



NEWS RELEASE

For Immediate Release

The Advertising & Design Club of Canada recognizes outstanding Canadian talent at its 70th annual awards show *Directions*.

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

TORONTO, ON (November 15, 2019) – The Advertising & Design Club of Canada hosted its 70th annual awards show *Directions* last night. **303** awards were given out for exceptional work in advertising, 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** recognize the collective achievement of a company. Last night, The ADCC introduced a fifth award - Design Agency of the Year - to be awarded alongside Agency of the Year, Design Studio of the Year, Interactive Agency of the Year, and Production Company of the Year.

This year, the **Scarlet Letter** awards were given to:

- Ig2 – Agency of the Year;
- Rethink – Design Agency of the Year;
- Underline Studio – Design Studio of the Year;
- Jam3 – Interactive Agency of the Year;
- Skin and Bones Film Company – Production Company of the Year.

Steve Chase, the accomplished director, was presented 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.

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

- GREY Canada for their entry *The Puck* for Brazilian Diabetes Association. Also awarded in the **Out of Home Enhanced, Single**, and **Innovative Use of Technology** categories.

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

- Rethink for their entry *IKEA Bedtime* for IKEA. Also awarded in the **Display & Banner Ads** category.

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

- Jam3 for their entry *Operation AirDrop at Coachella* for adidas Originals. Also awarded in the **Interactive Advertising - Mobile** category.

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

- Zulu Alpha Kilo for their entry *Reskinning Queen St. West* for Consonant Skincare. Also awarded in the **Print Enhanced** category.



In the **Branded Content** category, Gold was awarded to:

- Zulu Alpha Kilo for their entry *The Away Game* for Tim Hortons.

In the **Creative Effectiveness in Advertising** category, Gold was awarded to:

- Cossette for their entry *SickKids VS - All In* for SickKids Foundation.

In the **Creative Effectiveness in Design** category, Gold was awarded to:

- Bensimon Byrne / Narrative / OneMethod for their entry *June's HIV Positive Eatery* for Casey House.

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

- Sid Lee for their **Film** entry *Blood Surrogates* for Egale Canada.

In **Public Relations**, Gold was awarded to:

- FCB Toronto for their **PR Campaign** entry *Endangered Syndrome* for Canadian Down Syndrome Society.
- BBDO Toronto for their **Influencer Campaign** entry *Snickers Suit Swag* for Mars Wrigley Canada.
- Ogilvy Canada for their **Stunt/Event** entry *Hellmann's Feeds a Stadium Food Waste* for Unilever.

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

- Jam3 for their **Digital Installations** entry *Unlock the Drop - ComplexCon* for adidas Originals. Also awarded Gold in the **Experience Design** category.
- Critical Mass for their **Augmented Reality & Virtual Reality** entry *Tech Drive VR* for Nissan North America.
- Jam3 for their **Interactive Narrative** entry *East of the Rockies*.
- Zulu Alpha Kilo for their **Self-Promotion** entry *World's Worst RFP*.
- Anomaly for their **Education & Information** entry *dosist Not Available in Canada* for dosist.

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

- Goods & Services Branding for their **Complete Book Design** entry *Tomorrow Is Too Late* for UXB Press.
- Rethink for their **Public Service Design, Single** entry *The Pride Shield* for Fondation Émergence.
- Underline Studio for their **Public Service Design, Series** entry *Directions 2019 Call for Entries* for The ADCC.
- Principal for their **Complete Design Program** entry *Théâtre Prospero 2018-19 Season - Campaign* for Théâtre Prospero.
- Baillat for their **Brochures** entry *Moog Audio Brochure* for Moog Audio.
- Leo Burnett Canada for their **Package Design, Single** entry *Shake It* for Grinning Face.

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

- Ig2 for their **Advertising Transit, Single** entry *Bone vs Steel* for Société de l'assurance automobile du Québec.
- Ig2 for their **Advertising Billboard, Campaign** entry *Lights Off* for Casper.
- UNION for their **Experiential, Single** entry *The Broken Bride Registry* for Interval House.
- john st. for their **Direct** entry *The Pizza Patio Set* for Boston Pizza.
- TAXI for their **Advertising Best Art Direction, Single** entry *#UNIGNORABLE - Domestic Violence* for United Way. Also awarded Gold in the **Public Service Ad Print, Single** category.



- Cossette for their **Advertising Best Art Direction, Campaign** entry *Happy Moving Day* for McDonald's Canada.
- Ig2 for their **Advertising Typography, Campaign** entry *Subjectif* for 13th Street Winery.
- Juniper Park\TBWA for their **Public Service Ad Print, Campaign** entry *Save our Libraries* for Save our Libraries .
- Ig2 for their **Advertising Posters, Campaign** entry *The Best is Relative* for ManchuWOK. Also Gold awarded for the **Advertising Posters, Single** entry *Architect*.

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

- Ig2 for their **TV Single, 30 Seconds** entry *Painting* for Les Producteurs de lait du Québec.
- BBDO Toronto for their **TV Public Service, Single** entry *We Rise* for Right To Play.
- Bensimon Byrne for their **Direction** entry *Boys Don't Cry* for White Ribbon.
- The&Partnership for their **Cinematography** entry *East Meets West* for Sleeman Breweries.
- Grayson Music for their **Original Music** entry *Blood Surrogates* for Egale Canada.

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

- **Rachel LeBlanc, Lee I, Mirabelle Eze, Tara Magloire and Marwa Hassan** from Miami Ad School Toronto for their **Advertising** entry *The Truth Translator*.
- **Tanner Garniss-Marsh** from Conestoga College, for their **Graphic Design** entry *Oko Electric Vehicles*.

This year's Student Competition judges gave out a total of 43 awards to up-and-coming creative talent - 2 Gold, 10 Silver, 21 Bronze.

Students were from the following schools across Canada: Alberta University of the Arts, British Columbia Institute of Technology, Capilano University, Conestoga College, George Brown College, Humber College, La Salle College Vancouver, Miami Ad School Toronto, Mohawk College, OCAD University, University of Alberta, York University/Sheridan College.

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, community events, and the Created podcast.

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