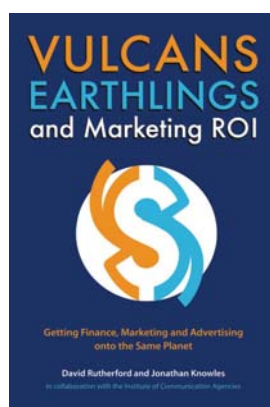


FOR IMMEDIATE RELEASE – February 11, 2008

ICA CO-PUBLISHES BREAKTHROUGH BOOK ON MARKETING ROI

Vulcans, Earthlings and Marketing ROI: Getting Finance, Marketing and Advertising onto the Same Planet

by David Rutherford and Jonathan Knowles



Every few years, business is galvanized by a new concept. Accountability is the latest idea in the spotlight. It's a huge topic, and in the broadest sense embraces ethics, corporate governance, and all the issues spawned by the recent spate of business scandals. ***Vulcans, Earthlings and Marketing ROI***, co-published by the Institute of Communication Agencies (ICA) and Wilfrid Laurier University Press, deals with a more pragmatic aspect: the accountability behind the question **“Are our investments in marketing and advertising sensible and successful, short and long term, from a business point of view?”**

“The ICA stands for thought leadership in the communications industry, and therefore it is vitally important to explore this topic,” says Gillian Graham, CEO of the ICA. “Investment in brands is a critical component of business success. This book will be required reading for the entire marketing communications industry in the quest for accountability relative to business results, while ensuring that marketers understand the pivotal role agencies can play in driving their businesses.”

The authors, David Rutherford and Jonathan Knowles, first establish that finance, marketing, and advertising share common ground in the value of brands. They review the evidence for the business impact of marketing and advertising, summarizing key research and practical experience. Then they outline what it takes to build an accountability culture and profile some techniques that are useful for framing and measuring the business impact of marketing and advertising investment. The book is intended for anyone with an interest in accountability as it applies to short- and long-term marketing effort.

To order copies of the book, please contact University of Toronto Press at 1.800.565.9523 in the U.S. or Canada, or email utpbooks@utpress.utoronto.ca.

Early industry reviews about the book are in and here's what a few business leaders had to say:
"Superb! A must read for anyone who aspires to be a great marketer and every CEO who wants to be truly successful. The book illustrates how brand building investment can drive both short-term results and superior long-term shareholder returns," says Stephen Graham, EVP Corporate Marketing and Convergence Officer, Rogers Communication (#1-ranked global marketer by Advertising Age)

"A book for thought leaders. Marketer-friendly and Finance-credible (a very rare combination) with significant managerial implications for marketing, customer value and shareholder value. The logic is strong and compelling. And the writing is a breath of fresh air," says Richard Ettenson, Professor of Global Marketing, Thunderbird School of Global Management

"This is a refreshing, often witty, and bang up-to-date review of what could have been a very dull subject! It breaks the key issues into bite-sized chunks so that you can open this book at any page and learn something. The authors draw from a broad range of highly respected sources—and skillfully blend academic substance with good marketing common sense," says Leslie Butterfield, founder of BDDH, a leading UK advertising agency; author/editor of *AdValue* and *Excellence in Advertising*.

About the Authors

David Rutherford is a consultant, specializing in marketing, advertising, and business writing. He is also the long-standing editor for the CASSIES, the annual awards show for advertising that proves business-building effectiveness via a rigorous written case. Rutherford also wrote the ICA guide to Client-Agency Evaluation, and is editor and contributing author for the ICA book *Excellence in Brand Communication*.

Jonathan Knowles runs two brand consulting firms--Structured Intuition (based in Toronto) and Type 2 Consulting (based in New York). He is co-author of the ICA report "Measuring and Valuing Brand Equity", and his articles on the role of brand in business have appeared in the *Harvard Business Review*, *Sloan Management Review*, and *The Wall Street Journal*.

About The Institute of Communication Agencies

The Institute of Communication Agencies (ICA) 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. For more information, www.icacanada.ca.

About Wilfrid Laurier University Press

Founded in 1974, **Wilfrid Laurier University Press** has established a reputation as an excellent scholarly publishing house in the areas of history, philosophy, literature, sociology, life writing, social work, native studies, women studies, religious studies, and fine art and is now branching out further to include marketing communications/advertising. We publish about 30 titles a year, with over 220 titles currently in print. Wilfrid Laurier University Press books are distributed in Canada and the USA by University of Toronto Press Distribution. For more information, <http://www.wlupress.wlu.ca/>.

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