

CASSIES

FOR IMMEDIATE RELEASE

CASSIES ANNOUNCES A NEW "RECESSION" CATEGORY

Entry Deadline July 23, 2009

(TORONTO: June 25, 2009) - The CASSIES has announced a new category, designed to take account of the current economy, called **Success Despite the Recession**.

"After every recession, there are great examples of how companies have weathered the storm and emerged ready to take advantage of better times. We felt that the CASSIES needed to encourage and acknowledge these cases, and that is the purpose of this new category," said David Leonard, Chair of this year's CASSIES and President of DDB Canada. "There are great stories out there of impressive decision-making in difficult times, and this category is designed to give them the recognition they deserve."

Here are the details:

- The Business Results Period must start mid-2008 or later. It should then run for 6 months or more. (Note: CASSIES will also accept a case that starts in Jan 2009 and runs into late May or June 2009.)
- The argument should be constructed in view of decisions made to deal with the recession.
- Business Results, in terms of percent growth, may be lower than we have been used to during pre-recession years, but will still be strong, all things considered. For example, a good result could include "holding" market position in preparation for better times.
- Any questions should be directed to David Rutherford at drsc@rogers.com or Jani Yates at jyates@icacanada.ca.

The CASSIES Website has been updated to reflect this important change.

While this category, on the surface, may seem to overlap with **Off to a Good Start** (which has a 6 - 12 month Business Results Period), the thinking is different. Off to a Good Start is appropriate for a more usual situation where growth objectives are set and the business, during the first 6 - 12 months of the new effort, is responding well. **Success Despite the Recession** is for situations where the results, on their face, may not

be as strong, but they are still impressive when the pressures of the recession are taken into account.

The CASSIES is Canada's only advertising award show that is based on proven business effectiveness, backed up by rigorous published cases. Deadline for entries, which are to be filed online at www.cassies.ca, is Thursday, **July 23, 2009**, by Noon EST.

Details on how to enter all categories can be found at www.cassies.ca/howtoenter. To win at the CASSIES, cases have to show impressive business results and prove, convincingly, that these results were substantially caused by the advertising.

The 2009 CASSIES will be celebrated in an evening event on Thursday, January 28, 2010, in Toronto and Montreal.

CASSIES is presented by the Institute of Communication Agencies (ICA), the Association des agences de Publicité du Québec (AAPQ) and Association des professionnels de la communication et du marketing (APCM).

ABOUT the CASSIES:

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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