Damon Crate

CREATIVE DIRECTOR

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Awards

Recent Milestones:

2026 LIA Global In-house Agency of the Year
2026 LIA North American In-house Agency of the Year
2026 Campaign Mag UK Global In-house Agency of the Year - Silver
2025 Over 7.5 Billion earned impressions across 4 Kraft Heinz projects
2025 Campaign Mag UK Global In-house Agency of the Year - gold
2025 + 2024 OneShow Portfolio Reviewer
2025 Shorty Awards Small Agency of the Year.
2025 The Drum Global Agencies to watch list
2024 Campaign Mag UK Global In-house Agency of the Year - gold
2024 Association of National Advertisers In-house Agency of the Year
2024 Shorty Awards Small Agency of the Year.
2024 Little Black Book Immortal Awards Jury
2023 The Drum Global In-house Agency of the Year
2023 Campaign Mag UK Global In-house Agency of the Year - silver
2017 top 20 Art Directors in Canada: Strategy

Selected Press Coverage:

People Magazine, Late Night with Seth Meyers, Access Daily with Mario Lopez, USA Today, The Today Show, The New York Times, The Washington Post, The Associated Press, New York Post, The Food Network, All Recipes, Buzzfeed, Yahoo, ABC, NBC, CBS, Fox News,TNT, MSN, ESPN, Sports Illustrated, Barstool Sports, Bleacher Report, Sportsnet, TSN, Fast Company, Ad Age, Adweek, Creativity, Engadget, Under the influence with Terry O'Reilly, Little Black Book, Design TAXI, Huffington Post, InfoPresse, CTV news, National Post, Toronto Sun, Financial times, Toronto Star, Stimulant

Awards:

>> Ore-Ida Ski Fries

2026 - CLIO (SPORTS)
Bronze: Experiential: Event or Activation

>> Kraft Mac & Cheese Draft Kraft

2026 - CLIO (SPORTS)
Silver: Fan Engagement - Use of Athlete/Talent

2026 - CLIO (SPORTS)
Bronze: Social Media - Use of Athlete/Talent

2026 - WEBBY AWARDS
Webby Winner - Best Fan Engagement – brand

2025 - Advertising & Design Club of Canada / ADCC:
Bronze: Public Relations

2026 - ONE SHOW
Merit: Social Media

2026 - CRESTA (UK)
Bronze - Social & Influencer – Innovative use of social media

2026 - SHORTY AWARDS:
Winner: Best of Category - Contest or Promotion

2026 - MARKETING AWARDS
Silver: Digital - Social Media

2026 - ANA (Association of National Advertisers):
in-house excellence: Grand Prix - Social Media

>> Kraft Mac & Cheese Apple Pie

2026 - SHORTY AWARDS:
Winner: Best of Category - Food & Beverage

>> Orelda Heir Richie

2026 - NEW YORK FESTIVALS
Silver: PR - Real-Time Response

2026 - NEW YORK FESTIVALS
Silver: Sports - College Sports

2026 - NEW YORK FESTIVALS
Bronze: Sports - NIL Deal

2026 - NEW YORK FESTIVALS
Bronze: Collaborations & Partnerships - Real-Time Response

2025 - CLIO (SPORTS)
Gold: Fan Engagement - Use of Athlete/Talent

2025 - CLIO (SPORTS)
Bronze: Social Media - Real-Time Response

2025 - Advertising & Design Club of Canada / ADCC:

Gold: Influencer Campaign

2026 - CRESTA (UK)
Bronze - Social & Influencer – Influencer campaign

2025 - GERETY AWARDS
Bronze: Effectiveness

2026 - ONE SHOW
Merit: Public Relations

2026 - SHORTY AWARDS:
Silver: Food & Beverage

2026 - SHORTY AWARDS:
Silver: Community Engagement

2026 - SHORTY AWARDS:
Bronze: Real-time response

2026 - MARKETING AWARDS
Gold: PR - Real Time Reaction

2026 - MARKETING AWARDS
Silver: PR - Influencer / Talent Marketing

2026 - AdAge CREATIVITY AWARDS
Finalist: Small But Mighty

2026 - WEBBY AWARDS
Nominee: PR - Real time response

2026 - WEBBY AWARDS
Honoree: Advertising - Real time response

2025 - CLIO (SPORTS)
Shortlist: Social Media - Use of Athlete/Talent

2026 - ANA (Association of National Advertisers):
in-house excellence: Best of Category - Social Media

2026 - ANA (Association of National Advertisers):
in-house excellence: Grand Prix - Significant Results

2025 - LIA
Finalist: Best use of sponsorship

>> mio Streaming Energy

2025 - MARKETING AWARDS:

