



NEWS RELEASE

For Immediate Release

The Advertising & Design Club of Canada recognizes outstanding Canadian talent at its 69th annual awards show *Directions*.

This year there are **51** Gold winners, as selected by a panel of International Judges.

TORONTO, ON (November 9, 2018) – The Advertising & Design Club of Canada hosted its 69th annual awards show *Directions* last night. **433** 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:

- Cossette – Agency of the Year;
- Cossette – Design Studio of the Year;
- FCB Canada – Interactive Agency of the Year;
- Skin and Bones Film Company – Production Company of the Year.

Jane Hope, the renowned designer and co-founder of TAXI was presented the **Les Usherwood Award** in acknowledgment of her 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, Single** category, Gold was awarded to:

- Rethink for their entry *Innocence Canada Logo* for WestJet. Also awarded in the **Promo, Single, Stunt/Event**, and **Experiential, Single** categories.

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

- Bensimon Byrne/Narrative/OneMethod for their entry *Break Bread Smash Stigma* for Casey House. Also awarded in the **Promo, Campaign** and **PR, Campaign** categories.

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

- Sid Lee for their entry *#8008135* for Rethink Breast Cancer.

In the **Advertising Photography, Campaign** category, Gold was awarded to:

- No Fixed Address for their entry *Light The Way* for FA Design.

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

- Tribal Worldwide for their entry *Hotel de Jeunesse* for Crime Stoppers Toronto.

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

- Ig2 Toronto for their Advertising Print entry *Heartbreak/Smoke/Last Dance* for Atkin Guitars.



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

- Mile Inn for their entry *Sounds of Trauma* for the David Lynch Foundation.

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

- BBDO for their **Social Media** entry *The Paralympic Network* for Canadian Paralympic Committee.
- Jam3 for their **Website (Overall)** entry *Nuclear Dissent* for CMF, NZ on Air. Also awarded in the **Website Design** and **Interactive Narrative** categories.
- FCB Canada for their **Innovative Use of Technology** entry *Safest Highway* for Fountain Tire.
- FCB/SIX for their **Education & Information** entry *Destination Pride* for PFLAG Canada.

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

- Cossette for their **Symbols & Logotypes** entry *Humanity & Inclusion Logo* for Humanity & Inclusion.
- Underline Studio for their **Entire Magazine Issue** entry *Our Home and Native Land* for Flash Reproductions.
- Open. A Creative Company for their **Posters, Single** entry *SMYTHE - Now Shipping Worldwide* for SMYTHE.
- Leo Burnett, Toronto for their **Posters, Campaign** entry *Fuze Goes Bang 5.0* for Fuze Reps.
- Worship Studio for their **Motion Graphics** entry *Semi Permanent Titles 2018* for Semi Permanent.
- FCB/SIX for their **Digital Design** entry *Destination Pride* for PFLAG Canada.

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

- Cossette for their **Newspaper Ad, Single** entry *Easter Egg* for McDonald's Canada.
- TAXI for their **Consumer Magazine Ad, Single** entry *Abandoned 1* for Audi Canada.
- TAXI for their **Public Service Ad Print, Campaign** entry *Search History* for Covenant House. Also awarded in **Public Service Print, Single** category for *Search History - Addiction*.
- TAXI for their **Advertising Posters, Single** entry *Shake* for Kraft Heinz.
- Open. A Creative Company for their **Advertising Posters, Campaign** entry *SMYTHE - Now Shipping Worldwide* for SMYTHE. Also awarded in the **Advertising Best Art Direction, Campaign** category.
- J. Walter Thompson Canada for their **Advertising Billboard, Single** entry *Remission Bell* for St. Louis Children's Hospital.
- Cossette for their **Advertising Billboard, Campaign** entry *Follow The Arches: Next Exit/On Your Right/Just Missed Us* for McDonald's Canada. Also awarded in the **Advertising Best Art Direction, Single** category for *Just Missed Us*.
- UNION for their **Out of Home Enhanced Single** entry *Noise Cancelling Poster* for CREA.
- john st. for their **Direct** entry *The LOVE YOU Project* for Shoppers Drug Mart.

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

- Sid Lee for their **TV Single, 30 Seconds** entry *Trust the Experts- Father-in-Law* for H&R Block.
- john st. for their **TV Single, Over 30 Seconds** entry *Eat Together* for Loblaw Companies Limited - President's Choice.
- Ig2 for their **TV Single, Low Budget** entry *Buggy* for Epiderma.
- Cossette for their **TV Public Service, Single** entry *SickKids VS - All In* for SickKids Foundation.
- Cossette for their **Online Single, Over 45 Seconds** entry *MomStrong* for SickKids Foundation. Also awarded in the **Online Public Service** and **Direction** categories.
- Zulu Alpha Kilo for their **Online Series** entry *Common Ground* for Harley-Davidson Canada.



- Sid Lee for their **Animation** entry *Posters for Peace* for Ivanhoé Cambridge
- Mile Inn for their **Sound Design** entry *Sounds of Trauma* for the David Lynch Foundation.
- Skin and Bones for their **Non-Commercial Film Craft** entry *Spadina House*.

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

- Bensimon Byrne/Narrative/OneMethod for their entry *Break Bread Smash Stigma* for Casey House.

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

- **Maddie Rosenberg, Ella Kallonen, and Runda Dong** from Miami Ad School Toronto for their **Advertising** entry *Adidas Atmos*.
- **Mohit Gupta, Carson Young, Zachery Eng, and David Luong** from York University/Sheridan College, for their **Graphic Design** entry *Oble*.

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 2018 annual show.

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