

CASSIES

2008 Winning Cases

(for more information, including agency and client credits, please contact: Joanne Ingrassia, The Kenilworth House, at thekenilworthhouse@sympatico.ca, or 416.693.9462)

GOLDS/SILVERS/GRAND PRIX (followed by BRONZES)

Brand/Case: **New Diamond Shreddies**
 Winner: Grand Prix
 Packaged Goods Food—Gold
 Best Integrated—Gold
 Client: Kraft Canada
 Agency: Ogilvy & Mather

Brand/Case: **Building Milk Volume Five Seconds at a Time**
 Winner: Off to a Good Start—Gold
 Best Use of Media—Gold
 Client: Dairy Farmers of Canada
 Agency: Due North Communications

Brand/Case: **Toyota Tundra Re-Launch**
 Winner: Automotive and DIY—Gold
 Client: Toyota Canada Inc.
 Agency: Dentsu Canada Inc.

Brand/Case: **Camp Okutta**
 Winner: Not for Profit—Gold
 Small Budget—Gold
 Client: War Child Canada
 Agency: john st.

Brand/Case: **Nexium 'See What Can Happen'**
 Winner: Prescription Pharmaceuticals—Gold
 Client: AstraZeneca
 Agency: john st.

Brand/Case: **o.b. mighty.small**
 Winner: Best Insight—Gold
 Canadian Success Outside Canada—Bronze
 Client: Johnson & Johnson
 Agency: Lowe Roche

Brand/Case: **Fromages d'ici**
 Winner: Best Integrated—Gold
 Off to a Good Start—Silver
 Client: Fédération des producteurs de lait du Québec
 Agency: Cossette Communication-Marketing

- Brand/Case: **MINI Turbovision**
 Winner: Best Integrated—Gold
 Automotive and DIY—Silver
 Client: MINI Canada
 Agency: TAXI Canada Inc.
- Brand/Case: **Cashmere Bathroom Tissue**
 Winner: Sustained Success—Gold
 Client: Kruger Products (formerly Scott Paper)
 Agency: john st.
- Brand/Case: **SickKids. Believe.**
 Winner: Sustained Success—Gold
 Not for Profit—Silver
 Client: SickKids Foundation
 Agency: Ethos JWT
- Brand/Case: **Colon Cancer Check**
 Winner: Events, Seasonal & Short-Term—Silver
 Client: Ontario Ministry of Health & Long-Term Care
 Agency: BBDO Toronto & Proximity
- Brand/Case: **Toyota Highlander Re-launch**
 Winner: Off to a Good Start—Silver
 Best Use of Media—Silver
 Client: Toyota Canada Inc.
 Agency: Dentsu Canada Inc.
- Brand/Case: **ParticipACTION**
 Winner: Off to a Good Start—Silver
 Best Insight—Silver
 Client: ParticipACTION
 Agency: JWT
- Brand/Case: **Tetley Green Tea**
 Winner: Packaged Goods Beverage—Silver
 Client: Tetley Canada Inc.
 Agency: john st.
- Brand/Case: **SpongeTowels Paper Towels (English)**
 Winner: Packaged Goods Other—Silver
 Client: Kruger Products (formerly Scott Paper)
 Agency: john st.

Brand/Case: **St-Hubert Personalities Campaign**
 Winner: Retail—Silver
 Client: Les Rôtisseries St-Hubert
 Agency: Bos

Brand/Case: **Gee Beauty**
 Winner: Retail—Silver
 Best Integrated—Silver
 Client: Gee Beauty
 Agency: GJP

Brand/Case: **Desjardins, More than a Bank**
 Winner: Services Financial—Silver
 Best Integrated—Silver
 Client: Desjardins
 Agency: lg2

Brand/Case: **Lexus Brand “h”**
 Winner: Automotive and DIY—Silver
 Sustained Success—Silver
 Client: Lexus Canada Inc.
 Agency: Dentsu Canada Inc.

Brand/Case: **Touchdown Sticks!**
 Winner: Business to Business—Silver
 Best Use of Media—Silver
 Client: Syngenta Crop Protection Canada, Inc.
 Agency: Bos

Brand/Case: **Best Snacks on Earth**
 Winner: Canadian Success Outside Canada—Silver
 Client: Frito-Lay North America
 Agency: Juniper Park

Brand/Case: **Never Stop. Milk™ - Leave Something Behind**
 Winner: Best Insight—Silver
 Client: Prairie Milk Marketing Partnership
 Agency: Cossette West

Brand/Case: **Mott’s Clamato**
 “When you see one, you want one”
 Winner: Best Insight—Silver
 Client: Canada Dry Mott’s Inc.
 Agency: JWT

Brand/Case: **Scotiabank “You’re Richer Than You Think”**
 Winner: Sustained Success—Silver
 Client Credits: Scotiabank
 Agency: Bensimon Byrne

Brand/Case: **Toyota Trucks – Prairies**
 Winner: Sustained Success—Silver
 Client: Toyota Dealers–Prairie Zone
 Agency: Venture Communications Ltd.

BRONZES

Brand/Case: **Becel’s Sponsorship of “The Heart Truth”**
 Winner: Events, Seasonal & Short Term—Bronze
 Client: Unilever Canada
 Lead Agency: Capital C Communications
 Add'l Agencies: PHD – Media Planning & Buying
 National – PR
 Marketlink – Web
 Ariad – Collateral

Brand/Case: **Fat Free Mobility (Koodo)**
 Winner: Off to a Good Start—Bronze
 Client: Koodo Mobile
 Agency: TAXI Canada Inc

Brand/Case: **Pillsbury**
 Winner: Off to a Good Start—Bronze
 Client: General Mills Canada
 Agency: Cossette Communication-Marketing

Brand/Case: **Toyota Corolla Re-launch**
 Winner: Off to a Good Start—Bronze
 Client: Toyota Canada Inc
 Agency: Dentsu Canada Inc

Brand/Case: **Scotiabank “Second Opinion” Campaign**
 Winner: Services Financial—Bronze
 Best Insight—Bronze
 Client: Scotiabank
 Agency: Bensimon Byrne

Brand/Case: **Temptations Cat Treats**
 Winner: Sustained Success—Bronze
 Client: MARS Canada Inc.
 Agency: TBWA\Toronto