

PRESS RELEASE
For immediate release

**ESG UQAM AND HEC MONTRÉAL WIN
THE A2C'S 2019 CONCOURS RELÈVE**

Montreal, May 2, 2019 – The Association of Creative Communications Agencies (A2C) is proud to announce that the winners of the 2019 *Relève Communication* and *Relève Marketing* contests are respectively ESG UQAM, in collaboration with the UQAM Faculty of Communication, and HEC Montréal.

The winning teams were announced last night during the A2C's *Soirée de la reconnaissance de la relève*, presented by *Grenier aux nouvelles*, with 110 people in attendance. "The work presented during the contest was of a very high quality. Students demonstrated great professionalism and impressive strategic thinking. We're confident that the future of agencies is assured!" said Dominique Villeneuve, President and CEO of the A2C.

The A2C's Relève contests are an opportunity for students to put into practice everything they've learned during their university studies. They are assigned to work on real mandates in competition with other academic institutions. The Relève Marketing teams had to develop an exhaustive marketing plan for KOMBI, winter accessories brand, while the Relève Communication teams worked on an integrated communications plan for Sports Experts.

This year, nine teams of students from five universities took part in the challenge:

Relève Communication

- ESG UQAM, in collaboration with the UQAM Faculty of Communication
- Université de Laval's Faculty of Administration Sciences
- HEC Montréal
- Concordia University's John Molson School of Business
- Université de Sherbrooke

Relève Marketing

- Université de Sherbrooke's École de gestion
- ESG UQAM
- HEC Montréal
- Concordia University's John Molson School of Business

After three months of intense work, teams presented their proposals to a jury of industry professionals. Following deliberations, the Pop Up team from ESG UQAM was declared the winner of the *Relève Communication* contest and the Topaze Consultation team from HEC Montréal was declared the winner of the *Relève Marketing* contest. Each winning team will receive annual subscriptions to *Grenier Magazine* and passes to a one-day conference presented by Infopresse. Participants were also entered into a draw to win tickets to the A2C's *Les grandes entrevues* as well as one spot to a training activity provided by Factory.

The A2C wishes to thank clients Sports Experts and KOMBI, winter accessories brand, as well as partner agencies Touché! and Rethink for their continued involvement throughout the process. This initiative allowed approximately 60 future industry professionals to gain a hands-on experience before beginning their career. The Association also wishes to thank Joanne Nantel, head of the *Relève Marketing* contest, and Jean-Hugo Filion, head of the *Relève Communication* contest, for their volunteer work, dedication, and support.

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 mission is reflected in various initiatives that aim to guide these agencies and ensure vitality and excellence within the entire industry. For more information, visit www.a2c.quebec.

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