

CASSIES

For Immediate Release

CASSIES 2008

Judging completed, Awards Show this January
as culmination event for Advertising Week in Canada

(TORONTO – November 5, 2008): Judging has been completed for CASSIES 2008. This year, CASSIES received 92 unique cases, resulting in a total of 132 award submissions.

"The judging panel and I were genuinely inspired by this year's submissions. The calibre of entries proves that Canadian creative, and its ability to drive results, can break through and lead globally," says CASSIES Chair of Judging Mark Childs, VP, Marketing, Campbell Company of Canada. "We are excited to celebrate the winning cases at the upcoming awards show in January during Advertising Week, confident that they will encourage us all to even further raise the bar."

David Leonard, President of DDB Canada, is Chair of CASSIES 2008 and will co-host the awards show in Toronto with Chair of Judging Mark Childs. In Montreal, Co-Chairs are Michel Ostiguy, president and founder of *BOS* and Gaétan Courchesne, vice-president, *Association des concessionnaires Honda du Québec*.

The CASSIES, Canada's only advertising award show that is based on proven business effectiveness, backed up by rigorous published cases, will be celebrated in an evening event **Thursday, January 29, 2009** at simultaneous celebrations in Toronto and Montreal. The CASSIES will be the culmination event for **Advertising Week**, a brand new week long celebration spearheaded by the Institute of Communication Agencies which will run January 26 – 30, 2009.

Judges for CASSIES 2008 are:

Robert Bernard, Partner, DECODE
Niraj Dawar, Professor of Marketing, Ivey Business School
Dominique De Celles, VP/CMO, L'Oreal Canada
Hugh Dow, Chairman, M2 Universal
Lawrie Ferguson, SVP Marketing, Coast Capital Savings
Glen Hunt, creative catalyst, Dentsu
Anne-Marie LaBerge, VP, Communications and Marketing, TELUS
Steve Mykolyn, VP, Executive Creative Director, TAXI
Jill Nykoliotion, Founder/President, Juniper Park
Pierre Parent, President, P2P
Leslie Root, VP Marketing, Winners Merchants International
Suzanne Sauvage, EVP/ Chief Strategy Officer, Nurun Inc.

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 which will include a number of returning sponsors:

BRONZE: CTV

CATEGORY SPONSOR: Pattison Outdoor (Outdoor)

WINNERS CIRCLE SPONSORS:

Promotional Products Association of Canada

Radio Marketing Bureau

Television Bureau of Canada

PATRON: BBDO

Advertising Week was founded to galvanize the industry and build the pride and profile of the vibrant communications industry. Advertising Week will bring together agencies, clients, media organizations, production companies, students and government. Keynote and panel presentations, various initiatives for younger advertising practitioners, and high-profile awards events including the CASSIES, will be held at iconic locations around several cities including Toronto, Montreal, Vancouver and Calgary. Advertising Week will also illustrate the economic value of advertising initiatives and brand-building in Canada.

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 over 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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