Silver: Digital / Games

2025 - ONE SHOW:
Merit: Innovation / Use of Media in Social Media

2025 - ONE SHOW:
Merit: Use of Media in Brand-Side

2025 - WEBBY AWARDS:
Honouree: Community Engagement

2025 - SHORTY AWARDS:
Winner: Best of Category - Platform Presence

2025 - SHORTY AWARDS:
Winner: Best of Category - Platforms & Technology

2025 - SHORTY AWARDS:
Winner: Best of Category - On a Shoestring

2025 - GERETY AWARDS:
Experience: Finalist

2025 - ANA (Association of National Advertisers):
in-house excellence: Best of Category - Social Media

>> mio Crash Coverage

2024 - WEBBY AWARDS:
Nominee - Best Online Video

2024 - WEBBY AWARDS:
Honouree - Digital Campaign

2024 - ONE SHOW:
Merit - Social Media

2024 - SHORTY AWARDS:
Winner: Best of Category - Contest or Promotion

2024 - SHORTY AWARDS:
Winner: Best of Category - TikTok Partnership

2024 - SHORTY AWARDS:
Winner: Best of Category - Comedy Video

2024 - SHORTY AWARDS:
Gold: Brand Awareness Campaign

2024 - SHORTY AWARDS:
Silver: Humour

2024 - SHORTY AWARDS:
Silver: User Generated Content

2024 - THE DRUM AWARDS:
Finalist: Social Media

2024 - MARKETING AWARDS:
Merit: Health and Wellness

>>Oscar Mayer Save Bacon Hairs

2024 - ONE SHOW:
Bronze Pencil: Brand Side / In House

2024 - WEBBY AWARDS:
Honouree: Real Time Response

2024 - WEBBY AWARDS:
Honouree: Advertising Social Media Campaign

2024 - SHORTY AWARDS:
Gold: Multi-Platform Campaign

2024 - SHORTY AWARDS:
Silver: Branded Content

2024 - SHORTY AWARDS:
Bronze: Food and Beverage

2024 - The Drum Awards
Silver: social media

2024 - The Drum Awards
Silver: CPG

>>Delimex Feeding Gamers

2023 - ONE SHOW:
Merit: Gaming

2023 - NY FESTIVALS:
Silver: Effectiveness (gaming)

2023 - COMMUNICATION ARTS:
Advertising Annual In book

2023 - MARKETING AWARDS:
Gold: gaming

2023 - MARKETING AWARDS:
Silver: direct

2023 - Advertising & Design Club of Canada / ADCC:
Bronze: Experiential

2023 - Advertising & Design Club of Canada / ADCC:
Bronze: Direct Digital & Online

2023 - APPLIED ARTS :
Advertising Annual

2023 - SHORTY AWARDS:
Winner: Best of Category - Gamification

2023 - SHORTY AWARDS:
People's Choice Award

2024 - ATOMIC Awards:
Silver: Digital Brand Experience

2024 - ATOMIC Awards:
Bronze: Niche Targeting

>>KD Macsterpiece

2024 - SHORTY AWARDS:
Winner: Best of Category - MicroInfluencer

2024 - SHORTY AWARDS:
Bronze: UGC

2023 - Advertising & Design Club of Canada / ADCC:
Bronze: Social Media

>>Nissan Pro Pilot Assist

2023 - LURZERS ARCHIVE:
In Book (100 best Digital Artists Annual)

>>NAC (National Advertising Challenge)

2022 - Gold
2020 - Bronze
2009 - Merit

>>Save Our Libraries

2020 - ONE SHOW:
Gold Pencil: Craft (radio)

2020 - ONE SHOW:
Bronze Pencil: Broadcast / Campaign

2021 - CLIO:
Bronze: Radio "Yogurt in wonderland"

2021 - CLIO:
Short List: Radio "wizards of comprehensive liability"

2020 - D&AD:
Shortlist: - Radio & Audio Campaigns

2019 - LIA:
Silver: Radio Campaign Public Service / Social Awareness

2020 - Marketing Awards:
Bronze: - Public Service Press Single "oliver twist"

2020 - Marketing Awards:
Bronze: Public Service Press Single "Rapunzel"

2020 - Marketing Awards:
Silver: Public Service Radio Campaign

2020 - Marketing Awards:
Bronze: Public Service Press Campaign

2019 - APPLIED ARTS:
Radio Probono Campaign

2019 - Advertising & Design Club of Canada / ADCC:
Gold: Public Service Print Ad: Campaign

2019 - Advertising & Design Club of Canada / ADCC:
Silver: Public Service Print Ad, Single: Rapunzel

2019 - Advertising & Design Club of Canada / ADCC:
Bronze: Radio Public Service: Campaign

