



July 9, 2010

2010 CASSIES submissions off to resounding start as deadline nears—
--July 22 last call for advertising awards rewarding demonstrable success--

Toronto, ON. The CASSIES — Canada’s *only* advertising award show based on proven business effectiveness and backed by rigorous published cases — is nearing its **Deadline for Submissions of July 22, 2010**, 12:00 pm EST. Entries should be filed online at www.cassies.ca. To-date there has been a very strong showing of entries based on polling of the entrants, following a record-setting year in 2009 in spite of the economy. The 2010 CASSIES awards will be celebrated in an evening event during the ICA’s 2011 Advertising Week (www.advertisingweek.ca) on Monday, January 24th in Toronto and Montreal.

How to win at the CASSIES

Cases must show impressive business results and prove, convincingly, that these results were the product of the advertising effort. Entry information for the 22 categories can be found at www.cassies.ca/howtoenter. Categories include: Events, Seasonal and Short-Term; Off to a Good Start; Services—General; Services—Financial; Packaged Goods—Food/Other; Packaged Goods—Beverage; Prescription Pharmaceuticals; Durables, Automotive and DIY; Retail; Not-for-Profit; Government & Advocacy; Business to Business; Sustained Success; Best Launch; Best Insight; Best Integrated Program; Small Budget; Best Use of Media; Canadian Contribution to a Global or Multi-Country Campaign; Canadian Success Outside Canada; and Success Despite the Recession. This year, the CASSIES has also simplified the format for the Case Template.

“Given the CASSIES reward hard number business results, agencies increasingly need to respond to the demand from clients to prove effectiveness,” said Laurie Young, managing director, Ogilvy & Mather, Toronto, 2011 CASSIES chair and ICA Board member. “The CASSIES remain the ultimate test of this work. We’re excited about this year’s entries and encourage the industry – both agencies and advertisers -- to rally to the challenge,” she added.

To help applicants showcase their hard work and results, the ICA staged “How to write a convincing CASSIES case” seminars in Toronto and Montreal, hosted by long-standing CASSIES editor, David Rutherford, whose marketing and advertising experience spans more than two decades with Procter & Gamble and Ogilvy, Toronto. Both seminars drew an excellent turnout, lending credibility to the belief that this year’s awards are shaping up to be the most competitive ever.

2010 Judges

This year’s committee is headed by Geoff Craig, SVP marketing and innovation, Maple Leaf Consumer Foods at Maple Leaf Foods. The panel of judges represent clients, agencies, media, academic, interactive, international and research disciplines and includes Craig Hutchison, senior VP, Marketing, Loblaw Companies Ltd.; Sharon MacLeod, marketing director for Dove and skin care, Unilever Canada; Mario D’Amico, CMO, Cirque du Soleil; Claire Payette, marketing director, Dairy Farmers of Canada; Francois Laroursiere, VP, Sid Lee; Anne-Marie Leclair, VP, strategy, Ig2; Donna McCarthy, creative director, Dory Advertising; Prasad Rao, partner, business director, Rao Barrett and Welsh; Chris Williams, managing director, Media Contacts; Adam Froman, CEO, Delvinia; Jason McCann, VP, co-executive creative director, TAXI Toronto; and Alnoor Ladha, director of strategy, Purpose NY.

About The CASSIES

The CASSIES are 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). Since their inception in 1993, CASSIES have recognized the business achievements of over 300 campaigns from Canada’s top advertisers and agencies. All award-winning case studies can be viewed in the Case Library section of the CASSIES website at www.cassies.ca.

For more information on the CASSIES and judges, or to arrange an interview, please contact Susan Willemsen, Danika Lochhead or Savi Pannu at The Siren Group Inc. Tel: (416) 461-5270. Fax: (416) 778-9047. Email: info@thesirengroup.com or www.thesirengroup.com.