



## Enhancing Client-Agency Relations Focus of New Guidebook

*Unique initiative the result of three-way collaboration among industry groups*

**Toronto, September 22, 2008:** A new guidebook has been produced that explores how businesses can significantly improve the return on their marketing communications investments by enhancing their client-agency relationships. The guidebook, written by Dr. Alan Middleton, Executive Director of York University's Schulich Executive Education Centre, was jointly commissioned by the Association of Canadian Advertisers (ACA), Institute of Communication Agencies (ICA) and Association of Quebec Advertising Agencies (AAPQ).

"This topic has surfaced on the radar screen coincident with the renewed realization that an optimal client-agency relationship can enhance the value that the agency provides for the client, positively effecting business results," said Dr. Middleton of his new publication, titled *Come Together: A guidebook for enhancing the value of the client-agency relationship in the marketing communications industry*.

The guidebook recommends a 20-point Code of Client-Agency Conduct, which should be followed to operate at the level of industry best practices. *Come Together* also provides:

- A summary of changes in the business environment.
- A study of the various types of client-supplier relationships and how each differs in terms of style, culture and needs.
- Recommendations on "what to do and how to do it."
- A guide on how to implement the Code for optimizing the value created within the client-agency relationship.

The ACA, ICA and AAPQ, while agreeing *Come Together* is a milestone for the MarCom industry, believe the guidebook is just the beginning of a longer-term process to foster ever more successful client-agency relationships. Beginning this week, the three sponsoring organizations are holding a series of members-only seminars, led by Dr. Middleton, to mark the publication of *Come Together*. The dates are September 22 in Toronto, September 25 in Montreal, October 23 in Calgary and October 24 in Vancouver.

The ACA ([www.ACAweb.ca](http://www.ACAweb.ca)) – Canada's only national association exclusively representing client marketers – is dedicated to helping members maximize the value of their investments in all forms of marketing communication. Members realize value through education programs, research and consulting services. The ACA safeguards advertisers' right to commercial free speech and demands an advertising marketplace that is accountable for the value provided to the advertiser. The ACA represents over 200 companies and divisions that collectively account for estimated sales of \$350 billion annually.

The ICA ([www.icacanada.ca](http://www.icacanada.ca)) is the professional business association which represents Canada's communication and advertising agencies. ICA promotes thought leadership, higher standards and best practices. It serves as the largest source of information, advice, education and training for Canada's communication and advertising industry. ICA's member agencies and subsidiaries account for over 80% of all national advertising in Canada, with an economic impact worth more than \$15 billion annually.

The AAPQ ([www.aapq.ca](http://www.aapq.ca)) has a membership of 60 agencies which generate more than 80% of the advertising revenues of Quebec agencies. Its mission is to enhance the quality of advertising and create awareness in the general public regarding the role played by agencies in marketing communications. The association also invests in training the next generation of practitioners so they can increase their knowledge and perfect their skills in order to develop a product that is ever more creative and strategic, and that will allow them to remain competitive in international markets.

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*For further information, contact:*

Randy Scotland, Vice President, Communications, ACA  
(416) 964-1043 / [rscotland@ACAweb.ca](mailto:rscotland@ACAweb.ca)

Jani Yates, President, ICA  
(416) 482-1396 ext 230 / [jyates@icacanada.ca](mailto:jyates@icacanada.ca)

Sylvain Morissette, Président-directeur general, AAPQ  
(514) 848-1732 / [s.morissette@aapq.ca](mailto:s.morissette@aapq.ca)