

FOR IMMEDIATE RELEASE

The Good, the Bad and the Ugly. Canadians want it all, eh?

New study finds transparency key to effective advertising

Toronto, ON – Thursday January 17, 2013 – According to a new national study entitled The AdFX Report, commissioned by the CASSIES, a full 78 per cent of Canadians say they want the future of advertising to be completely transparent, where companies share everything, “warts and all.”

The survey, conducted on the Angus Reid Forum, revealed that the secret to sales success may be candidness. The AdFX Report found more than six in ten Canadians (63 per cent) say brands with candor ultimately win their loyalty.

“We are entering a communications era where consumers are developing a vested interest in their favourite brands’ activities,” said Jani Yates, president, Institute of Communication Agencies (ICA), presenter of the CASSIES, Canada’s only industry awards recognizing business effectiveness based on rigorous published cases. “Today the consumer-brand relationship is developing a dynamic of give and take.”

This brand relationship appears to be growing at a faster pace among the younger generation. The study discovered Canadians aged 18-34 were twice as likely as their older counterparts (20 per cent of those 18-34 versus 11 per cent of those 35+) to report being guilt-ridden at some point over the past year, about supporting a competitor over their favourite brand.

“We were surprised by this finding – that so many young Canadians feel not just a sense of loyalty, but also a sense of accountability to their favourite brands,” added Yates.

So, how can brands claim that coveted “favourite” spot among consumers’ hearts? According to the AdFX Report, the glitz and glam of celebrity doesn’t have the same sway power as creative advertising. A large majority of Canadians (77 per cent) say creative advertising is more impactful every time. They say they appreciate it more.

Beyond building appreciation, great advertising also seems to have a more personal impact on Canadians. In a follow-up survey, a full 61 per cent of Canadians say advertising that pays homage to Canadian culture makes them feel more patriotic.

“Molson Canadian’s popular ‘My name is Joe, and I am Canadian’ rant – a CASSIES 2001 Grand Prix winner, is an excellent example of how advertising that touts our great land, fuels our patriotism,” said Yates. “This campaign went viral and became anthemic for many Canadians from coast to coast.”

Amazingly, 12 years later, close to four in ten Canadians surveyed (38 per cent) still recall – unaided – that the “I am Canadian” tagline belongs to Molson. “This finding speaks volumes to what the CASSIES looks for – creativity that’s connected to business-effectiveness,” explains Yates.

The AdFX Report also discovered that the jingles we hear in our childhood become etched into our memory. When the survey asked Canadians to think of the first advertising jingle that came to mind off the top of their heads, 49 per cent reported remembering one they had heard as a child.

Making a real statement on how jingles stick with us, the study found an astounding 82 per cent of Canadians remembered Smarties' ever-popular jingle, "When you eat your Smarties, do you eat the red ones last?" which was originally created back in 1967.

"Great advertising can become a fond part of our culture, just like movies, music, and other forms of entertainment," added Yates. "They can create shared social memories that we look back upon years later and still appreciate." Case in point: some notable past CASSIES winners such as, Dove's Campaign for Real Beauty from 2007, Subaru's Sexy Sumos campaign from 2009, and Knorr's Salty campaign from 2011.

This year's winners will be announced at the CASSIES annual awards show on Monday, January 28, 2013 at the Ritz-Carlton in Toronto – a much-anticipated soirée that also marks the kick off to the Institute of Communication Agencies' FFWD Advertising & Marketing Week in Canada. Tickets to attend the ceremony are on sale at www.cassies.ca. This website also features a full CASSIES case library, which serves as a valuable industry reference and time capsule for communications enthusiasts. It captures the ebb and flow of our transformational communications landscape.

Becoming a CASSIES winner brings top industry accolades. Gold-winning cases will be featured in *strategy* magazine's February issue, and qualify for *The Globe Effectiveness Prize*, which provides delegate passes for the Cannes Lions International Festival of Creativity to the winning client-agency team. Select winners will also appear in a five-part series of stories released on the *Report On Business* website and will present their cases at the LIFT conference in the spring of 2012.

ABOUT THE ADFX REPORT

From January 4th to January 6th, 2013, an online survey was conducted among 1,008 randomly selected Canadian adults who are on the Angus Reid Forum. From January 10th to the 11th, 2013, a follow-up online survey was conducted among 1014 randomly selected Canadian adults who are on the Angus Reid Forum. The margin of error is +/- is 3.1%, 19 times out of 20 for each study. The results have been statistically weighted according to age, gender, region and education (and language in Quebec) to ensure a representative sample.

ABOUT THE CASSIES

The pre-eminent CASSIES awards show, celebrating its 20th anniversary this 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 des agences de Publicité du Québec (AAPQ) and Association des professionnels de la communication et du marketing (APCM) and produced by *strategy* magazine. The 2013 sponsors are The Globe and Mail, Millward Brown and John St. Since its inception in 1993, CASSIES has recognized the business achievements of over 350 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.

CASSIES
THE WORK THAT WORKED

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