



FOR IMMEDIATE RELEASE

***Top 22 business-building brands and their agencies  
honoured at the CASSIES awards***

*DDB Canada's autoTRADER Campaign: 'Most Cars in One Place' Captures Coveted Grand Prix*

**Toronto, ON – Monday January 28, 2013** – This past year, Canadians flocked to “the most cars in one place”, experienced the “joy of finger cooking” and even took action to “make death wait.” From coast to coast, people were moved by the brands they love, and they spoke with their hearts, minds and wallets. So, 33 of Canada's top business-building communications campaigns received one of the industry's highest honours this evening from the prestigious CASSIES awards show, Canada's only industry awards recognizing business effectiveness based on rigorous published cases.

The coveted Grand Prix was awarded to DDB Canada and autoTRADER for their memorable “Most cars in one place” campaign. This campaign also garnered a gold in the ‘Off to a good start’ category. Other big agency winners from the evening included John St. (one gold, four silvers, one bronze for their work on Zellers, Maple Leaf Natural Selections, Mitsubishi, Wiser's DeLuxe Canadian Whisky, and Scotties tissues respectively), and TAXI Canada (one silver, and four bronze for their work on MINI, and Boston Pizza respectively).

Notable client winners who each won three CASSIES awards included: IKEA (agency, Leo Burnett), Boston Pizza International (agency, TAXI Canada) and PepsiCo Beverages Canada (agencies: TBWA/Toronto and BBDO).

“Each year, the calibre of entries to this awards show amazes us, and reflects the incredible talent we have in this country when it comes to business-building advertising,” said Jani Yates, president, Institute of Communication Agencies (ICA), CASSIES chair. “Advertisers are going deeper in search of compelling consumer insights that link back to core brand values, and they are entertaining Canadians through innovative technology that is ultimately changing our industry's playing field.”

This year's Grand Prix award winner is a prime example – DDB Canada and autoTRADER's “Most cars in one place” campaign was based on the insight that the car buying experience is a very social one, involving influences and approvals from friends and family. The six-month effort included traditional TV, radio and online advertising, a business-to-business strategy, PR and social media seeding, which included a unique Facebook autoLYZER app. This program not only re-positioned autoTRADER as the preeminent destination for car buyers and sellers, it also generated triple-digit growth on its consumer traffic-generating targets.

Charities also performed very well at the CASSIES this year. Stand-out campaigns included gold CASSIES winners Cundari and the Hospital for Sick Children for their Pain Squad campaign and app – a tool that allows sick kids to take control of their pain management and treatment in an entertaining and fun way;

and Wunderkind and Plan Canada for their “Because I am a girl” campaign, which introduced an inspiring new way of looking at return-on-investment in charitable giving.

“The diversity of winners at this year’s CASSIES reflect the evolution we are currently experiencing in communications, where prominence and frequency of corporate messaging is taking a back seat to the emotional battle brands are undertaking to win consumers’ share of mind,” added Yates. “Today, traditional boundaries between communication mediums are crumbling, and brand ‘philosophies’ are ultimately determining business success,” added Yates.

This year, 43 awards were handed out in total – 9 gold, 16 silver, 17 bronze CASSIES and one Grand Prix award to 22 of Canada’s top business-building communication agencies.

The 2013 CASSIES awards show was held on Monday, January 28, 2013 at the Ritz-Carlton in Toronto. The event was also part of the official kick off to the Institute of Communication Agencies’ FFWD Advertising & Marketing Week in Canada. This year’s winning case studies will be added to the comprehensive CASSIES case library at [www.cassies.ca](http://www.cassies.ca), which serves as a valuable industry reference and time capsule for communications enthusiasts across the country.

The 2013 gold-winning CASSIES cases will also be featured in *strategy* magazine’s February issue. 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 2013. *The Globe Effectiveness Prize*, which provides delegate passes for the Cannes Lions International Festival of Creativity to the winning client-agency team was awarded to Hospital for Sick Children and Cundari for ‘Pain Squad’.

