



Institute of
Communication Agencies

For Immediate Release
February 22, 2012

Institute of Communication Agencies transforms its presence on digital global stage

--Industry-leading interactive site now showcases and celebrates members' work--

Toronto, Ontario - The Institute of Communication Agencies (ICA) (<http://www.icacanada.ca>) -- the professional business association representing Canada's communications and advertising agencies -- is pleased to unveil a one-stop, comprehensive overview of the Canadian marketing communications and advertising industries in its dramatically overhauled website. As the first of many ICA initiatives for the coming year, the site went live during the 4th annual 2012 Advertising Week event held in Toronto, and becomes another vital addition to the ICA's extensive range of offerings to its members. With radical changes to its look, content and functionality, the site becomes an invaluable asset for ICA members, as well as, the advertising industry, marketers, educators and other international audiences.

ICA revitalizes digital offering

"The Canadian advertising industry deserves a showcase that reaches the same high standards the industry strives to achieve," said Gillian Graham, chief executive officer, ICA. "This new website will engage members and clients in ground-breaking style by allowing them to tell their own story through their work, case histories, awards, logos and links in a dynamic and exciting platform. The ICA will continue in its role as a leading advocate of great work."

An interactive vision

A team from the ICA -- led by Gardenia Flores, digital strategy and content manager -- worked with a team from the Cundari Group to redesign the website in a year-long process that included an extensive audit of the existing site. Cundari agency president, Garry Lee, spearheaded the work by a team of creatives led by Todd Hummel, vice-president, digital.

“In thinking about how to approach a new design, I asked myself what I would want to see for my agency,” said Garry Lee. “My wish list included showcasing agency work, research, a stunning display of the work and a truly interactive tool that provides a meaningful dialogue between members, clients and other external audiences. I think everyone will love the new look and functionality. The ICA is a global platform and now we can proudly stake that claim to a world-wide audience in a digital format. We will celebrate great work as a culture of leadership in our industry,” he added.

“The new website is sure to become the go to resource for the industry,” explained Ms. Flores. “It is Canada’s most comprehensive conduit to industry knowledge and will enable member agency leaders to present their points of view and ideas to a watchful community.

Communication forum for communicators

Highlights of the new website include a one-stop, comprehensive overview of ICA members, which represents a vast cross-section of the Canadian advertising industry, a functionality that is easy to access and use, and a look and feel that is reflective of the Canadian advertising industry’s creativity. The home page features a selection of tabs which visitors click through enabling them to find the information they need. Member Showcase and Member Spotlight present current agency work, agency news (news releases and media coverage), agency resources (white papers, case studies, and relevant research). A Resource Centre provides best practices for agencies and clients, while News, Events, and Media Contacts provide late-breaking ICA and member news, a comprehensive list of industry events and a resource for media. A 24/7 Twitter stream will allow members’ tweets to be viewed and followed and, coming soon, the ICA blog will facilitate an ongoing discussion to which members may add their own blogs, providing an opportunity for specific commentary by all levels of ICA member agency staff.

Keeping the dialogue open

The site will be updated continually, as in the case of the blog, with new features and resources added as they become available and identified. The mobile version will be available later this year.

“The site is a vast reservoir of content,” said Ms. Graham. “It is a central repository for agency overviews, industry commentary and business insights. It is easy to read and easy to navigate. There will be a much greater degree of interactivity between our members and site visitors. It’s a vital and vibrant tool to build our community voice,” she concluded.

About the ICA

The Institute of Communication Agencies or the 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 follow on Twitter @adweekcdn or @icacanada.

For additional information or to arrange an interview, please contact Susan Willemsen or Shelby Monita Lee at The Siren Group Inc. Tel: (416) 461-5270. Fax: (416) 778-9047. E-mail: info@thesirengroup.com, www.thesirengroup.com or on Twitter @thesirengroup



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ICA Website: www.icacanada.ca **Features Fact Sheet**

- The ICA website has undergone a dramatic redesign in look, content and functionality
- The site was designed by Cundari Group, in close partnership with the ICA, and is reflective of the Canadian industry's dynamism and creativity
- It is a one-stop, comprehensive overview of ICA members, enhanced by the Member Spotlight with scrolling member agency logos and samples of work viewed by clicking through a specific sample on a member's page
- It is the first of many ICA initiatives to be introduced during the coming year and went live during the 4th annual 2012 Advertising Week event in Toronto
- The site is an invaluable asset for ICA members, as well as, the media, advertisers, public sector, educators and other international audiences
- The site will allow members to tell their own story through their work, case histories, awards, and links in a dynamic, interactive and exciting platform
- *Member Showcase* and *Member Spotlight* present current agency work, agency news (news releases and media coverage), agency resources (white papers, case studies, and relevant research)
- A *Resource Centre* provides best practices for agencies and clients
- *News, Events, and Media Contacts* provide late-breaking ICA and member news, a comprehensive list of industry events and a resource for media
- The twitter stream will consist of ICA and members' tweets, creating a dynamic and constantly updated source of timely and relevant content. The site will be adding a blog that will comprise of both members' blog feeds and posts by ICA staff and members.
- The site will be updated continually with new features and resources added as they become available and identified including a mobile version available later this year

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