

A WIND OF CHANGE IS BLOWING THROUGH QUEBEC'S AWARD SHOW

Idéa – a brand-new Award Show - will unite many disciplines of the creative communication sector

Montreal, October 28, 2019 – Idéa, an entirely new Award Show representing a wide array of disciplines of the creative communications sector in Quebec has just been launched. The new formula, inspired by the most prestigious national and international Award Show, will celebrate the impressive diversity and quality of the work done by professionals, artisans and clients alike.

Designed and managed by A2C in partnership with the *Société des designers graphiques du Québec* (SDGQ) and the *Conseil des directeurs médias du Québec* (CDMQ) - with support from Infopresse and several other partners - **Idéa** will reward the best projects in advertising, design, digital, media, results, strategy and craft in Québec.

"Today's industry is an incredibly diverse one. Many projects require expertise from different fields that are working closer together than ever before. This new Award Show takes into account this new reality. It will allow us to pursue what Infopresse has built over the years and showcase the talent available in Quebec as well as demonstrate the added value of the ideas and the work that is achieved for clients here and abroad," said Louis Duchesne, Chair of the A2C's Board of Directors and President, Quebec and East, at Cossette.

"For the past 35 years, we have been privileged to witness the growth of the media and the marketing communications industry. Over the years, we've developed a close bond with the industry's professionals, agencies and companies by celebrating their talent and expertise within our Awards Shows," said Arnaud Granata, President of Infopresse.

"Our products have evolved: we now exclusively offer more than 300 training activities and professional conferences. In a market that is constantly changing, we fully understand the importance for companies and individuals to stay up to date with new trends and strategies in the fields of communications, marketing, digital, and leadership to remain at the forefront of the industry. Today, we are happy that the A2C continues the Award Show project rewarding the work of agencies. Infopresse, through its network, will continue to raise the profile of agencies and equip them with the industry's best practices, while helping experts perfect their talent through training activities and conferences," he added.

"We're proud to support this initiative that will highlight the best work in Québec, including the fantastic work by our very own graphic designers. As an industry, we need to come together, celebrate local talent, and raise awareness about our expertise among the business community in order to inspire everyone" said Benoit Giguère, President of the SDGQ and Vice-President, Creative and Content at Brandbourg.

"In an industry that is undergoing a profound transformation, the changes made to the Award Show are significant and will allow every discipline in communications to celebrate the incredible talent that is available in Quebec. We are proud to support and be part of this initiative," added Valérie Beauchesne, head of the CDMQ media Award Show committee and Vice-President of Media at Havas.

Starting in December, agencies operating in various creative communications sectors, along with advertisers, will be called upon to submit their most inventive, strategic, and innovative work in the following fields:

- advertising
- design
- business results and strategy
- digital
- craft
- media (starting in January 2020)

The submission platform used will be from the OneClub. One jury panel per discipline will evaluate the work submitted and will reveal the finalists at the beginning of April. Winners will be celebrated during a gala in the spring of 2020. The A2C will be supported by an advisory committee and a steering committee will ensure its independence. All profits will be reinvested in the communications industry in order to make it even more innovative, dynamic and inspired.

Several major partners have already signed up for the project, including Québecor, La Presse, Bell Média, M&H and Grenier aux Nouvelles.

Information: 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 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.

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.

About Infopresse

A reference in the communications, marketing, and media industry for more than 30 years, Infopresse allows companies and professionals to develop their skills via more than 300 training activities, 20 business conferences, and hundreds of specialized articles. For more information, visit www.infopresse.com.

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