



Directions 2018 - Winners List

Company	Entry Title	Award	Category	Subcategory	Client
Agency59	Library People	Merit	Interactive Advertising	Social Media, Campaign	Toronto Public Library Foundation
Alina Skyson	Asymetric Logo	Merit	Design	Symbols and Logotypes	Asymetric
Anomaly	Mockupdated	Silver	Interactive Miscellaneous	Self-Promotion	Unsplash
Anomaly	Reese Mix Breakaway Bowl	Silver	Interactive Miscellaneous	Innovative Use of Technology	The Hershey Company
Anomaly	Oh Henry! 4:25	Silver	Promo	Promo, Single	The Hershey Company
Anomaly	Oh Henry! 4:25	Silver	Public Relations	Stunt/Event	The Hershey Company
Anomaly	Oh Henry! 4:25	Merit	Advertising Integrated	Advertising Integrated Campaign	The Hershey Company
Anomaly	Budweiser-Alberta Made	Merit	Design	Package Design	ABInBev
Anomaly	Mockupdated	Merit	Interactive Miscellaneous	Non-Profit & Public Service	Unsplash
Arrivals + Departures	CMHR - Mandela	Merit	Film	Online Single, Over 45 Seconds	Canadian Museum for Human Rights
Art & Mechanical	Alpine Spring Edition - Lure A Can Design	Silver	Design	Package Design	Moosehead Breweries
Baillat	Baillat Studio 3 year anniversary Waterproof Design	Merit	Design	Graphic Design Self-Promotion	Baillat
Baillat	Elektra 2017	Merit	Design	Complete Corporate Identity Program	Elektra
Baillat	Elektra 2017 Video	Merit	Design	Motion Graphics	Elektra
Baillat	Red Bull Music Academy Weekender Montreal 2017	Merit	Design	Motion Graphics	Red Bull Music Academy
BBDO	The Paralympic Network	Gold	Interactive Advertising	Social Media	Canadian Paralympic Committee
BBDO	#EATYOURWORDS	Silver	Advertising	Direct	Mars Wrigley Confectionary
BBDO	The Paralympic Network	Silver	Interactive Advertising	Integrated Digital Campaigns	Canadian Paralympic Committee
BBDO	The Paralympic Network	Silver	Interactive Miscellaneous	Non-Profit & Public Service	Canadian Paralympic Committee
BBDO	Love Text	Merit	Advertising	Advertising Posters, Single	Take Note
BBDO	#EATYOURWORDS	Merit	Interactive Advertising	Social Media	Mars Wrigley Confectionary
Believe In	Canada Modern — Archive of Canadian Graphic Design 1960—1985	Silver	Interactive Miscellaneous	Education & Information	Canada Modern
Believe In	FS INDUSTRIE — TYPE SPECIMEN	Merit	Design	Typographic Design	Fontsmith
Bensimon Byrne/ Narrative/ OneMethod	Rebate Homeshow	Merit	Design	Environmental Design (Signage, Exhibition, Displays, etc)	Government of Ontario Ministry of the Environment and Climate Change
Bensimon Byrne/ Narrative/ OneMethod	Break Bread Smash Stigma	Gold	Advertising Integrated	Advertising Integrated Campaign	Casey House
Bensimon Byrne/ Narrative/ OneMethod	Break Bread Smash Stigma	Gold	Media Innovation	Media Innovation, Campaign	Casey House



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Bensimon Byrne/ Narrative/ OneMethod	Break Bread Smash Stigma	Gold	Promo	Promo, Campaign	Casey House
Bensimon Byrne/ Narrative/ OneMethod	Break Bread Smash Stigma	Gold	Public Relations	PR Campaign	Casey House
Bensimon Byrne/ Narrative/ OneMethod	Break Bread Smash Stigma	Silver	Advertising	Direct	Casey House
Bensimon Byrne/ Narrative/ OneMethod	Break Bread Smash Stigma	Silver	Film	The Mick Griffin Best Editing Award	Casey House
Bensimon Byrne/ Narrative/ OneMethod	Break Bread Smash Stigma	Silver	Public Relations	Influencer Campaign	Casey House
Bensimon Byrne/ Narrative/ OneMethod	Break Bread Smash Stigma	Silver	Public Relations	Stunt/Event	Casey House
Bleublancrouge	4.9-Second Parking	Merit	Film	Online Single, Under 45 Seconds	Toyota
Blok Design	Modern Recreation	Merit	Design	Complete Corporate Identity Program	Modern Recreation
Blok Design	The Broadview Hotel	Merit	Design	Complete Corporate Identity Program	The Broadview Hotel
Blok Design	TIFF Annual Report	Merit	Design	Annual Reports, Sustainability/CSR Reports	TIFF
Camp Jefferson	Koodo Shock-Free Data: Flashbacks	Silver	Film	TV Campaign	Koodo
Camp Jefferson	Koodo: Live Stream	Silver	Film	TV Single, 15 Seconds or Less	Koodo
Camp Jefferson	Koodo: Ping Pong	Silver	Film	TV Single, 15 Seconds or Less	Koodo
Central Station	Tarot Cards	Merit	Photography & Illustration	Advertising Illustration	Belgian Moon
Cheil Canada	Yokohama	Merit	Advertising	Advertising Miscellaneous	Yokohama
cleansheet	CanadaSound	Silver	Interactive Miscellaneous	Other	CanadaSound
Concrete Design	Dr. Loretta Skincare	Merit	Design	Package Design	Dr. Loretta Skincare
Concrete Design	Thomas Kosmala	Merit	Design	Package Design	Thomas Kosmala
Cossette	Easter Egg	Gold	Advertising	Newspaper Ad, Single	McDonald's Canada
Cossette	Follow The Arches: Next Exit/On Your Right/Just Missed Us	Gold	Advertising	Advertising Billboard, Campaign	McDonald's Restaurants of Canada Limited
Cossette	Just Missed Us	Gold	Advertising	Advertising Best Art Direction, Single	McDonald's Restaurants of Canada Limited
Cossette	Humanity & Inclusion - Logo	Gold	Design	Symbols and Logotypes	Humanity & Inclusion
Cossette	SickKids VS - All In	Gold	Film	TV Public Service, Single	SickKids Foundation
Cossette	SickKids VS - MomStrong	Gold	Film	Direction	SickKids Foundation
Cossette	SickKids VS - MomStrong	Gold	Film	Online Public Service, Single	SickKids Foundation
Cossette	SickKids VS - MomStrong	Gold	Film	Online Single, Over 45 Seconds	SickKids Foundation