2019 - Advertising & Design Club of Canada / ADCC:
Bronze: The Michael O'Reilly Best Copywriting Award, Radio

2019 - Advertising & Design Club of Canada / ADCC:
Bronze: Radio, Radio Campaign

2019 - Advertising & Design Club of Canada / ADCC:
Bronze: Radio Single over 30: "nazodone & tinkerbell"

2019 - Advertising & Design Club of Canada / ADCC:
Bronze: Radio Single over 30:"the two for one musketeers"

2019 - Advertising & Design Club of Canada / ADCC:
Bronze: Public Service Radio, Single: "wizards of comprehensive liability"

2019 - Applied Arts: ProBono Series - in annual

>>New York Fries - Haute Dog

2020 - Marketing Awards:
Bronze: Press Single "Burberry"

2020 - Marketing Awards:
Merit: Press Single "Chanel"

2019 - Advertising & Design Club of Canada / ADCC:
Bronze: Advertising Posters, Single: Embroidery

2019 - Advertising & Design Club of Canada / ADCC:
Bronze: Advertising Posters, Single: Emblem

2019 - Advertising & Design Club of Canada / ADCC:
Bronze: Advertising Best Art Direction: Campaign

2019 - Best Ads on TV:
Best of the Week

>>Leons: Part Of The Family

2018 - CASSIES:
Bronze: Building Brand Equity

2018 - CASSIES:
Bronze: New Brand Positioning

>>Belair Direct: Accident forgiveness

2017 - APPLIED ARTS - Campaign

>>Toronto Raptors: Open Tryouts

2016 - Carte Blanche - Shortlist

>>Covenant House: How Old?

2016 - STRATEGY AGENCY OF THE YEAR:
Bronze: Digital AOTY (Taxi)

>>Tim Hortons - The Tims Next Door

2017 - WARC 100 most effective campaigns in the world:

#89 Tims Next Door

2015 - NEW YORK FESTIVALS:
Bronze: Outdoor Best Use of Medium - Ambient

2015 - NEW YORK FESTIVALS:
Bronze: - Outdoor Ambient: Restaurants

2015 - Advertising & Design Club of Canada / ADCC:
Silver - Promo - Single

2015 - Advertising & Design Club of Canada / ADCC:
Silver - Media Innovation - Single

2015 - Advertising & Design Club of Canada / ADCC:
Silver - Experiential - Single

2015 - Canadian Marketing Awards / CMAs:
Silver - Experiential and Innovative Media

2015 - Canadian Marketing Awards / CMAs:
Bronze - Promotion/Shopper Marketing

2015 - MARKETING AWARDS:
Silver - OOH Non-standard

2015 - MARKETING AWARDS:
Silver - OOH Large-scale Ambient

2015 - APPLIED ARTS ADVERTISING:
Experiential/Event Single - In Book

2015 - APPLIED ARTS ADVERTISING:
Advertising/Non-Traditional Single - In Book

2015 - ATOMIC AWARDS:
Bronze - ATOMIC Idea

2015 - ATOMIC AWARDS:
Bronze - Best Experiential Engagement

2015 - ATOMIC AWARDS:
Bronze - Best Niche

2015 - PROMO AWARDS:
Gold - Best Idea or Concept

2015 - PROMO AWARDS:
Gold - Best Pop-up Activation

2015 - SIA – SHOPPER INNOVATION AWARDS:
Gold: In-store Engagement

2015 - SIA – SHOPPER INNOVATION AWARDS:
Gold: Out of the Box Retail

2015 - SIA – SHOPPER INNOVATION AWARDS:
Silver: Original Idea Targeting

2015 - WARC GLOBES:
Gold: Retail (Tims Next Door)

2015 - WARC GLOBES:
Silver: Short Term (Tims Next Door)

>>Hyundai: Guardian Angel

2014 - BEST CAMPAIGN:
Voted best Global campaign by Hyundai Global

>>Hyundai: Country Drive

2013 - APPLIED ARTS Advertising Annual: In Book

>>Hyundai: Live Smart

2011 - COMMUNICATION ARTS ADVERTISING:
In annual

2011 - WEBBY Awards:
Honouree: Websites

2011 - MARKETING AWARDS:
Bronze: Overall Brand Creativity

2011 - GRAPHIS Advertising Annual:
In annual

2010 - APPLIED ARTS:
In annual

>> Moosehead Light: Moose Calls Website

2009 - Web Marketing Awards / WMAs:
outstanding website

>>Youthography PING quarterly report

2008 - COUPE MAGAZINE:
International Design Annual: In Annual

Multiple "Best of the week:" Best Ads on TV

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