



NEWS RELEASE

For Immediate Release

The Advertising & Design Club of Canada recognizes outstanding Canadian talent at its 2022 ADCC Awards show.

TORONTO, ON (November 18, 2022) – The ADCC Awards returned in-person last night at Koerner Hall in Toronto - the club's first live show since the pandemic. **346** awards were given out by The Advertising & Design Club of Canada for exceptional work in advertising, design, and interactive. 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.

Unique among Canadian award shows, the ADCC Awards use panels of international judges to select the year's best work, avoiding bias and ensuring that winning work is held to a higher global standard. All of this year's winners can be seen online on the club's new online archive at theadcc.ca.

The ADCC's prestigious **Scarlet Letter Awards** recognize the collective achievement of a company.

This year, the **Scarlet Letter** was awarded to:

- Rethink – Agency of the Year;
- Rethink – Design Agency of the Year;
- Principal – Design Studio of the Year;
- Jam3 – Interactive Agency of the Year;
- Scouts Honour – Production Company of the Year.

Bruce Mau, internationally renowned designer, author, and design thinker, 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.

The ADCC also presented its inaugural **Rising Stars Awards**. The new portfolio competition for designers, art directors, and copywriters that are under 30 recognizes emerging creative talent in Canada.

This year's judges chose 2 winners - one from Advertising and one from Design - and presented them with a brand new purple statue:

- **Sophia Wilby**, Copywriter at OneMethod in Toronto, in Advertising
- **Maude Turgeon**, Director & Designer at Demande Spéciale in Montreal, in Design



This year's judges selected **40** Gold awards, which were presented at the show:

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

- Lg2 for their entry *Check Mark CV* for Exceldor Cooperative in the **Media Innovation, Single** category.
- FCB for their entry *Dream Drop* for Lotto Max in the **Media Innovation, Campaign** category.

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

- FCB for their entry *Gear Up* for BMO in the **Promo, Campaign** category.

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

- Rethink for their entry *Heinz Hot Dog Pact* for Kraft Heinz Canada in the **PR Campaign** category.
- Rethink for their entry *The Cristiano Bottle* for IKEA in the **Stunt/Event** category.

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

- Jam3 for their entry *ComplexLand 2.0* for Complex Networks in the **Websites (Advertising)** category.
- FCB/SIX for their entry *Bedtime Stories* for Walmart in the **Mobile** category.
- Critical Mass for their **Integrated Digital Campaigns** entry *DIRECTV STREAM Serena Williams x Wonder Woman* for DIRECTV Stream.
- Performance Art for their entry *Black Elevation Map* for client Black & Abroad in the **Websites (Design)** category. Also awarded Gold in the **User Interface & User Experience**.
- Jam3 for their entry *adidas Ozworld* for adidas in the **Website Animation & Motion** category.
- Rethink for their entry *The Lost Tapes of the 27 Club* for Over The Bridge in the **Innovative Use of Technology** category. Also awarded Gold in the **Best Use of Sound** category.
- Juniper Park\TBWA for their entry *Signal for Help Responders* for Canadian Women's Foundation in the **Non Profit & Public Service** category.
- john st. for their entry *Aisles of Glory: Legends of the Haul* for Loblaw Companies Limited - No Frills in the **Games** category

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

- Supersystème for their **Brand Identity - New Brand** entry *Olivier Raymond* for Olivier Raymond.
- Principal for their **Brand Identity - Rebrand** entry *Lambert & Fils* for Lambert & Fils.
- Rethink for their entry *National Magazine Awards* in the **Complete Design Program** category for National Magazine Awards Foundation. Also awarded Gold in the **Posters, Single** and the **Motion Graphics-Offline** category.
- Leo Burnett Toronto for their **Package Design, Single** entry *Woah Dough* for Woah Dough Inc.
- blok design in the **Complete Book Design** category for entry *MOCA GTA21* for Museum of Contemporary Art Toronto.
- Principal for their **Posters, Series** entry *Festival International de Jardins 2021* for Jardins de Métis.



- Underline Studio for their entry *ADCC Brand* for The Advertising & Design Club of Canada in the **Public Service Design, Series** category.
- Performance Art for their entry *Black Elevation Map* for client Black & Abroad in the **Digital Design** category.

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

- Zulu Alpha Kilo for entry *The Micropedia of Microaggressions* for Black Business and Professional Association, et al. in the **Public Service Non-Traditional** category.
- No Fixed Address for their entry *#MyPandemicStory* for Royal Ontario Museum in the **Experiential** category.
- Zulu Alpha Kilo for their entry *Tough Turban* for Pfaff Harley-Davidson in the **Advertising Miscellaneous** category.
- Rethink for their entry *Draw Ketchup* for Kraft Heinz Canada in the **Direct** category. Also awarded Gold in the **Advertising Integrated Campaign** category.

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

- Rethink for their spot *Draw Ketchup* for Kraft Heinz Canada in the **TV Single, Over 30 Seconds** category.
- Rethink for their spot *Beyond Bait* for A&W Canada in the **Online Single, Under 45 Seconds** category.
- Broken Heart Love Affair in the **Online Single, Over 45 Seconds** category for *Immortal :90* for Royal Ontario Museum.
- Bensimon Byrne in the **Online Public Service** category for *Day After Day* for White Ribbon.
- Grayson Music in the **Original Music** category for their entry *Is It Gonna Get Any Weirder?* for Reddit.

In the **Creativeness Effectiveness** category, Gold was awarded to:

- Rethink for their entry *Draw Ketchup* for Kraft Heinz Canada in the **Creative Effectiveness in Advertising** category.
- Rethink for their entry *The Lost Tapes of the 27 Club* for Over The Bridge in the **Creative Effectiveness in Advertising, Public Service** category.
- Zulu Alpha Kilo for their entry *Tough Turban* for Pfaff Harley-Davidson in the **Creative Effectiveness in Design** category.

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

- Amaris Branco and Nicholas Kidd from Mohawk College for their **Advertising** entry *Banish Blue Light*.
- Aleks Jones from Capilano University in the **Graphic Design** category for entry *Aika*.

This year's Student Competition judges gave out a total of 27 awards to up-and-coming creative talent - 2 Gold, 10 Silver, 15 Bronze.

Students winners were from the following schools across Canada: Capilano University, George Brown College, Humber College, Miami Ad School Toronto, Mohawk College, OCAD University, Wilson School of Design at Kwantlen Polytechnic University, York University/Sheridan College.



The Advertising &
Design Club of Canada

Winners can be seen online on the ADCC Archive:

theadcc.ca/archive

Winners will also be featured in the printed Awards Annual:

Available now for pre-order at theadcc.ca/shop

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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