



CLIENT *of* THE YEAR



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**ICA announces second annual Client of the Year Award to Nissan Canada**

*-- Silver awarded to CIBC and bronze to Mondelez for exemplary partnerships with their agencies --*

Toronto, ON. The Institute of Communication Agencies (ICA, [www.icacanada.ca](http://www.icacanada.ca)) is pleased to announce the winners of the second annual **ICA Client of the Year Award (CoY)**. Presented by ICA Board Chair, Penny Stevens of Media Experts, Nissan Canada was named the gold award winner recognized as being a true collaborative partner with its agency, Juniper Park\TBWA. The silver was awarded to CIBC, also nominated by Juniper Park\TBWA, and the bronze to Mondelez, nominated by FCB.

The ICA Client of the Year award celebrates the collaboration, partnership and best-in-class working relationship between clients and agencies. Based on four criteria, written award submissions must: *demonstrate a successful interface between the client and agency* -- including transparency and clarity regarding client-agency expectations; *be organizationally structured for success* – enabling the marketing function to exert influence throughout the client organization and create a culture of success and decision makers in the C-Suite; *demonstrate measurement* -- the ability to evaluate performance through pre-determined KPIs (key performance indicators) and real-time data, and *prove an ability to use research and data to create consumer insights to produce effective work*. All submissions were gathered by the ICA and were reviewed by a panel of senior client/agency industry peers.

“We introduced the inaugural Client of the Year award in 2015, to recognize clients for exemplary partnerships and processes in working with their agencies,” said Jani Yates, president, ICA. “This year’s winners continue to raise the bar for future nominees and underscore the importance of a best in class benchmark for our industry in Canada.”

“We’re proud to have nominated our clients, Nissan Canada and CIBC, who absolutely live and breathe ideal collaborative partnerships with us,” explained Jill Nykoliation, CEO of Juniper Park\TBWA. “They treat us like partners – held accountable to build their respective businesses through brave work. We are part of all relevant meetings, use research to push our ideas further, and have continuous access to senior management. It’s a win-win, and allows us to do our best work possible,” she added.

### About the ICA

The Institute of Communication Agencies is the professional business association that represents Canada’s communication and advertising agencies. The ICA’s mission is to champion commercial creativity, amplify the industry’s economic impact, and to embrace and drive change. As such, the 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 more than 75 per cent of all national advertising in Canada, with an economic impact worth more than \$29 billion annually. More information about the ICA and its initiatives can be found at [www.icacanada.ca](http://www.icacanada.ca) and on Twitter @icacanada.

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To book an interview with an ICA spokesperson or an Agency of the Year winner, please contact Susan Willemsen at The Siren Group Inc. Tel: (416) 461-5270. E-mail: [susan@thesirengroup.com](mailto:susan@thesirengroup.com), [www.thesirengroup.com](http://www.thesirengroup.com) or on Twitter @thesirengroup.