

## ICA becomes platinum sponsor of Canada's Next Top Ad Exec University Competition

Entry Deadline January 25, 2008

### *For Immediate Release*

**TORONTO: January 14, 2008** – More than 160,000 business students from across Canada now have the chance to play Marketing Director for Mitsubishi Motors. Canada's Next Top Ad Exec is returning as one of the richest and most rewarding competitions in the history of Canadian business schools. Developed by the DeGroote School of Business at McMaster University, the program was a resounding success when it launched last year with the top ten finalists representing seven different schools from across Canada.

The competition is open to undergraduate business or commerce students, business minors and MBA candidates, and this year the challenge is to develop a new campaign for the Mitsubishi brand with a focus on new media. Participants can enter in teams of two or individually and it is all easily done online at [www.topadexec.com](http://www.topadexec.com). Entry deadline is January 25<sup>th</sup> and the top 10 teams will be announced March 10<sup>th</sup>. The winner(s) will be announced at an award event March 25<sup>th</sup>. The winning contestant(s) will drive away in new Mitsubishi Lancers and there is more to be had for the other finalists in the form of internship opportunities.

The Institute for Communication Agencies (ICA) is proud to announce that as a platinum sponsor of this unique competition, it is spearheading the offer of internship opportunities for the finalists amongst its ICA member agencies. Several agencies have already stepped up, including BBDO, BOS, DDB, Cossette Communications and zig. Internship / career offers will also come from other sponsors including the Canadian Marketing Association.

"We're thrilled to be part of this competition which will excite and inspire business students to seriously consider the advertising and communication industry as their career choice. The ICA is pleased to provide these students with real-world linkages to internship opportunities with some of Canada's leading communication agencies. The ICA is committed to attracting the best and the brightest people to our dynamic industry," says Gillian Graham, Chief Executive Officer of the ICA.

"It is an imperative to focus on experiential learning for business students. Canada's Next Top Ad Exec gives students extraordinary opportunities to test out their marketing talents on a real world project that has very real rewards," says Mandeep Malik, Director bizX and Lecturer at the DeGroote School of Business.

Larry Futers, the Director of National Marketing at Mitsubishi Motors, says, "Canada's Next Top Ad Exec fits with our focus on taking an innovative approach to building the Mitsubishi brand in Canada—and standing out as a company willing to push the envelope and differentiate ourselves. Our tagline is 'Go Far'—and this competition will challenge students to do just that."

**McMaster University**, a world-renowned, research-intensive university, fosters a culture of innovation, and a commitment to discovery and learning in teaching, research and scholarship. Based in Hamilton, the University is one of only four Canadian universities to be listed on the Top 100 universities in the world.

**The Institute of Communication Agencies (ICA)** is the business association which represents Canada's communication and advertising agencies. ICA promotes higher standards and best practices and serves as the largest source of information, advice 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.

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