

# CASSIES

**For Immediate Release**

## NEW DIAMOND SHREDDIES WINS GRAND PRIX & TWO GOLDS CASSIES 2008 WINNERS ANNOUNCED

(TORONTO – January 29, 2009): The 2008 CASSIES winners were announced at simultaneous events in Toronto and Montreal this evening at the culmination event for the first ever Advertising Week in Canada. **New Diamond Shreddies** took the Grand Prix plus a Gold for Package Goods Food and Gold for Best Integrated for client **Kraft Canada** and agency **Ogilvy & Mather**.

The CASSIES were celebrated in Toronto at the elegant and prestigious Arcadian Court with an opening cocktail reception, followed by the CASSIES awards show, and then a Post-Dinner reception, making this a key industry social event, too.

To win at the CASSIES, cases have to show impressive business results and prove, convincingly, that these results were substantially caused by the advertising.

This year, CASSIES received 92 unique cases, some submitted in multiple award categories, for a total of 132 entries. CASSIES awards were handed out to 31 unique cases for a total of 46 awards (some cases winning multiple awards in different categories). In total, **CASSIES awarded 13 GOLDS, 24 SILVERS and 8 BRONZES**, plus the **Grand Prix**. A detailed list of the winners is attached, as well as a history of CASSIES' winners by agency and client since 1993.

"This year with advertising investment under greater scrutiny, the CASSIES mandate to "prove by rigorous case study that advertising is a prudent commercial investment" resonates more than ever before in its' 15 year history," said CASSIES Chair of Judging Mark Childs, VP, Marketing, Campbell Company of Canada. "The 2008 CASSIES submissions did not disappoint and are a reminder of the great work happening here in Canada. The winning cases provided clear proof that fresh insights, a big idea and great advertising can indeed reward those who have the courage to bring them forward; and equally, to stand behind them."

David Leonard, President of DDB Canada, was Chair of CASSIES 2008 and co-hosted the awards show in Toronto with Chair of Judging Mark Childs. In Montreal, Co-Chairs were Michel Ostiguy, president and founder of *BOS* and Gaétan Courchesne, vice-president, *Association des concessionnaires Honda du Québec*.

### **Judges for CASSIES 2008 were:**

**Robert Bernard**, Partner, DECODE  
**Niraj Dawar**, Professor of Marketing, Ivey Business School  
**Dominique De Celles**, VP/CMO, L'Oreal Canada  
**Hugh Dow**, Chairman, M2 Universal

**Lawrie Ferguson**, SVP Marketing, Coast Capital Savings  
**Glen Hunt**, creative catalyst, Dentsu  
**Anne-Marie LaBerge**, VP, Communications and Marketing, TELUS  
**Steve Mykolyn**, VP, Executive Creative Director, TAXI  
**Jill Nykoliation**, Founder/President, Juniper Park  
**Pierre Parent**, President, P2P  
**Leslie Root**, VP Marketing, Winners Merchants International  
**Suzanne Sauvage**, EVP/ Chief Strategy Officer, Nurun Inc.

**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).

CASSIES is honoured with key sponsor support which included a number of returning sponsors:

BRONZE: CTV  
CATEGORY SPONSOR: Pattison Outdoor (Outdoor)  
WINNERS CIRCLE SPONSORS:  
Promotional Products Association of Canada  
Radio Marketing Bureau  
Television Bureau of Canada  
PATRON: BBDO

**Advertising Week** was founded to galvanize the industry and build the pride and profile of the vibrant communications industry. Advertising Week will bring together agencies, clients, media organizations, production companies, students and government. Keynote and panel presentations, various initiatives for younger advertising practitioners, and high-profile awards events including the CASSIES, will be held at iconic locations around several cities including Toronto, Montreal, Vancouver and Calgary. Advertising Week will also illustrate the economic value of advertising initiatives and brand-building in Canada.

**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](http://www.cassies.ca).

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