

## **The OSM takes 1st prize in the Tac-Til Xtra contest, which celebrates the best branded content initiatives in La Presse+**

Montréal, March 28, 2018 – Its deliberations concluded, the jury for the very first edition of the Tac-Til Xtra contest chose the Orchestre symphonique de Montréal (OSM) as the grand-prize winner for its project “Andrew Wan: plusieurs cordes à son violon!” (Andrew Wan: More Than One String to His Violin!), produced in collaboration with the La Presse+ branded content team. The team responsible for this project at the OSM takes 1st prize, which is a three-day *Culture Data* training session for three people at the Factory creativity sciences school. It may be recalled that the new Tac-Til Xtra contest was created to reward the finest branded content initiatives published by advertisers in La Presse+ each year.

“La Presse continues to develop new ways for advertisers to reach their customer base by way of branded content projects,” mentioned Patrick Jutras, Vice-president of Sales at La Presse. “Not only with its Xtra content but also in the context of its occasional theme publications and its new monthly magazine. This is a sector to which we attach more and more importance.”

It was no easy task choosing prizewinners from among the twenty or so top-quality entrants that were short-listed for evaluation by the Tac-Til Xtra jury.

“The winning proposals stood out through their daring and their skill at exploiting the medium to optimum effect,” pointed out Alexandre Gravel, founding partner and producer at Toast Studio, who chaired the jury. “They did so not just through the visual and interactive aspect but also by managing to maintain a happy balance between the information content offered to readers and the imperatives of promoting their brands.”

### **Strøm Spa in 2nd spot**

Second prize was awarded to Strøm Spa for work on its *Ode à la lumière* (Ode to Light) event, which showcased the values of *Hygge*, the art of wellbeing as it is conceived in Danish culture. The Strøm Spa project team comes away with three 12.9” iPad Pros.

### **3rd place to FCT**

The Canadian title insurance specialist FCT took 3rd place with its project “Fraude: êtes-vous réellement propriétaire de votre résidence?” (Fraud: Do You Really Own Your Own Home?), which explains the reasons we must absolutely provide ourselves with adequate protection against any possibility of having our property titles called into question. The FCT team earns itself three 10.5” iPad Pros.

A reminder that the high-caliber jury, in addition to its chairman, Alexandre Gravel, was made up of: Valérie Champagne, idea person / partner, La Grosse Business; Philippe Lamarre, President and Creative Director, URBANIA; Chris Bergeron, Vice-president, Content Experience, Cossette; and Claire Bouchard, Content Strategist, Media Creativity, La Presse.

### **Till next year**

Advertisers interested in benefiting from the vast possibilities offered by La Presse+ in branded content should take note: a 2nd edition of the Tac-Til Xtra contest will highlight publications from the year 2018 in spring 2019.

**About La Presse**

La Presse is a reference French-language media outlet in Canada whose content is available on a number of platforms (digital edition for tablets, mobile applications, Web). La Presse is distinguished by its distinctive, rich and diversified coverage of current events. The recipient of numerous awards for the quality of its content and presentation, La Presse is also recognized for its in-depth series and reports, as well as for the extensive space it devotes to discussion. La Presse+, its free digital edition, takes full advantage of the tablet's multipurpose capabilities and offers the most comprehensive information experience ever presented by the biggest newsroom in Quebec.

- 30 -

**Information**

Paul Gilbert

Senior advisor, Communications

514-969-3633

[pgilbert@lapresse.ca](mailto:pgilbert@lapresse.ca)