

TAC-TIL winners announced

Sid Lee takes top honours in the TAC-TIL contest!

Montréal, December 20, 2016 – The Sid Lee agency has won the Grand Prize in the first edition of the TAC-TIL contest, organized by La Presse to reward the talent of creative teams that fully leveraged the digital advertising potential of La Presse+. Agencies Ig2 and Cossette were also rewarded, taking home 2nd and 3rd prizes respectively. The contest was open to all creative teams that produced interactive HTML ads that ran in La Presse+ between January 1 and December 11, 2016.



The winners **Grand Prize**

Client : Loto-Québec
Agency : Sid Lee

Team : Copywriter: Christopher Jones; Media strategist: Frédéric Lanteigne; Advisor: Amélie Leclerc

[To view the ad, go here.](#)

2nd prize

Client : Les Producteurs de lait du Québec
Agency : Ig2

Team : Art Director: Marc Guilbault; Copywriter: Guillaume Bergeron; Creative Director: François Sauvé

[To view the ad, go here.](#)

3rd prize

Client : Gaz Métro
Agency : Cossette

Team : Art Director: Martin Bouchard; Copywriter: Charlotte Barrière; Creative Director: Gilles Legault

[To view the ad, go here.](#)

In selecting the winners, the jury assessed the creative qualities of the campaigns, specifically the innovative nature of the concept used to leverage the platform to the maximum, the originality of the storytelling, and the ads' engaging qualities.

“La Presse+ offers advertisers new and very rich possibilities, and we were impressed by many of the submissions in the way they capitalized on those possibilities in creative, original and engaging

ways. The winning teams stood out for the quality of the ads' integration into the La Presse+ environment," said jury Chair Jennifer Varvaresso, Digital Creative Director, Ig2.

The other jury members were Jonathan Rouxel, Partner, Vice-President and Creative Director, Bleublancrouge; Edmund Lam, Creative Director, Frank + Oak; Patrick Jacques, Senior Creative Director, Digital, PUBLICIS; and Benoit Giguère, Senior Director, Design, Interactivity and User Experience, La Presse.

Three members of the Grand Prize-winning creative team will be flying to [South by Southwest Interactive Festival](#) from March 10 to 14, 2017. The 2nd-prize winners will receive three 12.9-in. iPad Pro tablets, and the 3rd-prize winners, three 9.7-in. iPad Pro tablets.

About La Presse

La Presse is a French-language news medium of record in Canada whose content is distributed on several platforms, including a digital edition for tablets, mobile applications, the Web and paper. La Presse is known for its distinctive, rich and diversified coverage of news and current events. The recipient of numerous awards for the quality of its content and its design, La Presse is also recognized for its in-depth series and special reports, as well as for the large amount of space it devotes to discussion and debate. La Presse+, its free-subscription digital tablet edition, fully leverages the multi-function capabilities of tablets to deliver the most comprehensive news and information experience ever from Québec's largest newsroom.

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