

PRESS RELEASE
For immediate release

GET YOUR SUBMISSIONS READY LAUNCH OF THE IDÉA AWARDS' THIRD EDITION

Montreal, December 6, 2022 – The Association of Creative Communications Agencies ([A2C](#)), in collaboration with the Society of Graphic Designers of Quebec ([SDGQ](#)), is officially launching the 3rd edition of the [Idéa Awards](#), the only event of its kind in Quebec dedicated to creative communications. Agencies, advertisers, production firms, and artisans have until **5 p.m. on February 25, 2022**, to submit their most outstanding projects.

A few weeks ago, the competition's 141 categories were unveiled, allowing participants to start thinking about their submissions. Applicants can now officially create an account on the [new platform](#) and consult the [Entrant's Guide](#) to begin their submission process.

A [first webinar](#) will take place on December 14, at noon, to provide more information about the submission process. [More webinars](#) will be held after the holidays to outline the changes that have been made to each discipline and help applicants entering categories in *Media* and *Business Results and Strategy* disciplines to optimize their case studies. For more information, please visit [concoursidea.ca](#).

Stay tuned: members of the jury will be revealed by February 2022.

“Activities within our industry are back in full swing despite the many challenges we have and continue to face. This year again, we're thrilled to be able to highlight the exceptional talent, ingenuity and achievements of creative communications professionals in Quebec,” said Dominique Villeneuve, President and CEO of the A2C.

“It is very important for us to celebrate the exceptional accomplishments that have been achieved in the past year. Ours is an industry that is dynamic and always bustling. It's important to take the time to recognize the work done by our professionals and reflect on the evolution of our practices,” said Julie Royer, Co-President of the SDGQ and lecturer at the École de design at Université Laval.

An idea making headway

The theme for this year's Idéa Awards' promotional campaign is the “pinball”. Bleublancrouge, the agency behind the campaign, created the concept based on the journey of an idea, as that of a pinball, constantly being propelled and boosted by bumpers in a pinball machine – reflecting the synergy between the various disciplines in creative communications.

“When you really break down the trajectory of an idea, you realize how chaotic the entire process often is. The survival of a great idea actually depends on an impressive number of interactions between various skillsets. We thought a pinball machine was a very apt representation. After all, Idéa is an awards ceremony that recognizes ideas that have scored the highest and projects where each part of a larger sum came together to keep the metaphorical pinball in play. This imagery is perfectly in line with the mission of the awards. In fact, the awards themselves will be propelled by the various submissions received,” said Sébastien Rivest, Executive Creative Director at Bleublancrouge.

The Idéa Awards are organized by the A2C, in collaboration with the SDGQ. Partners of the 2022 edition include Québecor Expertise Média, La Presse, CBC & Radio-Canada Media Solutions, Bell Media, the Office québécois de la langue française, Le Devoir, le Grenier aux nouvelles, and le bec. Thank you to Bleublancrouge (promotional campaign), Altitude C (event planning), and Champagne Club Sandwich (production) for their support.

About the Idéa Awards

Organized by the A2C, in collaboration with the SDGQ, the Idéa Awards is the only Awards Show dedicated to all creative communications professionals in Quebec. Based on a model inspired by the largest national and international competitions, it celebrates the diverse talent of local professionals, artisans and clients through six major disciplines: Craft/Production, Advertising Creation, Design, Media, Digital Products and Experiences, and Business Results and Strategy.

About the A2C

The Association of Creative Communications Agencies (A2C) is the voice of over 80 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. Learn more at a2c.quebec.

About the SDGQ

The Society of Graphic Designers of Quebec (SDGQ), created in 1972, is a professional organization dedicated to the promotion of graphic design in Quebec and the professional and financial development of its members. www.sdgg.ca/

– 30 –

Information :

Amélie Chagnon-Fathé
Marketing & Communications Advisor
Association of creative communications agencies (A2C)
514 575-9813 | a.chagnon-fathe@a2c.quebec