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Cossette	Follow The Arches: Next Exit/On Your Right/Just Missed Us	Silver	Advertising	Advertising Best Art Direction, Campaign	McDonald's Restaurants of Canada Limited
Cossette	Just Missed Us	Silver	Advertising	Advertising Billboard, Single	McDonald's Restaurants of Canada Limited
Cossette	Next Exit	Silver	Advertising	Advertising Best Art Direction, Single	McDonald's Restaurants of Canada Limited
Cossette	Next Exit	Silver	Advertising	Advertising Billboard, Single	McDonald's Restaurants of Canada Limited
Cossette	On Your Left	Silver	Advertising	Advertising Best Art Direction, Single	McDonald's Restaurants of Canada Limited
Cossette	On Your Left	Silver	Advertising	Advertising Billboard, Single	McDonald's Restaurants of Canada Limited
Cossette	On Your Right	Silver	Advertising	Advertising Best Art Direction, Single	McDonald's Restaurants of Canada Limited
Cossette	On Your Right	Silver	Advertising	Advertising Billboard, Single	McDonald's Restaurants of Canada Limited
Cossette	Big Mac	Silver	Design	Posters, Single	McDonald's Restaurants of Canada Limited
Cossette	Follow The Arches: Next Exit/On Your Right/Just Missed Us	Silver	Design	Posters, Campaign	McDonald's Restaurants of Canada Limited
Cossette	Mobile Menu: Big Mac/Fries/Egg McMuffin	Silver	Design	Posters, Campaign	McDonald's Restaurants of Canada Limited
Cossette	SickKids VS - All In	Silver	Film	Cinematography	SickKids Foundation
Cossette	SickKids VS - All In	Silver	Film	Direction	SickKids Foundation
Cossette	SickKids VS - All In	Silver	Film	The Mick Griffin Best Editing Award	SickKids Foundation
Cossette	SickKids VS - All In	Silver	Film	Online Public Service, Single	SickKids Foundation
Cossette	SickKids VS - All In	Silver	Film	Online Single, Over 45 Seconds	SickKids Foundation
Cossette	SickKids VS - MomStrong	Silver	Film	Cinematography	SickKids Foundation
Cossette	SickKids VS - MomStrong	Silver	Film	The Mick Griffin Best Editing Award	SickKids Foundation
Cossette	Emergency vs Non-Emergency	Merit	Advertising	Public Service Ad, Campaign	E-Comm 911
Cossette	Fire	Merit	Advertising	Public Service Ad, Single	E-Comm 911
Cossette	Garde-Manger Pour Tous	Merit	Advertising	Advertising Typography	Garde-Manger Pour Tous
Cossette	Gunshot	Merit	Advertising	Public Service Ad, Single	E-Comm 911
Cossette	SickKids VS - All In	Merit	Advertising Integrated	Advertising Integrated Campaign	SickKids Foundation
Cossette	Emergency Hospital	Merit	Michael O'Reilly Best Copywriting Award	Best Copywriting - Film	The Corner Comedy Club Inc.



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Cossette	Unweathered: Robin/Catherine/David	Merit	Branded Content	Branded Content, Series	Canada Goose
Cossette	Egg McMuffin	Merit	Design	Posters, Single	McDonald's Restaurants of Canada Limited
Cossette	Espace Go Theater - Season 2017- 2018	Merit	Design	Posters, Campaign	Espace Go Theater
Cossette	Fries	Merit	Design	Posters, Single	McDonald's Restaurants of Canada Limited
Cossette	Just Missed Us	Merit	Design	Posters, Single	McDonald's Restaurants of Canada Limited
Cossette	MTELUS	Merit	Design	Complete Corporate Identity Program	TELUS
Cossette	Next Exit	Merit	Design	Posters, Single	McDonald's Restaurants of Canada Limited
Cossette	On Your Left	Merit	Design	Posters, Single	McDonald's Restaurants of Canada Limited
Cossette	On Your Right	Merit	Design	Posters, Single	McDonald's Restaurants of Canada Limited
Cossette	Emergency Hospital	Merit	Film	Online Single, Over 45 Seconds	The Corner Comedy Club Inc.
Cossette	SickKids VS - DadStrong	Merit	Film	Online Public Service	SickKids Foundation
Cossette	SickKids VS - DadStrong	Merit	Film	Online Single, Over 45 Seconds	SickKids Foundation
Cossette	Family Tree	Merit	Interactive Advertising	Design	SickKids Foundation
Cossette	Make a Toenation	Merit	Interactive Advertising	Social Media, Single	Tourism Yukon
Cossette	Family Tree	Merit	Interactive Design	User Interface & User Experience (Website & Apps)	SickKids Foundation
Cossette	Tourisme Montréal Data-Driven Website	Merit	Interactive Design	Website (Overall)	Tourisme Montréal (TM)
Cossette	Buried	Merit	Radio	Radio Public Service, Single	E-Comm 911
Cossette	Emergency vs Non-Emergency	Merit	Radio	Radio Public Service, Campaign	E-Comm 911
CRITERIUM	Vodka Cap Diamant	Merit	Design	Package Design	Vodka Cap Diamant
Critical Mass	See The Unseen	Merit	Interactive Miscellaneous	Augmented Reality & Virtual	Nissan North America
DDB Canada	GO Etiquette Book	Silver	Advertising	Advertising Miscellaneous,	METROLINX - GO Transit
DDB Canada	Good Weird.	Silver	Advertising	Advertising Posters, Campaign	Fuggles & Warlock
DDB Canada	Good Weird.	Silver	Advertising	Advertising Posters, Single	Fuggles & Warlock
DDB Canada	Post No Bills	Silver	Advertising	Advertising Posters, Single	True Crime Film Festival
DDB Canada	GO Etiquette	Silver	Branded Content	Branded Content, Single	METROLINX - GO Transit
DDB Canada	Bribery	Merit	Advertising	Direct	True Crime Film Festival



