



NEWS RELEASE

For Immediate Release

The Advertising & Design Club of Canada recognizes outstanding Canadian talent at its 2021 ADCC Awards show.

This year there are **53** Gold winners, as selected by a panel of international creatives.

TORONTO, ON (June 4, 2021) – After a hiatus in 2020, the ADCC Awards returned last night. **379** awards were given out by The Advertising & Design Club of Canada for exceptional work in advertising, design, and interactive during the live virtual event. 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.

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

- Rethink – Agency of the Year;
- Cossette – Design Agency of the Year;
- Wedge – Design Studio of the Year;
- FCB Canada – Interactive Agency of the Year;
- Scouts Honour – Production Company of the Year.

Due to the show’s cancellation in 2020, the ADCC awarded two lifetime achievement awards this year. Janet Kestin and Nancy Vonk, the internationally recognized creative directors, were presented the **Les Usherwood Award** in acknowledgment of their 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 **Promo** category, Gold was awarded to:

- Rethink for their entry *Pour Perfectly* for Kraft Heinz Canada in the **Promo, Single** category. Also awarded Gold in the **Advertising Best Art Direction, Single** category.
- No Fixed Address for their entry *Lolli: The Exhibit Nobody Wants To Talk About* for Canadian Centre for Child Protection in the **Promo, Campaign** category. Also awarded Gold in **Experience Design** (Interactive) and the **Environmental Design** (Design) categories.

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

- BBDO for their entry *Parkscapes* for Regent Park School of Music in the **PR Campaign** category. Also awarded Gold in the **Non-Profit Public Service** (Interactive), **Best Use of Sound** (Interactive) and **Creative Effectiveness in Advertising, Public Service** categories.

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

- Rethink for their entry *Make It Canadian* for Molson Canadian. Also awarded Gold in the **Creative Effectiveness in Advertising** category.



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

- Juniper Park\TBWA for their **Radio** campaign *New York Fries "Big Days"* for New York Fries.
- John St. for their *Haulin' State of Mind* **Digital** entry for Loblaw Companies Limited, No Frills.

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

- TAXI Canada for their **Pre-Roll** campaign *Face à l'ignorance (Skipping Bias)* for Amnestie Internationale Canada Francophone.
- Juniper Park\TBWA for *Signal For Help* for Canadian Women's Foundation in the **Social Media** category. Also awarded in the **Integrated Digital Campaigns** category.
- Publicis Montreal for their **Websites (Design)** entry *Closed Door Day Website* for Bureau d'intégration des nouveaux arrivants de Montréal (BINAM).
- Cossette in the **User Interface & User Experience** category for their *Alloprof* website.
- Zulu Alpha Kilo for their entry *#PausetoRemember* for HomeEquity Bank in the **Interactive Narrative** category.
- FCB/SIX in the **Creative Data** category for their entry *Publicly Traded* for LifeStyles Healthcare Australia.
- FCB Toronto for their entry *Project Understood* for Canadian Down Syndrome Society in the **Smart Devices/Voice Assistants** category. Also awarded gold in the **Innovative Use of Technology, Branded Utility, and Mobile** categories.

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

- Cossette for their **Brochures** entry *Division Twelve Brand* for Keilhauer.
- Wedge for their **Package Design, Single** entry *SWIRL* for SWIRL.
- Leo Burnett for their **Package Design, Series** entry *7 West* for 7 West. Also awarded gold in the **Creative Effectiveness in Design** category.
- Blok Design for their **Complete Book Design** entry *Origen México*.
- K72 for their **Graphic Design Self-Promotion** entry *Curious Blend*.
- Cossette for their **Motion Graphics - Offline** entry *Revivre Becomes Relief* for client Relief.
- Polyester Studio for their **Motion Graphics - Online** entry *Taika Waititi short stories* for Toronto International Film Festival.
- Publicis Montreal for their **Graphic Design Illustration** entry *The Street Doesn't Come With Instructions* for client Dans la rue.

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

- Ogilvy Canada for *Courage is Beautiful* in the **Newspaper Ad, Campaign** category. Also awarded gold in the **Newspaper, Single** and **Consumer Magazine Ad, Single** categories.
- Ig2 for their **Public Service Non-Traditional** entry *Living Radars* for Société de l'assurance automobile du Québec.
- TAXI Canada for *The #UNIGNORABLE Tower* in the **Out of Home Enhanced** category.
- No Fixed Address for *SickKids Airbnb* in the **Experiential, Single** category for client SickKids Foundation.
- Rethink in the **Direct** category for *Heinz Ketchup Puzzle* for Kraft Heinz Canada.

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

- Juniper Park\TBWA for their **Radio Single, Over 30 Seconds** entry *New York Fries "Civil War"* for New York Fries.
- Sid Lee for their **Radio Campaign** *Get An Original Track* for TA2 Sound + Music.



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

- Cossette for their *SickKids VS This Is Why* work for SickKids Foundation in the **TV Single, Over 30 Seconds** category. Also awarded as a campaign in the **TV Campaign** and **Online Series** categories.
- Ogilvy Canada for their *Courage Is Beautiful* spot for Unilever (Dove) in the **TV Single, 30 Seconds** category.
- Cossette in the **Online Single, Over 45 Seconds** category for *Little Brats* for the Montreal Children's Hospital Foundation.
- 4Zero1 in the **Performance** category for Little Brats for Montreal Children's Hospital Foundation.
- Critical Mass in the **Cinematography** category for their series Face to Face for Every Mother Counts.
- john st. in the **Original Music** category for A Cart Apart for Loblaw Companies Limited, No Frills.
- The Vanity in the **Special Effects** category for SickKids VS One Million Strong for SickKids Foundation.

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

- Jaclyn McConnell and Bethany Garrad from Miami Ad School Toronto for their **Advertising** entry *Melanoma Manicure*.
- Cassidy Van Delft from the Wilson School of Design at Kwantlen Polytechnic University in the **Graphic Design** category for *Hereabouts Locally Sourced Eatery*.

This year's Student Competition judges gave out a total of 37 awards to up-and-coming creative talent - 2 Gold, 12 Silver, 13 Bronze.

Students were from the following schools across Canada: Capilano University, Humber College, Miami Ad School Toronto, Mohawk College, OCAD University, Seneca College, Wilson School of Design at Kwantlen Polytechnic University, 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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