

## NEWS RELEASE

**For Immediate Release:**  
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### **Creative Work in Interactive Media by Ottawa Social Marketing Firm Ranked Among the Best in the World**

**OTTAWA**—An educational DVD created by Quali-T Communication scored among the best in the world, winning silver in three different categories at two international competitions, namely the Summit Creative Awards® and the Communicator Awards. The three-time award-winning *Ready for School* DVD helps families better understand the education system and get their children ready to succeed at school. The work was commissioned by ACÉPO which represents Ontario’s French-language public school boards.

“With this latest crop of awards, Quali-T Communication has now garnered 12 international awards over the span of a decade. As we begin a new year and a new decade, our team will build on the successes of 2010 and years past, designing ever more imaginative and effective campaigns and tools”, says Jocelyne Beaulieu.

Working with education specialists, the Ottawa firm produced a series of six vignettes in eight different languages. It teaches parents to use every day fun situations to prepare their child for school life. The work also involved developing a brand, product packaging and facilitator’s guide to host successful screenings.

For any communications firms, winning three international awards in two prestigious competitions in a single year is a significant achievement. In both competitions, the agency’s creative work, like thousands of other entries from around the world, was judged against stringent standards as part of a blind judging process. Quali-T Communication’s work was selected among the very best in three distinct categories, i.e. interactive media, social issues and social responsibility, for its innovative concept, strong execution, and ability to communicate and persuade.

The Summit International Awards recognize and celebrate the creative accomplishments of small and medium-sized advertising agencies and other creative groups with annual billings of \$30 million or less. Founded 15 years ago, this competition has since established itself as the premier arbiter of creative excellence for firms of this size. The annual competition attracted thousands of entries from 26 countries.

The Communicator Awards is the leading international awards program honoring creative excellence for communications professionals. Founded over a decade ago, the competition receives over 9,000 entries from companies and agencies of all sizes, making it one of the largest awards programs of its kind in the world. Submissions are judged by the International Academy of the Visual Arts, an invitation-only body of top-tier professionals selected from a who’s who of acclaimed media, communications, advertising, creative and marketing firms.

“The project was an opportunity to push back the limits of our creativity. What was truly amazing about it was the trust between client and agency. We relied on our client’s educational expertise to make the product better and the client had complete faith in our creative ability. There is no greater motivator and we thank ACÉPO for this wonderful opportunity”, added Jocelyne Beaulieu.

To view the winning entry, go to [acepo.org](http://acepo.org), click on the *Bientôt l’école* heading and scroll down that page.