

The TAC-TIL advertising contest is back

Montreal, February 22, 2021 – La Presse is proud to announce the return of its prestigious advertising contest, TAC-TIL, to highlight and reward the incredible creativity of La Presse’s partners in the advertising and marketing industry. Submissions are being accepted in two distinct categories: interactive advertising (HTML) and branded content (XTRA).

Easy and free registration

The registration period begins today and will continue until midnight Monday, April 19, 2021. Submissions must have been published in La Presse+ between January 1 and December 31, 2020.

TAC-TIL is open to all creators of interactive advertisements or branded content published in La Presse+ in 2020. The elements submitted can be the work of agencies, advertisers or freelancers. The same participant may submit up to five (5) pieces per category to the contest. To register, or for more information, visit <https://plus.lapresse.ca/tactilcontest>.

List of awarded prizes:

Participants in each category have a chance to win the following prizes:

Interactive Advertising (HTML) category: three iPad Pro for the winning team and a \$15,000 media campaign on La Presse platforms.

Branded Content Category (XTRA): three iPad Pro for the winning team and a \$15,000 media campaign on La Presse platforms.

2021 Jury

Nine experienced and well-known advertising and marketing industry professionals will make up the jury responsible for evaluating the entries and selecting the winners.

The jurors are:

President – Fauve Doucet, Vice President National Media Design at Cossette Media

Marlène Chapelain, Director, Marketing and Communications, Orchestre symphonique de Montréal

Martin Beauséjour, Editor-in-Chief, Branded Content, Sid Lee

Camille Poulin, Partner, Media, Camden

Catherine Vézina, Advisor, Media Strategy, Desjardins

Jean-Nicolas Duval, Art Director, Rethink

Audrey Perron-McEniry, Commercial Support Manager, Metro

Sabine Clusiau, Director, Creative and Advertising Production, La Presse

Claire Bouchard, Director, Branded Content, La Presse

About La Presse

La Presse is the French-language media outlet of choice for Canadians, and is an independent Quebec institution operating in a not-for-profit structure. Its mission is to produce quality information accessible free of charge to the largest possible audience. Its content is distributed on several platforms including, tablet app, mobile app and website available across all digital platforms. Recipient of numerous awards for the quality of its content and design, La Presse is known for its distinctive, rich and diversified coverage of news and current events. La Presse is also known for its in-depth investigative series, special reports, as well as the voice it lends to important discussions within the Opinions section (Débats) across all its apps and platforms.

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Information

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