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DDB Canada	GO Etiquette	Merit	Advertising Integrated	Advertising Integrated Campaign	METROLINX - GO Transit
DDB Canada	GO Etiquette	Merit	Michael O'Reilly Best Copywriting Award	Best Copywriting Digital, Campaign	METROLINX - GO Transit
DDB Canada	Art on the Block	Merit	Design	Complete Design Program	Art Gallery of Alberta
DDB Canada	Rise Above	Merit	Design	Annual Reports, Sustainability/CSR Reports	Edmonton International Airport
DDB Canada	Volkswagen Pride	Merit	Design	Posters, Single	Volkswagen Canada
DDB Canada	Loop	Merit	Film	Online Single, Over 45 Seconds	Chartered Professional Accountants
DDB Canada	GO Etiquette Book	Merit	Interactive Advertising	Social Media	METROLINX - GO Transit
DDB Canada	GO Etiquette	Merit	Photography & Illustration	Advertising Illustration	METROLINX - GO Transit
Faith	Salvador Dalí Art & Fashion Exhibition	Merit	Design	Typographic Design	Yorkville Village
FCB Canada	Safest Highway	Gold	Interactive Miscellaneous	Innovative Use of Technology	Fountain Tire
FCB Canada	Anything But Sorry	Silver	Advertising Integrated	Advertising Integrated Campaign	Canadian Down Syndrome
FCB Canada	The S Word	Silver	Film	Online Public Service, Series	Canadian Down Syndrome
FCB Canada	The S Word	Silver	Film	Online Single, Over 45 Seconds	Canadian Down Syndrome
FCB Canada	Above All Odds	Merit	Film	TV Single, Over 30 Seconds	Air Canada
FCB Canada	Anything But Sorry	Merit	Interactive Advertising	Integrated Digital Campaigns	Canadian Down Syndrome
FCB Canada	Anything But Sorry	Merit	Interactive Advertising	Social Media	Canadian Down Syndrome
FCB Canada	Anything But Sorry	Merit	Interactive Miscellaneous	Education & Information	Canadian Down Syndrome
FCB Canada	Anything But Sorry	Merit	Interactive Miscellaneous	Non-Profit & Public Service	Canadian Down Syndrome
FCB/SIX	Destination Pride	Gold	Design	Digital Design	PFLAG Canada
FCB/SIX	Destination Pride	Gold	Interactive Miscellaneous	Education & Information	PFLAG Canada
FCB/SIX	Destination Pride	Silver	Interactive Advertising	Design	PFLAG Canada
FCB/SIX	Destination Pride	Silver	Interactive Advertising	Websites	PFLAG Canada
FCB/SIX	Destination Pride	Silver	Interactive Design	Mobile Design	PFLAG Canada
FCB/SIX	Destination Pride	Silver	Interactive Design	Website (Overall)	PFLAG Canada
FCB/SIX	Destination Pride	Silver	Interactive Design	Website Design	PFLAG Canada
FCB/SIX	Destination Pride	Silver	Interactive Miscellaneous	Non-Profit & Public Service	PFLAG Canada
FCB/SIX	Destination Pride	Merit	Advertising	Direct	PFLAG Canada
FCB/SIX	Destination Pride	Merit	Interactive Advertising	Integrated Digital Campaigns	PFLAG Canada
FCB/SIX	Destination Pride	Merit	Interactive Advertising	Mobile	PFLAG Canada
FCB/SIX	Destination Pride	Merit	Interactive Design	User Interface & User Experience (Website & Apps)	PFLAG Canada
FCB/SIX	Destination Pride	Merit	Media Innovation	Media Innovation, Campaign	PFLAG Canada
FCB/SIX	Destination Pride	Merit	Media Innovation	Media Innovation, Single	PFLAG Canada



