

PRESS RELEASE
For immediate release

IDÉA AWARDS Unveiling of the Jury Presidents for the 2022 edition

Montreal, January 24, 2022 – The Association of Creative Communications Agencies (A2C), in collaboration with the Société des designers graphiques du Québec (SDGQ), is proud to unveil the six experts who will be presiding over the juries at the 3rd edition of the [Idéa Awards](#).

- **Craft/Production:** Mélanie Charbonneau, Director, Cinélande
- **Creative Advertising:** Anne-Claude Chénier, Senior Vice-President of Creative Advertising, Cossette
- **Design:** Joanne Lefebvre, President and CEO, Paprika
- **Media:** Julie Carbone, Vice-President, Media Director, Starcom
- **Product and Digital Experiences:** Alex Leduc, CDO, Founding Partner, Deux Huit Huit
- **Business Results and Strategy:** Sophie-Annick Vallée, Partner, Vice-President of Strategy, Ig2

The jury presidents were all nominated by advisory committees comprised of esteemed professionals from each discipline. The presidents were chosen based on their peers' recognition for their excellent work, their contribution to the industry, and their mark on the industry here and abroad through their achievements and for their experience as jurors. Their task will be to share their unique, innovative vision with the members of their jury to ensure that the deliberations are fair and in the spirit of the Idéa Awards which aim to celebrate the best of Quebec's creative communications industry. The remaining members of each jury will be revealed in the next few weeks by the A2C and Grenier aux nouvelles on their respective platforms.

To find out more about the professional background and accomplishments of each jury president for the 3rd edition of the Idéa Awards, visit concoursidea.ca/jurys.

Nominations for the Idéa Awards are now open – please consult the [Applicant's Guide](#) for full details. To find out more about the changes made to the categories and to help you prepare your "Media" and "Business Results and Strategy" cases, please watch the A2C's [preparatory webinars](#). Agencies, studios, advertisers, production firms, and artisans have until February 25, 2022, at 5 p.m. to submit their best projects of the past year.

The A2C wishes to thank its partners and collaborators for their contribution to the Idéa Awards: Québecor Expertise Média, La Presse, CBC & Radio-Canada Solutions Média, Bell Média, Office québécois de la langue française, Le Devoir, Grenier aux nouvelles and bec.

Special thanks to Bleublancrouge, Gimmick, Fieldtrip and La Majeure for the promotional campaign. As well as Altitude C and Champagne Club Sandwich for the award ceremony's organization and realization.

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

PRESS RELEASE
For immediate release

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.sdqq.ca/

– 30 –

Information :

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