

## **RADIO-CANADA AND GLASSROOM AGENCY FOR DESJARDINS TAKE TOP HONOURS IN TAC-TIL CONTEST**

**Montréal, June 16, 2021** – The winners of the TAC-TIL contest, for creative teams that designed ads or branded content for La Presse+ during 2020, were announced this evening at the A2C Gala Idéa awards ceremony. The Glassroom agency, for its client Desjardins, won the award in the Branded Content (XTRA) category for the branded special issue “Quels sont vos projets coups de cœur?” (“What are your favourite projects?”). Radio-Canada also earned a distinction, taking home the award in the category Interactive Ad (HTML) for its piece “Avez-vous toujours votre cœur d’enfant?” (“Are you still young at heart?”).

The Desjardins campaign aimed to raise awareness of the Fonds du Grand Mouvement, a fund that supports initiatives with a community impact among youth as well as in the areas of sustainable development and entrepreneurship. The jury based its decision on the treatment of the subject, its relevance, sustained interest throughout the reading of the piece, the campaign outcomes, and the essence of the message, which meshed organically with the La Presse+ content.

The Radio-Canada ad, meanwhile, featured a playful concept that matched some of the broadcaster’s high-profile kids and youth titles by sliding them onto images of toys in a child’s bedroom. The goal was to remind readers of the public broadcaster’s singular role as a producer of programming for young people. In making its choice, the jury focused on the creative qualities of the ad, specifically, the innovation displayed in creating a concept that fully leveraged the platform, the originality of the storytelling, and the ad’s potential to spark engagement.

“For this fourth edition, we once again had several high-quality submissions,” says Fauve Doucet, Vice-President, National Media Design, at Cossette Media, who chaired this year’s jury. “In this year when everyone had to reinvent themselves, advertisers showed their audacity in designing engaging campaigns with inspiring content that brought people together. Although the past few months have been challenging for many, creatives grasped the importance of investing in local media and made the most of the impressive possibilities offered by La Presse+ to build brand equity,” she adds.

The other jury members were 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-Mc Eniry, Marketing Manager, Brunet; Sabine Clusiau, Director, Creative and Advertising Production, La Presse; and Claire Bouchard, Director, Branded Content, La Presse.

The winners each receive three 12.9 in. iPad Pro tablets along with a \$15,000 media campaign on the La Presse platforms.

### **About La Presse**

La Presse is the French-language media outlet of choice for Canadians, and is an independent Québec 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. The 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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