

## 2020 Idéa Awards SIX PROJECTS TAKE HOME THE TOP HONOURS

**Montreal, September 25, 2020** – The 1<sup>st</sup> Idéa Awards took place last night during a festive, effective virtual ceremony which showcased the most outstanding projects in each of the six disciplines. In what was the high point of the ceremony, the Grand Prix were awarded to celebrate the exceptional work of six agencies and studios. The awards also served as a reminder that the creative communications industry plays a major role in helping companies thrive.

Whether for the quality of their execution, their creative or strategic insights, their emotional impact, or remarkable business results, all the winning projects have stood out for the members of the juries.

“The quality and range of projects were impressive. They are creative solutions that stand out with tangible results for these brands. Furthermore, these projects are the proof that teams have worked tirelessly to leverage their creativity to the benefit of their clients,” said Dominique Villeneuve, President and CEO of the Association of Creative Communications Agencies (A2C).

“To come together as an industry and celebrate the best in each discipline is incredibly inspiring, especially in times such as these. Once more, the industry has shown just how enormous the creative talent is in Quebec. The winning projects, including those in design, are inspiring and innovative. This is a testament to the importance of our profession,” said Benoit Giguère, President of the Société des designers graphiques du Québec (SDGQ).

“The first edition of the Idéa awards lived up to its expectations! The winning projects, especially those in media, were agile, innovative, and delivered outstanding results,” added Véronik L’Heureux, President of the Conseil des directeurs médias du Québec (CDMQ) and SVP and General Manager, Montreal of Publicis Média.

Here are the six Grand Prix winners:

Disciplines	Agencies	Project	Clients
Craft/Production	Studios Mathematic, Circonflex et Sid Lee	Inséparables	IGA
Advertising	Sid Lee	Texte de trop	Ville de Montréal and Projet Vision Zéro
Design	Sid Lee	CN100 – 100 <sup>e</sup> anniversaire du CN	CN
Media	Touché!	Télaïtroman	Les Producteurs de lait du Québec
Digital and technology	Sid Lee	Fact Avalanche	Protect Our Winters Canada
Business results and strategy	Cossette	Vachon Vs. Vachon	Vachon - Grupo Bimbo Canada

Along with these Grand Prix, more than 450 projects took home a gold, silver, or bronze award.

To consult the full list of winners from every discipline, visit the Idéa Awards' website. The awards will also be mentioned in various business media thanks to our precious media partners.

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, Ad Standards, TV5 and Unis TV, Grenier aux nouvelles, strategy, Infopresse and le bec – as well as its collaborators – Compagnie et cie, Altitude C, Sid Lee, BLVD, Gimmick, and Consulat – who have all made the 1<sup>st</sup> 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](http://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](http://www.a2c.quebec/en).

### **About the SDGQ**

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](http://www.cdmq.ca).

– 30 –

### **More information:**

#### **EMILIE CHACON**

Advisor, Marketing Communication  
Association of Creative Communications Agencies  
514 475-6371 | [e.chacon@a2c.quebec](mailto:e.chacon@a2c.quebec)