



For Immediate Release
October 4, 2016

ICA and CASSIES Awards launches Feedback Reports Service
***-- Canada's pre-eminent awards show celebrating effective advertising
aims to up the bar for member agency submissions --***

Toronto, ON. The Institute of Communications Agencies (ICA, www.icacanada.ca) today announced the launch of a complimentary feedback service for CASSIES (www.cassies.ca) entries. Following the announcement of the 2017 CASSIES Awards Shortlist at the end of this month, CASSIES' Feedback Reports will be issued to agencies whose cases did not qualify for one of the advertising industry's most prized awards celebrating advertising effectiveness. Each report will include anonymized scores and comments from the judges who reviewed the case, along with a top-line critique from CASSIES Judging Coordinator, John Bradley. An additional, in-depth critique of individual cases will also be available as an add-on service for a fee of \$300+HST.

"All CASSIES' cases show positive results," explained John Bradley, CASSIES Judging Coordinator. "But many fail to win an award because they fail to prove to a sceptical reader that the results represented a substantial achievement and were unambiguously driven by the communications programme. By providing timely feedback from our expert judges, we aim to help agencies strengthen their CASSIES cases in future years."

"The CASSIES is much more than an awards show," said Penny Stevens, ICA 2016 Board Chair and president, Media Experts. "It not only celebrates effective advertising but is a commitment on the part of the advertising industry to continuously raise standards. We see this new Feedback Service as another step forward in helping our members hone their skills."

The CASSIES was launched in 1993 and has a mission to prove by rigorous case study that advertising is a prudent commercial investment – not a cost – that pays out against measurable criteria, in a wide variety of circumstances and timeframes. Cases are a joint-submission from advertiser and agency, and all winning cases are published.

The CASSIES gala event will take place on February 22, 2017 at Arcadian Court, Toronto. Tickets are now on sale at www.cassies.ca.

About The CASSIES

The pre-eminent CASSIES awards show, celebrating its 24th year, is Canada's only industry awards recognizing business effectiveness based on rigorous published cases. The CASSIES are presented by the Institute of Communication Agencies (ICA), The Association of Creative Communications Agencies (A2C) and the Association des professionnels de la communication et du marketing (APCM) and produced by *strategy* magazine. Exclusive judging sponsor is Millward Brown Canada. Since its inception in 1993, the CASSIES has recognized the business achievements of over 500 campaigns from Canada's top advertisers and communications agencies. All award-winning case studies can be viewed in the Case Library section of the CASSIES website at www.cassies.ca, as well as on war.com.

About the ICA

The Institute of Communication Agencies (ICA, www.icacanada.ca) is the professional business association, which 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 over 75 per cent of all national advertising in Canada, with an economic impact worth more than \$19 billion annually. More information about the ICA and its initiatives can be found at www.icacanada.ca or on Twitter @icacanada.

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For more information, visuals or to book an interview with a representative from the ICA, please contact Susan Willemssen or Ruth Colapinto at The Siren Group Inc. Tel: (416) 461-5270. E-mail: susan@thesirengroup.com, www.thesirengroup.com or on Twitter [@thesirengroup](https://twitter.com/thesirengroup). Or contact John Bradley, CASSIES Judging Coordinator. Tel: (905) 483-1111. E-mail: jbradley@icacanada.ca.