"There can be territorialism, but it's to everyone's benefit to work together."

PETER IGNAZI, P. 28

04 On the Cover
06 Masthead
08 From the Editor
Winning a Consumer's Heart (and Wallet)

COLUMNS
10 Advertising
Creativity Meets the C-Suite
by Marc Lanouette
12 Design
To Undo or Not Undo
by Susan Mavor CGD
14 Interactions
It's More Than Cute Puppies
by Patrick Weir
16 Strategy
Create What Matters
by Elana Gorbatysn
18 Image
Go Your Own Way
by Ryan Rumbolt

20 Resources
22 Notes

Back Page
From the Archive
Part Two
Features

26 The Great Strategy Debate
Creative makes media part of the message
by Chris Powell

34 A Drive for Change
Behind the Interactive AACE-winning Uber work
by Rethink
by Chris Daniels

38 City of Lights
Montreal's buildings come alive for 375

Part Three
Awards

2017 Advertising Awards
A1 Intro & Jury
A4 Young Blood
A9 Campaigns
A20 Advertising
A54 Interactive Campaigns
A70 Interactive Advertising
A74 Broadcast
A109 Index

54 Gallery
Photojournalism

AACE Illustration
Owen Gent

50 Owen Gent
Selected works by the British artist

GALLERY
Moments of Truth
Poignant photojournalism from the past

On the Cover
"Face of the Fans," Anomaly's Advertising Award-winning series of Toronto Raptors portraits for Nike (p. A34, A66), aggregated real-time fan tweets onto the images of several of the basketball team's players, including All-Star DeMar DeRozan, pictured.