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Freelance	AssembleAR	Silver	Interactive Miscellaneous	Self-Promotion	Adam Pickard
Gauthier	2017-18 Season Campaign	Merit	Design	Posters, Campaign	Centre du Théâtre d'aujourd'hui
Giant Ant	Spotify - Pride Stories	Silver	Film	Animation	Spotify
GREY	ADCC Call for Entries	Merit	Design	Typographic Design	
Grip Limited	Highway	Silver	Film	TV Public Service, Single	Terry Fox Foundation
Grip Limited	Bitcoin Bucket	Silver	Public Relations	Stunt/Event	YUM! Restaurants - KFC
Grip Limited	Bitcoin Bucket	Merit	Interactive Advertising	Social Media	YUM! Restaurants - KFC
Grip Limited	One Dollar	Merit	Interactive Miscellaneous	Non-Profit & Public Service	Terry Fox Foundation
Grip Limited	Bitcoin Bucket	Merit	Promo	Promo, Single	YUM! Restaurants - KFC
J. Walter Thompson Canada	Remission Bell	Gold	Advertising	Advertising Billboard, Single	St. Louis Children's Hospital
J. Walter Thompson Canada	Remission Bell	Silver	Advertising	Experiential, Single	St. Louis Children's Hospital
J. Walter Thompson Canada	Remission Bell	Silver	Media Innovation	Media Innovation, Single	St. Louis Children's Hospital
J. Walter Thompson Canada	Remission Bell	Silver	Public Relations	PR Campaign	St. Louis Children's Hospital
J. Walter Thompson Canada	Full Tilt Detergent Poster	Merit	Advertising	Advertising Posters, Single	Full Tilt Cycle
J. Walter Thompson Canada	Full Tilt Detergent Poster	Merit	Advertising	Print Enhanced, Single	Full Tilt Cycle
Jam3	Nuclear Dissent	Gold	Interactive Design	Website (Overall)	CMF, NZ on Air
Jam3	Nuclear Dissent	Gold	Interactive Design	Website Design	CMF, NZ on Air
Jam3	Nuclear Dissent	Gold	Interactive Miscellaneous	Interactive Narrative	CMF, NZ on Air
Jam3	Dunkirk WebVR	Silver	Interactive Advertising	Design	Warner Brothers
Jam3	Dunkirk WebVR	Silver	Interactive Advertising	Mobile	Warner Brothers
Jam3	Dunkirk WebVR	Silver	Interactive Miscellaneous	Augmented Reality & Virtual	Warner Brothers
Jam3	Nuclear Dissent	Silver	Interactive Miscellaneous	Augmented Reality & Virtual	CMF, NZ on Air
john st.	The LOVE YOU Project	Gold	Advertising	Direct	Shoppers Drug Mart
john st.	Eat Together	Gold	Film	TV Single, Over 30 Seconds	Loblaw Companies Limited-President's Choice
john st.	Eat Together Tablecloth	Silver	Advertising	Experiential, Single	Loblaw Companies Limited-President's Choice
john st.	The LOVE YOU Project	Silver	Advertising	Experiential, Single	Shoppers Drug Mart
john st.	Eat Together	Silver	Film	Cinema	Loblaw Companies Limited-President's Choice
john st.	BP in Bed	Merit	Advertising	Direct	Boston Pizza



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john st.	16 and Under	Merit	Advertising Integrated	Advertising Integrated Campaign	Heart and Stroke Foundation of Canada 1
john st.	Stuntman	Merit	Film	Cinema	Tangerine
john st.	BP in Bed	Merit	Media Innovation	Media Innovation, Single	Boston Pizza
john st.	Eat Together Tablecloth	Merit	Media Innovation	Media Innovation, Single	Loblaw Companies Limited-President's Choice
john st.	Eat No Evil	Merit	Photography & Illustration	Advertising Illustration	The Goods
john st.	Ciocolato	Merit	Promo	Promo, Single	Dr. Oetker
Juniper Park\TBWA	GoDaddy - #SitesInUnderAnHour	Silver	Advertising	Direct	GoDaddy
Juniper Park\TBWA	Nissan - Canadian Animals	Silver	Advertising	Newspaper Ad, Campaign	Nissan Canada
Juniper Park\TBWA	The Source Presents: A Love Story	Silver	Film	Online Single, Under 45 Seconds	The Source Canada
Juniper Park\TBWA	GoDaddy - #SitesInUnderAnHour	Silver	Interactive Advertising	Integrated Digital Campaigns	GoDaddy
Juniper Park\TBWA	Nissan - Canadian Animals	Silver	Photography & Illustration	Advertising Illustration	Nissan Canada
Juniper Park\TBWA	Nissan - Canadian Animals	Silver	Photography & Illustration	Advertising Illustration	Nissan Canada
Juniper Park\TBWA	GoDaddy - #SitesInUnderAnHour	Silver	Promo	Promo, Campaign	GoDaddy
Juniper Park\TBWA	Kim Jong-un On Kim Jong-un	Merit	Advertising	Public Service Ad, Single	IFEX
Juniper Park\TBWA	Leaders On Leaders	Merit	Advertising	Public Service Ad, Campaign	IFEX
Juniper Park\TBWA	Putin On Putin	Merit	Advertising	Public Service Ad, Single	IFEX
Juniper Park\TBWA	Trump on Trump	Merit	Advertising	Public Service Ad, Single	IFEX
KBS	Tags with Impact	Silver	Interactive Advertising	Social Media	World Vision
KBS	Tags with Impact	Merit	Interactive Miscellaneous	Non-Profit & Public Service	World Vision
KBS	Tags with Impact	Merit	Media Innovation	Media Innovation, Campaign	World Vision
L.A. Inc.	357	Merit	Design	Brochures	Great Gulf
Leo Burnett, Toronto	Fuze Goes Bang 5.0	Gold	Design	Posters, Campaign	Fuze Reps
Leo Burnett, Toronto	Dodgeball Canada Rebrand	Silver	Design	Complete Corporate Identity Program	Dodgeball Canada
Leo Burnett, Toronto	More Than a Toque	Silver	Design	Environmental Design (Signage, Exhibition, Displays, etc)	Raising the Roof
Leo Burnett, Toronto	First Skate	Silver	Film	TV Single, Over 30 Seconds	Canadian Tire
Leo Burnett, Toronto	Petal Paint	Merit	Advertising	Advertising Best Art Direction, Campaign	JAT Holdings
Leo Burnett, Toronto	Petal Paint	Merit	Advertising	Direct	JAT Holdings
Leo Burnett, Toronto	Petal Paint	Merit	Advertising Integrated	Advertising Integrated Campaign	JAT Holdings
Leo Burnett, Toronto	Camera Doppieganger	Merit	Design	Graphic Design Self-Promotion	Leo Burnett, Toronto
Leo Burnett, Toronto	CarConnect Logo	Merit	Design	Symbols and Logotypes	AAA
Leo Burnett, Toronto	Chop Chop Logo	Merit	Design	Symbols and Logotypes	Chop Chop
Leo Burnett, Toronto	Dodgeball Canada Logo	Merit	Design	Motion Graphics	Dodgeball Canada



