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PRESS RELEASE
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Idéa Awards THE SHORTLIST OF THE 2020 EDITION IS REVEALED

Montreal, September 3, 2020 – The Association of Creative Communications Agencies (A2C), in collaboration with the Conseil des directeurs médias du Québec (CDMQ), and the Société des designers graphiques du Québec (SDGQ), is thrilled to announce the shortlist of the first edition of the Idéa Awards in an XTRA article published in the *Affaires* section of La Presse+.

“The amount of talent in the industry is incredible and the 1st edition of the Idéa Awards proves it. Members of the jury were impressed by both the exceptional quality of the projects submitted and their relevance. It was a difficult task to pick the projects that stood out thanks to their efficiency, innovation, impact, and creativity. All the finalists of this first edition should be extremely proud!” said Dominique Villeneuve, President and CEO of the A2C.

Out of the 1,275 projects submitted, more than 500 were chosen as finalists. The various disciplines are: *Craft/Production, Advertising, Design, Media, Digital and Technology, and Business Results and Strategy*. To establish the shortlist, the judges of the six juries carried out a thorough deliberation process and followed specific evaluation criteria.

[Check the shortlist.](#)

To find out more about the 1st edition of the Idéa Awards, please read the [XTRA article in La Presse+](#) (in French).

Winners will be announced at the Idéa Awards Show, which will be broadcast online on September 24th at 7:30 p.m.

The A2C would like to thank its precious partners – Québecor, La Presse, CBC & Radio-Canada Solutions Média, Bell Media, Le Devoir, L’Empreinte, LJT Avocats, The TEAM Companies, AdsStandards, TV5 and Unis TV, Grenier aux nouvelles, Infopresse, and le bec – as well as its collaborators – Compagnie et cie, Altitude C, Sid Lee, Gimmick, and Consulat – who have all made the 1st edition of the Idéa Awards possible.

About the Idéa Awards

The Association of Creative Communications Agencies (A2C), in partnership with the Conseil des directeurs médias du Québec (CDMQ) and the Société des designers graphiques du Québec, has launched a new award show representing a wide array of disciplines of the creative communications sector. www.concoursidea.ca

About the A2C

The A2C is the voice of almost 70 agencies in Quebec of different sizes, configurations, and specialties, but all with one thing in common: a commitment to creative communications. Its members generate more than 80% of the industry’s revenues in Quebec and contribute to the success of companies here and abroad. Our passion is reflected in various initiatives that aim to guide these companies and in this way we aim to ensure vitality and excellence within the entire industry. For more information, visit www.a2c.quebec/en.

About the SDGQ



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The Société des designers graphiques du Québec (SDGQ) was created in 1972. It is a professional organization that promotes graphic design in Quebec and contributes to its members' professional and economic development.

About the CDMQ

The CDMQ's mission is to be a point of convergence of opinions and information, an organization that defends the interests of advertisers/agencies, and a promotion and stimulation tool for media. For more information, visit www.cdmq.ca.

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