



Institute of  
Communication Agencies

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**ICA celebrates fifth anniversary of FFWD Advertising and Marketing Week**  
*--Canada's must-attend business event champions thought leadership in communications and technology--*

Toronto, ON. The Institute of Communication Agencies (ICA) --[www.icacanada.ca](http://www.icacanada.ca) -- is celebrating its fifth anniversary of what was previously entitled Advertising Week, with the newly rebranded **FFWD Advertising and Marketing Week 2013** -- [www.advertisingweek.ca](http://www.advertisingweek.ca) -- a celebration of thought leadership within the Canadian advertising and marketing industries. The week-long showcase -- occurring January 28 - February 1 -- will demonstrate through internationally recognized keynote speakers, panel discussion, awards, films and events, the dramatic shift in creative and media industries in Canada and on the global stage.

Keeping pace with the rapidly evolving consumer

Five years ago, attendees at Advertising Week were primarily those who worked in advertising agencies. The FFWD audience has grown to include attendees from across Canada and internationally, including advertisers, tech start-ups, media, production companies, government, as well as students and young, aspiring communication practitioners. The broad range of this year's presentations incorporates the traditional with the emerging strategies, solutions and forward thinking that includes the impact of social media, real-time bidding and empowered consumers.

“The evolution of FFWD mirrors the evolution of the industry over the past five years,” said Gillian Graham, CEO, ICA. “For example, the sponsors in 2009 were traditional media. Today, those sponsors have dramatically evolved their business models, and have since been joined by a number of companies at the cutting edge of technology and social media. ICA, a not-for profit association, is taking a leadership role in ensuring the Canadian advertising and marketing communications industry is fully conversant in leading-edge strategies and solutions,” she added.



### The next generation of communicators at FFWD

As part of the forward-thinking philosophy, Next Generation Day will offer a unique opportunity to college and university students to work with communication professionals and develop a full appreciation of ideation in an agency setting. Underscoring its tremendous value to students and the business community at large, the day was sold out more than two months ahead of the event.

### Discover the “secret sauce” of brand influence

Content includes groundbreaking and compelling topics and presenters from companies such as LinkedIn, Facebook and Google. The week will culminate in an unveiling by Ipsos Reid, of the second annual *Most Influential Brand study* -- which has grown to include eight other countries. This ranking of the top ten most influential brands demonstrates why some brands are more influential than others and includes (in alphabetical order) Air Miles, Apple, CBC, Facebook, Google, Microsoft, Tim Hortons, Visa, Wal-Mart, and YouTube.

### About the ICA

The Institute of Communication Agencies or the ICA (<http://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](http://www.icacanada.ca) or follow on Twitter [@adweekcdn](https://twitter.com/adweekcdn) or [@icacanada](https://twitter.com/icacanada).

To RSVP, book pre-event interviews with an ICA spokesperson, or for additional information or visuals, please contact Susan Willemsen, Alexandra Muszynski-Kwan or Ruth Colapinto at The



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