

CASSIES

AWARDS SHOW NOVEMBER 6TH BOB GARFIELD IS KEYNOTE SPEAKER

For Immediate Release

(TORONTO – October 11, 2007): CASSIES will be celebrated this year at an exciting and entertaining evening event, Tuesday, November 6th at the Liberty Grand, Exhibition Grounds, in Toronto. At first a bi-annual event, CASSIES are now awarded annually and this is the 11th CASSIES to date. The event begins at 5:30 pm with Cocktails and mingling, followed by Dinner and Awards at 7:00 pm.

This year, CASSIES welcomes a well-known, provocative and entertaining Keynote Speaker: Bob Garfield.

Probably best known for his weekly “Ad Review” column in *Advertising Age*, Bob Garfield is a columnist, critic, essayist, pundit, international lecturer and obscure broadcast personality (so says he!). He’s also written a couple of books, including an ad industry classic - *And Now a Few Words from Me* – and is currently working on his latest book – *Listenomics*. Garfield will provide some insights and challenges from what he is writing in *Listenomics*, or as he says:

“What happens when technology and consumer behavior turn the power pyramid upside down? What happens when the old way of conducting marketing - i.e., dictating a message to the masses -- is rendered obsolete? The answer is that some brands will be victims, and others will thrive. The victims will be blabbing and blathering when they die. Successful marketers will be listening. “Listenomics” is about the process of opening up your brand and carrying on a conversation with the consumer.”

This is a record setting year for the CASSIES with an impressive 92 cases submitted, up from 52 last year. CASSIES Chair of Judging Bill Durnan, EVP, Toronto Chief Convergent Creative Officer, Cossette Communication Marketing, led a 15-person panel of high profile senior-level judges representing advertisers, account management, creative, media, account planning, research, direct marketing, and academia. The judges have already assessed who will win CASSIES Gold, Silver and Bronze awards, and the Grand Prix, all to be announced and awarded on November 6th.

Co-Chairs for the CASSIES event in Toronto are Arthur Fleischmann, President & CEO, John st. and Nancy Marcus, Vice President, Marketing, Kruger Products.

A similar CASSIES celebration will take place the same evening in Montreal at Cirque Eloize, with Danièle Noël, Director of Communications, Société de l'assurance automobile du Québec and Jean Rouleau, President, Amalgame with be co-chairs of the Montreal event, acting as co-chairs.

The CASSIES is Canada's only advertising award show that is based on proven business effectiveness, backed up by rigorous published cases

To win at the CASSIES, cases have to show impressive business results and prove, convincingly, that these results were substantially caused by the advertising.

CASSIES is presented by the Institute of Communication Agencies (ICA), the Association des agences de Publicité du Québec (AAPQ) and the Association Marketing de Montréal/Le Publicité Club de Montréal (AMM-PCM).

CASSIES is honoured with key sponsor support as follows:

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BRONZE CTV; National Post (newspaper); Strategy (trade magazine)

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CASSIES is the only Canadian advertising awards show that recognizes proven business effectiveness, backed up by rigorous published cases. As such, the CASSIES Awards are highly valued by both advertisers and agencies alike. Since its inception in 1993, CASSIES have recognized the business achievements of close to 200 campaigns from Canada's top advertisers and agencies. All award-winning case studies can be viewed in the Case Library section of the CASSIES web site at www.cassies.ca.

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