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Leo Burnett, Toronto	More Than a Toque	Merit	Design	Public Service Design (Government Agency or Non-Profit)	Raising the Roof
Leo Burnett, Toronto	World Dodgeball Championship Rebrand	Merit	Design	Complete Corporate Identity Program	World Dodgeball Federation
lg2	Buggy	Gold	Film	TV Single, Low Budget (\$100,000 or Less)	Epiderma
lg2	Heartbreak/Smoke/Last Dance	Gold	Michael O'Reilly Best Copywriting Award	Best Copywriting - Ad Print	Atkin Guitars
lg2	People/Stay/Best Part	Silver	Advertising	Advertising Best Art Direction, Campaign	Manchu WOK
lg2	Sad/Hurt/Alone	Silver	Advertising	Public Service Ad, Campaign	StopCyberBullying
lg2	The mind-reading billboard	Silver	Advertising	Advertising Transit, Single	Le Festival de magie de Québec
lg2	The You Inside Project	Silver	Advertising	Direct	Gender Creative Kids Canada
lg2	Coma	Silver	Film	TV Single, 30 Seconds	Yum Yum
lg2	Floor	Silver	Film	TV Single, Low Budget (\$100,000 or Less)	Epiderma
lg2	Funeral March	Silver	Film	TV Public Service, Single	Lifesaving Society
lg2	Old days	Silver	Film	TV Campaign	Epiderma
lg2	Singing Cartons	Silver	Interactive Design	Mobile Apps	Les Producteurs de lait du
lg2	Fortune-Telling Billboard	Silver	Interactive Miscellaneous	Innovative Use of Technology	Manchu WOK
lg2	People/Stay/Best Part	Silver	Photography & Illustration	Advertising Illustration	Manchu WOK
lg2	Fortune-Telling Billboard	Merit	Advertising	Out of Home Enhanced, Single	Manchu WOK
lg2	Sad	Merit	Advertising	Public Service Ad, Single	StopCyberBullying.org
lg2	Smoke	Merit	Advertising	Newspaper Ad, Single	Atkin Guitars
lg2	The mind-reading billboard	Merit	Advertising	Out of Home Enhanced, Single	Le Festival de magie de Québec
lg2	Cidery Milton	Merit	Design	Complete Corporate Identity Program	Cidery Milton
lg2	ITHQ	Merit	Design	Complete Corporate Identity Program	Institut de tourisme et d'hôtellerie du Québec (ITHQ)
lg2	Je cours QC - Branding	Merit	Design	Complete Corporate Identity Program	Je cours QC
lg2	km3	Merit	Design	Complete Design Program	Partenariat du Quartier des spectacles
lg2	Pur Vodka	Merit	Design	Package Design	Pur Vodka
lg2	Relais Boréale Flagship Boutique	Merit	Design	Environmental Design (Signage, Exhibition, Displays, etc)	Les Brasseurs du Nord

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Ig2	Salon Gary-Carter	Merit	Design	Environmental Design (Signage, Exhibition, Displays, etc)	Parc Olympique
Ig2	Shoot Studio	Merit	Design	Complete Corporate Identity Program	Shoot Studio
Ig2	Shoot Studio	Merit	Design	Stationery	Shoot Studio
Ig2	Stefano	Merit	Design	Package Design	Aliments Faita Forgione
Ig2	Captain	Merit	Film	TV Public Service, Campaign	La Société de l'assurance automobile du Québec
Ig2	Fire	Merit	Film	TV Single, Low Budget (\$100,000 or Less)	Epiderma
Ig2	Shaving	Merit	Film	TV Public Service, Single	La Société de l'assurance automobile du Québec
Ig2	The Isolated Campaign	Merit	Interactive Miscellaneous	Innovative Use of Technology	Responsible Gambling Council
Ig2	The mind-reading billboard	Merit	Interactive Miscellaneous	Innovative Use of Technology	Le Festival de magie de Québec
Ig2	Trust your taste	Merit	Photography & Illustration	Advertising Illustration	Les Producteurs de lait du Québec / Fromages d'ici
Ig2	It's good to be good	Merit	Promo	Promo, Single	BBQ Québec
Ig2	Reaction time	Merit	Radio	Radio Public Service, Single	La Société de l'assurance automobile du Québec
Ig2	Talk	Merit	Radio	Radio Public Service, Single	La Société de l'assurance automobile du Québec
Little Rocket	BRNT Trade Show Booth	Merit	Design	Environmental Design (Signage, Exhibition, Displays, etc)	BRNT
McCann Canada	Famous Fingers	Silver	Advertising	Public Service Ad, Campaign	Prostate Cancer Canada
McCann Canada	The Real #GOAT	Merit	Interactive Advertising	Social Media, Campaign	Juicy Fruit
Morrison Films	Sounds of Trauma	Gold	Film	The Mick Griffin Best Editing Award	David Lynch Foundation
Morrison Films	Sounds of Trauma	Gold	Film	Sound Design	David Lynch Foundation
Morrison Films	Sounds of Trauma	Merit	Film	Direction	David Lynch Foundation
Monnet Design	Design Mexico	Silver	Design	Posters, Single	The Advertising & Design Club of Canada
Monnet Design	Monnet Design 2017 Charity Holiday Card	Silver	Design	Graphic Design Self-Promotion	Monnet Design
Monnet Design	SummerWorks 2017	Silver	Design	Public Service Design (Government Agency or Non-Profit)	SummerWorks Performance Festival
Monnet Design	Two Circles - Micah Lexier	Silver	Design	Complete Book Design	Micah Lexier
Monnet Design	Inside Out 2018	Merit	Design	Posters, Campaign	SummerWorks Performance Festival



