

# CASSIES

## 2007 RESULTS

### **Dove wins Grand Prix, CASSIES awards 39 cases in all ICA/ACA Partner to Sponsor Sustained Success Awards**

(TORONTO: November 6, 2007) - Dove's campaign for its Dove Self-Esteem Fund, which included the world-famous 'Evolution' viral spot, won top honours at the CASSIES this year for proven business effectiveness, taking home the **Grand Prix** as well as a **GOLD** for **Canadian Contribution to a Global Campaign**.

The Institute of Communication Agencies and the Association of Canadian Advertisers have now partnered to sponsor the **Sustained Success** awards each year, beginning with this year's CASSIES, to recognize the importance of long-term client-agency relationships that drive long term brand and business building results. The winners in this category include:

**GOLD** - *TELUS True Brand Loyalty: A Decade of TELUS, TAXI / TELUS*  
**GOLD** - *Diet Pepsi 2002-2007, BBDO Canada Corp. / Pepsi-QTG Canada*  
**SILVER** - *Coors Light, DraftFCB / Molson Coors*  
**SILVER** - *Association des concessionnaires Honda du Québec, Bos / Association des concessionnaires Honda du Québec (Also won Bronze in Automotive and Do-it-Yourself)*  
**BRONZE** - *TD Canada Trust, DraftFCB / TD Canada Trust*  
**BRONZE** - *Activia, three years of tasty success!, Saint-Jacques Vallée Young & Rubicam / Danone Canada (Also won Bronze in Packaged Goods – Food)*  
**BRONZE** *Never Stop. Milk., Cossette West / Prairie Milk Marketing Partnership (Also won Silver in Packaged Goods – Beverage)*  
**BRONZE** *VEX, GJP Advertising / Vincor - A Constellation Company*

There were a record number of CASSIES case submissions this year - 121 submissions, nearly double that of last year. **39 CASSIES** were awarded in total: **9 Gold, 14 Silver, 15 Bronze**, plus the **Grand Prix**, at an evening event at the Liberty Grand in Toronto. A similar celebration took place in Montreal at Le Cirque Éloize the same evening as well.

**The full list of winners is attached**, including campaigns winning more than one award. 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 also enjoyed the well-known, provocative and entertaining **Keynote Speaker: Bob Garfield**. Probably best known for his weekly "Ad Review" column in *Advertising Age*, 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 provided some insights and challenges from *Listenomics*.

**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).

The **CASSIES Benchmarking Committee**, introduced two years ago to the judging process to ensure all entries met necessary criteria before being passed on the Judging Panel, consisted this year of CASSIES editor David Rutherford; Rupert Brendon, President of Ad ROI Inc.; Peter Elwood, past CASSIES Chair of Judging & former Thomas J. Lipton and Unilever President Vice President; Claude Carrier, Vice President, BOS; and Michael Clancey, Principal, Director of Creative and Strategic Planning, Brandworks International.

**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.

“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,” said Bill Durnan.

**The judges were:**

Gina Banks, Manager, Global Media and Communications, Procter and Gamble  
 André Bouchard, Vice-president, Planning and Research, LXB Communication Marketing  
 Ann Bouthillier, VP Brand Strategy and Integration, Palm Arnold Communication  
 Mark Childs, Vice President, Marketing, Campbell Company of Canada  
 Anne Fortin, Vice President, Managing Director, DraftFCB  
 Michael Gramlow, Creative Director, Interactive, Dentsu Canada Inc.  
 Lorraine Hughes, President, OMD Canada  
 David Leonard, President, Toronto, DDB  
 Janet McNally, Vice President, Strategic Planning, Lowe Roche  
 Christine Melançon, Vice President, Ipsos-Descarie  
 Jean-Charles Rocha, V-P Media Director, 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

**Co-chairs for this year’s CASSIES were:** In Toronto, Arthur Fleischmann, President & CEO, john st. and Nancy Marcus, Division Vice President, Consumer Marketing, Kruger Products, a client of john st. In Montreal, Co-Chairs were Danièle Noël, Director of Communications, Société de l’assurance automobile du Québec and Jean Rouleau, President, Amalgame.

**CASSIES is honoured with key sponsor support** as follows:

GOLD      Yellow Pages Group  
 SILVER     Association of Canadian Advertisers, Astral Media  
 BRONZE    CTV; National Post; Strategy

**CATEGORY SPONSORS:**

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**PATRONS:** 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 approximately 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](http://www.cassies.ca).

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For more information, please contact: Jani Yates, ICA at (416) 482-1396, ext 230 or e-mail at: [jyates@icacanada.ca](mailto:jyates@icacanada.ca)