Tire



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Company	Entry Title	Award	Category	Subcategory	Client
TAXI Canada LTD.	Metal Animals	Silver	Film	TV Single, 15 Seconds or Less	Pfizer Consumer Healthcare
TAXI Canada LTD.	Smart Furniture	Silver	Interactive Miscellaneous	Innovative Use of Technology	Leon's Furniture Ltd.
TAXI Canada LTD.	Top Comic	Silver	Photography & Illustration	Advertising Photography, Campaign	SiriusXM Canada
The Juggernaut	WGC - Telling Canadian Stories	Merit	Film	Animation	Writer's Guild of Canada
The&Partnership	Help Wanted	Gold	Advertising	Direct Mail	Wall Street Journal
Toronto Transit Commission	TTC Honest Ed's Tribute	Silver	Graphic Design	Environmental Design (Signage, Exhibitions, Displays, etc.)	Toronto Transit Commission
Underline Studio	Design New York - Main	Gold	Graphic Design	Posters, Single	
Underline Studio	Dalla Lana Annual Report	Silver	Graphic Design	Annual Reports, Sustainability/CSR Reports	University of Toronto - Dalla Lana Faculty of Public Health
Underline Studio	Design New York	Silver	Graphic Design	Complete Design Program	
Underline Studio	Google Go North	Silver	Graphic Design	Catalogues	Google Canada
Underline Studio	Prefix Magazine #33	Merit	Editorial & Book Design	Single Magazine Page or Spread	Prefix Institute of Contemporary Art
Underline Studio	Actionable Brand Identity	Merit	Graphic Design	Symbols and Logotypes	Actionable
Underline Studio	Actionable Brand Identity	Merit	Graphic Design	Complete Corporate Identity Program	Actionable
Underline Studio	Design New York	Merit	Graphic Design	Public Service Design (Government Agency or Non-Profit)	
Underline Studio	Design New York - karlssonwilker	Merit	Graphic Design	Posters, Single	
Underline Studio	Design New York - Main / Pentagram / kw	Merit	Graphic Design	Posters, Campaign	
Underline Studio	Kingtec Brand Identity	Merit	Graphic Design	Complete Corporate Identity Program	Kingstec Technologies Inc.
Underline Studio	University of Toronto - Arts & Science Welcome Guide	Merit	Graphic Design	Brochures	University of Toronto - Arts & Science
Underline Studio	Varley Art Gallery Brand Identity	Merit	Graphic Design	Symbols and Logotypes	Varley Art Gallery of Markham
UNION Advertising Canada LP	The One That Got Away	Silver	Film	Online Video, Single	Interval House
UNION Advertising Canada LP	QX30	Merit	Interactive Miscellaneous	Augmented or Virtual Reality	INFINITI Canada
UNION Advertising Canada LP	UNION Hats	Merit	Interactive Miscellaneous	Innovative Use of Technology	UNION



Directions 2017 - Winners List

Company	Entry Title	Award	Category	Subcategory	Client
Vander Brand	Sorelle and Co.	Merit	Graphic Design	Package Design	Sorelle and Co.
Will	Stanley Park Brewing Package Design	Merit	Graphic Design	Package Design	Stanley Park Brewing
Zulu Alpha Kilo	1903: Coffee Ink Posters	Silver	Advertising	Advertising Posters, Campaign	Harley-Davidson Canada
Zulu Alpha Kilo	Americano	Silver	Advertising	Print Enhanced, Single	Harley-Davidson Canada
Zulu Alpha Kilo	A Balloon for Ben	Silver	Film	Cinema, Single or Campaign	Cineplex Entertainment
Zulu Alpha Kilo	Projection of Greatness	Silver	Film	Special Effects	Audi Canada
Zulu Alpha Kilo	1903: Coffee Ink Posters	Merit	Advertising	Advertising Best Art Direction, Campaign	Harley-Davidson Canada
Zulu Alpha Kilo	Americano	Merit	Advertising	Advertising Posters, Single	Harley-Davidson Canada
Zulu Alpha Kilo	1903: A Harley-Davidson Café	Merit	Branded Content	Branded Content, Single or Series	Harley-Davidson Canada
Zulu Alpha Kilo	Mysterious Man	Merit	Film	TV Single, 60 Seconds or More	Interac Association
Zulu Alpha Kilo	1903: A Harley-Davidson Café	Merit	Graphic Design	Package Design	Harley-Davidson Canada