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Monnet Design	Inside Out 2018	Merit	Design	Public Service Design (Government Agency or Non-Profit)	Inside Out LGBT Film Festival
Mosaic	The BMO200 fountain	Merit	Interactive Advertising	Digital Installations	The Bank of Montreal
Mosaic	The BMO200 fountain	Merit	Interactive Miscellaneous	Innovative Use of Technology	The Bank of Montreal
Mosaic	King Jay	Merit	Promo	Promo, Single	The Children's Wish Foundation
No Fixed Address	Light the Way	Gold	Photography & Illustration	Advertising Photography, Campaign	FA Design
No Fixed Address	Don't Get Sextorted, Send a Naked Mole Rat	Silver	Interactive Miscellaneous	Non-Profit & Public Service	Canadian Centre for Child Protection
No Fixed Address	Don't Get Sextorted, Send a Naked Mole Rat	Silver	Public Relations	PR Campaign	Canadian Centre for Child Protection
Ogilvy & Mather	Beautifully Real Moms	Merit	Advertising	Advertising Billboard, Campaign	Unilever
Ogilvy & Mather	Beautifully Real Moms	Merit	Advertising Integrated	Advertising Integrated Campaign	Unilever
Ogilvy & Mather	Beautifully Real Moms	Merit	Interactive Advertising	Integrated Digital Campaigns	Unilever
Ogilvy & Mather	Cottonelle Strokable Banners	Merit	Interactive Advertising	Mobile	Kimberly-Clark
Ogilvy & Mather	Cottonelle Strokable Billboards	Merit	Interactive Advertising	Digital Installations	Kimberly-Clark
Ogilvy & Mather	Cottonelle Strokable Billboards Campaign	Merit	Media Innovation	Media Innovation, Campaign	Kimberly-Clark
One Twenty Three West	Ocean Depth	Silver	Advertising	Out of Home Enhanced, Single	Vancouver Aquarium
One Twenty Three West	What Will You See? Octopus, Axolotl, Lionfish	Silver	Photography & Illustration	Advertising Illustration Campaign	Vancouver Aquarium
OPC	Bad Bad News, Leon Bridges	Silver	Film	Non-Commercial Film Craft	Leon Bridges
OPC	Because We Can	Silver	Film	Cinema	Brooklyn Film Festival
Open. A Creative Company	SMYTHE - Now Shipping Worldwide	Gold	Advertising	Advertising Best Art Direction, Campaign	SMYTHE
Open. A Creative	SMYTHE - Now Shipping Worldwide	Gold	Advertising	Advertising Posters, Campaign	SMYTHE
Open. A Creative	SMYTHE - Now Shipping Worldwide	Gold	Design	Posters, Single	SMYTHE
Open. A Creative	SMYTHE - Now Shipping Worldwide	Silver	Advertising	Advertising Best Art Direction,	SMYTHE
Open. A Creative	SMYTHE - Now Shipping Worldwide	Silver	Advertising	Advertising Best Art Direction,	SMYTHE
Open. A Creative	SMYTHE - Now Shipping Worldwide	Silver	Advertising	Advertising Posters, Single	SMYTHE
Open. A Creative	SMYTHE - Now Shipping Worldwide	Silver	Advertising	Advertising Posters, Single	SMYTHE
Open. A Creative	SMYTHE - Now Shipping Worldwide	Silver	Design	Posters, Campaign	SMYTHE
Open. A Creative	SMYTHE - Now Shipping Worldwide	Merit	Advertising	Advertising Best Art Direction,	SMYTHE
Open. A Creative	SMYTHE - Now Shipping Worldwide	Merit	Design	Posters, Single	SMYTHE
Open. A Creative	SMYTHE - Now Shipping Worldwide	Merit	Design	Posters, Single	SMYTHE
Polyester Studio	TIFF: The Canadian Experiment	Merit	Film	Animation, Single	Toronto International Film Festival



