

PRESS RELEASE
Under embargo until June 9, 9pm

**Idéa Awards
WINNERS OF THE 2022 EDITION ANNOUNCED**

Montreal, June 9, 2022 – Members of the creative communications industry gathered this evening at the Idéa Awards ceremony to celebrate the best projects and campaigns of 2021. Presented for the very first time in a hybrid format, the event was an opportunity to highlight the colossal work of professionals and artisans. Nearly 1200 people were on site at the New City Gas, while approximately 1700 tuned in remotely.

Among all winning projects, six stood out for their exceptional quality of execution, innovative approach, creativity and impressive business results, earning the highest distinction: an Idéa Grand Prix.

2022 IDÉA GRAND PRIX

Disciplines	Agencies/Studios/ Production companies	Projects	Clients
Craft/Production	TONIC DNA - Joe Bluhm - Michael McDonald	Freebird	L'Arche Canada
Advertising	Ig2	En tant que porte- parole du Lait	Les Producteurs de lait du Québec
Design	Principal	CRASH	Bonsound
Media	Glassroom, Québecor Expertise Média, and Bleublancrouge	Le CH dans ton salon	Desjardins
Digital products and experiences	Louis Paquet, Deven Caron, Pier-Luc Cossette, Luc Lapierre	Website	Afterglo
Business results and strategy	Ig2	Remobiliser tous les Québécois vers un rêve commun	Hydro-Québec

Winners of the Bronze, Silver and Gold awards as well as special prizes recipients were also revealed throughout the day. In addition to agencies, studios, production companies and artisans, 205 local and international brands were bestowed an award. See the full list of winners at: <https://concoursidea.ca/gagnants/idea/2022>

“The industry has overcome many challenges again this year, including a significant labour shortage, but the creativity, ingenuity and results are still stunning. The talent is undeniable in each discipline and makes a real difference in helping advertisers solve their business challenges,” said Dominique Villeneuve, President and CEO of the A2C.

“The works received and judged were once again of the highest quality. Québec is very strong in design, and we would like to emphasize this once again. It is not without reason that we perform so well in international competitions. Congratulations to all winners; your work honors Quebec and our thriving industry,” added Julie Royer and Mario Mercier, Co-Presidents of the SDGQ.

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A LOOK BACK AT THE IDÉA AWARDS

A Hublo article dedicated to the Grand Prix winners will be available online and in print in *Journal de Montréal* and *Journal de Québec* on June 10. A special edition of Grenier Magazine will also be published on June 13. Several digital ads will be featured in various media such as La Presse, Radio-Canada, Le Devoir and Urbania.

THANK YOU TO OUR PRECIOUS PARTNERS AND COLLABORATORS

The A2C and SDGQ wish to thank their precious partners and collaborators for making the 2022 edition of the Idéa Awards possible: Québecor Expertise Média, La Presse, CBC & Radio-Canada Solutions Média, Bell Media, l'Office québécois de la langue française, LJT Avocats, Ad Standards, TV5 and Unis TV, Le Devoir, URBANIA, L'Empreinte, Grenier aux nouvelles, and le bec. They also wish to thank Bleublancrouge, Gimmick, Fieldtrip, Lamajeure, and U92 for designing and developing the promotional campaign and Altitude C, Gabriel Poirier-Galarneau (director), Chop Chop, Gimmick, Lamajeure, and Sud-Ouest for overseeing the awards ceremony.

About the Idéa Awards

Organized by the A2C, in collaboration with the SDGQ, the Idéa Awards is a contest designed to bring together professionals from Quebec's creative communications industry. Inspired by major international and national competitions, the Idéa Awards celebrate the diverse talent of local professionals, artisans, and clients in six major disciplines: *Advertising, Design, Media, Craft/Production, Digital products and experiences, Business results and strategy.*

About the A2C

The Association of Creative Communications Agencies (A2C) is the voice of over 85 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 www.a2c.quebec/en.

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.sdqq.ca/

More information:

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