

CASSIES

Record number of entries this year, judging now complete and Event Co-chairs announced

For Immediate Release

(TORONTO – September 25, 2007): A record number of cases were submitted to CASSIES this year, up 77% with an impressive 92 cases, up from 52 last year. And judging has just been completed. The CASSIES will be awarded **Tuesday, November 6, 2007** at a Gala Evening event at the Liberty Grand in Toronto. A similar celebration will take place in Montreal that same evening as well.

“It was a true joy for all of us to read through the creative thinking that drove big results. This is what our business is all about. And this show will hopefully inspire more,” says CASSIES Chair of Judging Bill Durnan, EVP, Toronto Chief Convergent Creative Officer, Cossette Communication Marketing.

Durnan 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 assessed who will win CASSIES Gold, Silver and Bronze awards, and the Grand Prix. The judges are:

Gina Banks, Manager, Global Media and Communications, Procter and Gamble
André Bouchard, Vice President, Research and Strategy, LXB Communication Marketing
Ann Bouthillier, VP Brand Strategy and Integration, Palm Arnold Communication
Mark Childs, Vice President, Marketing, Campbell Company of Canada
Anne Fortin, Managing Director, DraftFCB
Michael Gramlow, Creative Director, Interactive, Dentsu Canada Inc.
Lorraine Hughes, President, OMD Canada
David Leonard, President, DDB Canada
Janet McNally, Vice President, Strategic Planning, Lowe Roche
Christine Melançon, Vice President, Ipsos-Descarie
Jean-Charles Rocha, Vice President, Director of Marketing, Touché!phd
David Rosenberg, Partner, Creative Director, Bensimon Byrne
Chantale Sajo, Director of Marketing, Alimentation Couche-Tard Inc.
Yvon Savaria, Director of Marketing, Sico Inc.
Robert Saxon, Professor, Director of Graduate Studies, Faculty of Design, OCAD

CASSIES celebrations will be held in both Toronto and Montreal. Co-chairs for this year’s CASSIES have just been announced. In Toronto, Co-Chairs will be Arthur Fleischmann, President & CEO, john st. and Nancy Marcus, Vice President, Marketing, Kruger Products, a client of john st. In Montreal, 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.

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:

GOLD Yellow Pages Group
SILVER Association of Canadian Advertisers
BRONZE CHUM Limited; National Post (newspaper); Strategy (trade magazine)

CATEGORY SPONSORS:

Astral Media Radio (Radio)
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Pattison Outdoor (Outdoor)

WINNERS CIRCLE SPONSORS:

Promotional Products Association of Canada
Radio Marketing Bureau
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Adbeast
MaRS

PATRON: Bensimon Byrne, BBDO

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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