Directions 2018 - Winners List

Company	Entry Title	Award	Category	Subcategory	Client
Ray Agency	Cucumbers, Mother Nature, Cow Shit	Silver	Michael O'Reilly Best Copywriting Award	Best Copywriting - Ad Print	YOUNG FARMERS' FORUM OF NL
Rethink	Desert Roulette	Gold	Advertising	Experiential, Single	WestJet
Rethink	Desert Roulette	Gold	Media Innovation	Media Innovation, Single	WestJet
Rethink	Desert Roulette	Gold	Promo	Promo, Single	WestJet
Rethink	Desert Roulette	Gold	Public Relations	Stunt/Event	WestJet
Rethink	Focus (Side-by-side)	Silver	Advertising	Public Service Ad, Single	LGM Financial Services Inc.
Rethink	Six-Second Ambush Advisories	Silver	Advertising	Public Service Ad, Campaign	YWCA
Rethink	Small Spaces for your Big Secrets	Silver	Advertising	Newspaper Ad, Campaign	Carex Mini-Storage
Rethink	Small Spaces for your Big Secrets - Kim Jong-Un	Silver	Advertising	Newspaper Ad, Single	Carex Mini-Storage
Rethink	DesignThinkers 2017	Silver	Design	Complete Design Program	RGD
Rethink	Film Editor Business Card	Silver	Design	Stationery	Megan O'Connor
Rethink	King Pong VII	Silver	Design	Digital Design	Rethink
Rethink	King Pong VII	Silver	Design	Posters, Campaign	Rethink
Rethink	Free AF	Silver	Film	Original Music	Canadian Centre For Diversity & Inclusion
Rethink	Six-Second Ambush Advisories	Silver	Interactive Miscellaneous	Non-Profit & Public Service, Campaign	YWCA
Rethink	Thermal Discount	Silver	Interactive Miscellaneous	Innovative Use of Technology	FGL Sports Itée (Sports Experts)
Rethink	Cheffy	Silver	Radio	Radio Single, 1-30 Seconds	IKEA
Rethink	Cheffy / Flambé	Silver	Radio	Radio Campaign,	IKEA
Rethink	Thermal Discount	Merit	Advertising	Experiential, Single	FGL Sports Itée (Sports Experts)
Rethink	Thermal Discount	Merit	Advertising	Out of Home Enhanced, Single	FGL Sports Itée (Sports Experts)
Rethink	Cheffy / Flambé	Merit	Michael O'Reilly Best Copywriting Award	Best Copywriting - Radio	IKEA
Rethink	Craft Metrics Coaster	Merit	Design	Graphic Design Miscellaneous	Craft Metrics
Rethink	DesignThinkers 2017	Merit	Design	Posters, Single	RGD
Rethink	DreamBlock Identity	Merit	Design	Complete Corporate Identity Program	DreamBlock
Rethink	King Pong VII	Merit	Design	Graphic Design Self-Promotion	Rethink
Rethink	Pause Identity	Merit	Design	Motion Graphics	National Film Board of Canada
Rethink	PPG Identity	Merit	Design	Complete Corporate Identity Program	Pacific Property Group
Rethink	Seva Stationery	Merit	Design	Stationery	Seva Wellness Clinic
Rethink	Blissful Bathroom	Merit	Film	TV Single, 30 Seconds	IKEA
Rethink	Ghosts Of The Forum	Merit	Film	Online Single, Over 45 Seconds	FGL Sports Itée (Sports Experts)



Directions 2018 - Winners List

Company	Entry Title	Award	Category	Subcategory	Client
Rethink	Wonderful World	Merit	Film	TV Single, Over 30 Seconds	IKEA
Rethink	DesignThinkers 2017	Merit	Interactive Advertising	Design	RGD
Rethink	Bowls	Merit	Radio	Radio Single, 1-30 Seconds	Berlitz Canada
Sid Lee	Posters for Peace	Gold	Film	Animation	Ivanhoé Cambridge
Sid Lee	Trust The Experts - Father-In-Law	Gold	Film	TV Single, 30 Seconds	H&R Block
Sid Lee	#8008135	Gold	Public Relations	Influencer Campaign	Rethink Breast Cancer
Sid Lee	Walls are meant for climbing	Silver	Advertising	Advertising Billboard, Campaign	The North Face
Sid Lee	Be Olympic	Silver	Design	Motion Graphics	Canadian Olympic Committee
Sid Lee	Cat	Silver	Film	TV Single, Low Budget (\$100,000 or Less)	Loto-Québec
Sid Lee	Posters for Peace	Silver	Film	Online Single, Over 45 Seconds	Ivanhoé Cambridge
Sid Lee	Trust The Experts	Silver	Film	TV Campaign	H&R Block
Sid Lee	Trust The Experts - Bookie	Silver	Film	TV Single, 30 Seconds	H&R Block
Sid Lee	#8008135	Silver	Interactive Advertising	Integrated Digital Campaigns	Rethink Breast Cancer
Sid Lee	Song Dedication	Silver	Radio	Radio Campaign	Vidéotron
Sid Lee	Treasures of the museum	Merit	Advertising	Advertising Transit, Single	Lotto Max
Sid Lee	ADC 96 Annual Awards	Merit	Design	Complete Design Program	the Art Director Club
Sid Lee	Be Olympic	Merit	Design	Complete Design Program	Canadian Olympic Committee
Sid Lee	MaRS	Merit	Design	Complete Corporate Identity Program	MaRS Discovery District
Sid Lee	Haystack / Trio / Cat	Merit	Film	TV Campaign	Loto-Québec
Sid Lee	Lucky stars	Merit	Interactive Advertising	Social Media	Lotto 6/49
Sid Lee	Be Olympic	Merit	Photography & Illustration	Advertising Photography, Campaign	Canadian Olympic Committee
Skin and Bones Film Company	Spadina House	Gold	Film	Non-Commercial Film Craft	
Skin and Bones Film Company	Spadina House	Silver	Film	Direction	
Skin and Bones Film Company	Spadina House	Silver	Film	Online Single, Over 45 Seconds	
Steam Films	Canada Goose - Unweathered: Manifesto	Merit	Film	Cinematography	Canada Goose
Strike Design Studio	Ol'Dutch Tattoo	Merit	Design	Digital Design	Ol'Dutch Tattoo by German
TAXI	Abandoned 1	Gold	Advertising	Consumer Magazine Ad, Single	Audi Canada
TAXI	Search History	Gold	Advertising	Public Service Ad, Campaign	Covenant House
TAXI	Search History - Addiction	Gold	Advertising	Public Service Ad, Single	Covenant House
TAXI	Shake	Gold	Advertising	Advertising Posters, Single	Kraft Heinz
TAXI	Abandoned	Silver	Advertising	Consumer Magazine Ad, Campaign	Audi Canada

