

CASSIES

2007 Winners List

TOTAL: 1 Grand Prix, 9 Gold, 14 Silver, 15 Bronze

NOTE: Some cases won more than 1 award (cross referenced below)

Events, Seasonal and Short-term

Gold

Phase 1 de l'année de la sécurité routière du Québec

Amalgame/ La Société de l'assurance automobile du Québec

Silver

SickKids. Believe.

Ethos JWT / SickKids Foundation

Bronze

Chocolate Milk Nutrition Education Promotion

Cossette West / Prairie Milk Marketing Partnership

Off To A Good Start

Gold

Reversa

TAXI Canada inc./ Dermtek Pharmaceutiques

Note : Also won Silver in Best Integrated

Silver

Gay Lea Spreadable Butter

john st. / Gay Lea Foods

SpongeTowels Paper Towels

john st. / Kruger Products Limited

Essuie-tout SpongeTowels

PALM Arnold Communication / Kruger Products

Auto Trader: 'Come meet your match'

john st. / Trader Corporation

Bronze

La Parisienne

Allard Johnson Communications / Lavo Inc.

Lexus LS460 - Moments

Dentsu Canada Inc. / Toyota Canada Inc.- Lexus Division

Not-for-profit

Silver

Properly Positioning WWF-Canada

DraftFCB / WWF-Canada

Services Financial

Silver

RBC AVION 2004-2006

BBDO Canada Corp. / RBC Financial Group

Services General

Bronze

WestJet

TAXI / WestJet

Packaged Goods – Other

Gold

Cashmere Bathroom Tissue

john st. / Kruger Products

Brita

DDB Canada / Clorox Company of Canada

Note: Also won Gold in Best Insight

Packaged Goods - Beverage

Silver

Never Stop. Milk.

Cossette West / Prairie Milk Marketing Partnership

Note: Also won Bronze in Sustained Success

Packaged Goods – Food

Bronze

Activia, three years of tasty success!

Saint-Jacques Vallée Young & Rubicam / Danone Canada

Note: Also won Bronze in Sustained Success

Wonder Plus

Round Table Advertising / Weston Bakeries Limited

Note: Also won Bronze in Best Launch

Best Insight

Gold

Brita

DDB Canada / Clorox Company of Canada

Note: Also won Gold in Packaged Goods - Other

Silver

Benylin - Take a Benylin Day

JWT / Johnson & Johnson Inc.

Bronze

Lexus Brand - Moments

Dentsu Canada Inc. / Toyota Canada inc. - Lexus Division

Canadian Success Outside Canada

Silver

We're Gifferent

Target Marketing & Communications Inc. / Capital G Bank (Bermuda)

Government & Advocacy

Bronze

Newfoundland & Labrador Tourism "Find Yourself"

Target Marketing & Communications Inc. / Newfoundland & Labrador Dept. of Tourism

Best Integrated Program

Gold

Boisson Énergie

Astral Media Radio / Alimentation Couche-Tard

Note : Also won Silver in Best Launch

Silver

Reversa

TAXI Canada inc. / Dermtek Pharmaceutiques

Note : Also won Gold in Off to a Good Start

Bronze

Fromages d'ici

Cossette Communication Marketing / Fédération des producteurs de lait du Québec

Best Launch

Silver

Boisson Énergie

Astral Media Radio / Alimentation Couche-Tard

Note: Also won Gold in Best Integrated

Bronze

Wonder Plus

Round Table Advertising / Weston Bakeries Limited

Note: Also won Bronze in Packaged Goods - Food

Sustained Success

Gold

TELUS True Brand Loyalty: A Decade of TELUS TAXI / TELUS

Diet Pepsi 2002-2007

BBDO Canada Corp. / Pepsi-QTG Canada

Silver

Coors Light

DraftFCB / Molson Coors

Association des concessionnaires Honda du Québec

Bos / Association des concessionnaires Honda du Québec

Note : Also won Bronze in Automotive and Do-it-Yourself

Bronze

TD Canada Trust

DraftFCB / TD Canada Trust

Activia, three years of tasty success!

Saint-Jacques Vallée Young & Rubicam / Danone Canada

Note: Also won Bronze in Packaged Goods – Food

Never Stop. Milk.

Cossette West / Prairie Milk Marketing Partnership

Note: Also won Silver in Packaged Goods – Beverage

VEX

GJP Advertising / Vincor - A Constellation Company

Automotive and Do-it-Yourself

Bronze

Association des concessionnaires Honda du Québec

Bos / Association des concessionnaires Honda du Québec Canada

Note: Also won Silver in Sustained Success

Canadian Contribution to a Global Campaign

Gold

Dove - Making it Fly

Ogilvy / Unilever Canada

Note: Also won Grand Prix

Grand Prix

Dove - Making it Fly

Ogilvy / Unilever Canada

Note: Also won Gold in Canadian Contribution to a Global Campaign