Directions 2018 - Winners List

Company	Entry Title	Award	Category	Subcategory	Client
TAXI	Abandoned	Silver	Advertising	Advertising Posters, Campaign	Audi Canada
TAXI	Abandoned 2	Silver	Advertising	Consumer Magazine Ad, Single	Audi Canada
TAXI	Abandoned 3	Silver	Advertising	Consumer Magazine Ad, Single	Audi Canada
TAXI	Search History - Acceptance	Silver	Advertising	Public Service Ad, Single	Covenant House
TAXI	Search History - Addiction	Silver	Advertising	Advertising Posters, Single	Covenant House
TAXI	Shake	Silver	Design	Posters, Single	Kraft Heinz
TAXI	Abandoned	Merit	Advertising	Advertising Best Art Direction, Campaign	Audi Canada
TAXI	Abandoned 1	Merit	Advertising	Advertising Best Art Direction,	Audi Canada
TAXI	Abandoned 2	Merit	Advertising	Advertising Best Art Direction,	Audi Canada
TAXI	Abandoned 3	Merit	Advertising	Advertising Best Art Direction,	Audi Canada
TAXI	Search History	Merit	Advertising	Advertising Posters, Campaign	Covenant House
TAXI	Search History - Acceptance	Merit	Advertising	Advertising Posters, Single	Covenant House
TAXI	Search History - Escort	Merit	Advertising	Advertising Posters, Single	Covenant House
TAXI	Search History - Escort	Merit	Advertising	Public Service Ad, Single	Covenant House
TAXI	Well Worn	Merit	Film	Cinematography	Mark's
The Office of Gilbert Li	Times New Omen Page of Holes	Merit	Design	Complete Book Design	/edition
The&Partnership	CondomTO	Gold	Branded Content	Branded Content	Toronto Public Health
The&Partnership	#EndBullyingPin Logo	Silver	Design	Symbols and Logotypes	TELUS
The&Partnership	#EndBullyingPiN	Merit	Design	Graphic Design Miscellaneous	TELUS
The&Partnership	Fierce Mamas	Merit	Design	Graphic Design Miscellaneous	Fierce Mamas
Thinkingbox	Sneaky Like Pete	Silver	Interactive Advertising	Digital Installations	Amazon Studios
Thinkingbox	Sneaky Like Pete	Silver	Interactive Miscellaneous	Innovative Use of Technology	Amazon Studios
Tribal Worldwide Canada, a division of DDB	Hotel de Jeunesse	Gold	Photography & Illustration	Advertising Illustration	Crime Stoppers Toronto
Underline Studio	Our Home and Native Land	Gold	Design	Entire Magazine Issue	Flash Reproductions
Underline Studio	Everyone, El Salvador	Silver	Design	Posters, Campaign	Underline Studio
Underline Studio	Everyone, El Salvador Newspaper	Silver	Design	Public Service Design (Government Agency or Non-Profit)	Underline Studio
Underline Studio	Andora	Merit	Design	Complete Corporate Identity Program	Andora Graphics
Underline Studio	Canadian Biennial	Merit	Design	Catalogues	National Gallery of Canada
Underline Studio	Daniel Ehrenworth Photography Promotion	Merit	Design	Graphic Design Miscellaneous	Daniel Ehrenworth Photography
Underline Studio	Drechsel Studio	Merit	Design	Stationery	Drechsel Studio
Underline Studio	Everyone, El Salvador	Merit	Design	Posters, Single	Underline Studio



Directions 2018 - Winners List

Company	Entry Title	Award	Category	Subcategory	Client
Underline Studio	Ryerson Faculty of Science 5 Year Anniversary	Merit	Design	Brochures	Ryerson Faculty of Science
Underline Studio	Stance: Design Against Fascism	Merit	Design	Posters, Campaign	SUR Gallery
Underline Studio	The Disappeared	Merit	Design	Posters, Single	Underline Studio
Underline Studio	Transmedia: Les Levine	Merit	Design	Complete Book Design	Oakville Galleries
UNION Creative	Noise Cancelling Poster	Gold	Advertising	Out of Home Enhanced, Single	CREA (Canadian Real Estate Association)
UNION Creative	2018 Marketing Awards Campaign - Life or Death Gala Video	Silver	Film	Online Single, Over 45 Seconds	Brunico Communications
UNION Creative	2018 Marketing Awards Campaign Promo Videos	Silver	Film	Online Series	Brunico Communications
UNION Creative	Tenor Takeover	Merit	Interactive Advertising	Display & Banner Ads	Weston Foods - D'Italiano
Weaymouth Creative	Krug Sessions - Vol. 1	Merit	Photography & Illustration	Graphic Design Photography	Krug Studios
Worship Studio	Semi Permanent Titles 2018	Gold	Design	Motion Graphics	Semi Permanent
Worship Studio	6IX RISING	Silver	Design	Posters, Single	Vice
Worship Studio	6IX RISING	Merit	Design	Posters, Campaign	Vice
Zulu Alpha Kilo	Common Ground	Gold	Film	Online Series	Harley-Davidson Canada
Zulu Alpha Kilo	Common Ground	Silver	Advertising Integrated	Advertising Integrated Campaign	Harley-Davidson Canada
Zulu Alpha Kilo	Sama's Lunchbox	Silver	Branded Content	Branded Content	Whirlpool Canada
Zulu Alpha Kilo	Design Thinkers Posters	Merit	Advertising	Advertising Typography	RGD
Zulu Alpha Kilo	Mental Health is Health	Merit	Advertising Integrated	Advertising Integrated Campaign	CAMH
Zulu Alpha Kilo	Design Thinkers Posters	Merit	Michael O'Reilly Best Copywriting Award	Best Copywriting - Ad Print	RGD