## **ABOUT THE CASSIES**

The pre-eminent CASSIES awards show, celebrating its 20<sup>th</sup> 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, John St., DDB Public Relations, TVB and AOL. 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](http://www.cassies.ca).

-30-

For more information on the CASSIES or to request an interview, please contact:

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## ***CASSIES 2013 Winners List***

### **GRAND PRIX WINNER**

**Case Name:** autoTRADER.ca: The Most Cars in One Place

**Agency:** DDB Canada

**Client:** autoTRADER

### **EVENTS, SEASONAL AND SHORT-TERM**

#### ***Gold***

**Case Name:** Zellers Festive Finale

**Agency:** john street

**Client:** HBC Canada

**Case Name:** Pain Squad

**Agency:** Cundari

**Client:** Hospital for Sick Children

**Case Name:** Budweiser Fan Brew

**Agency:** Anomaly

**Client:** Budweiser

#### ***Silver***

**Case Name:** Mitsubishi Electriphobia

**Agency:** john street

**Client:** Mitsubishi Motor Sales of Canada

#### ***Bronze***

**Case Name:** Boston Pizza All Meat Wings

**Agency:** TAXI Canada

**Client:** Boston Pizza International

**Case Name:** Bell – Let's Talk

**Agency:** lg2

**Client:** Bell

**Case Name:** Mountain Dew – The Wrecking Ball of Dew

**Agency:** BBDO Canada Corp.

**Client:** PepsiCo Beverages Canada

**Case Name:** Fédération des producteurs de porcs du Québec

**Agency:** lg2

**Client:** Fédération des producteurs de porcs du Québec

**Case Name:** Western Union 5 for 50

**Agency:** AV Communications

**Client:** Western Union Canada

## **BEST INTEGRATED**

### ***Gold***

**Case Name:** Koodo El Tabador

**Agency:** TAXI 2

**Client:** Koodo Mobile

### ***Silver***

**Case Name:** Morty 2.0

**Agency:** Dare Vancouver

**Client:** MTS (Manitoba Telecom Services)

### ***Bronze***

**Case Name:** Home Depot – Becoming #2 c’est beau!

**Agency:** Cossette

**Client:** The Home Depot (Canada)

## **SUSTAINED SUCCESS**

### ***Gold***

**Case Name:** eos – Reinventing Lip Balm

**Agency:** Juniper Park

**Client:** eos Products

**Case Name:** Plan Canada’s Because I am a Girl Campaign – Inspiring Return on Investment

**Agency:** Wunderkind

**Client:** Plan Canada

### ***Silver***

**Case Name:** Hellmann’s

**Agency:** Ogilvy

**Client:** Unilever

**Case Name:** The Wiserhood (Wiser’s DeLuxe Canadian Whisky)

**Agency:** john street

**Client:** Corby Distilleries

**Case Name:** MINI

**Agency:** TAXI Canada

**Client:** MINI Canada

### ***Bronze***

**Case Name:** Scotties: it’s what’s outside that counts

**Agency:** john street

**Client:** Kruger Product LP

**Case Name:** Building the Most Valuable Brand in Canada – Comfortably  
**Agency:** DraftFCB  
**Client:** TD Bank Group

**Case Name:** It's All Good - McCain  
**Agency:** TAXI Canada  
**Client:** Boston Pizza International

## **CANADIAN SUCCESS OUTSIDE OF CANADA**

### ***Gold***

**Case Name:** eos – Reinventing Lip Balm  
**Agency:** Juniper Park  
**Client:** eos Products

## **OFF TO A GOOD START**

### ***Gold***

**Case Name:** autoTRADER.ca: The Most Cars in One Place  
**Agency:** DDB Canada  
**Client:** autoTRADER

**Case Name:** BMW Canada 1M Launch  
**Agency:** Cundari  
**Client:** BMW Group Canada

### ***Silver***

**Case Name:** Morty 2.0  
**Agency:** Dare Vancouver  
**Client:** MTS (Manitoba Telecom Services)

**Case Name:** Larsen Classic Taste Return  
**Agency:** Target  
**Client:** Maple Leaf Foods

**Case Name:** Two Kids. Two Cultures. Oreo  
**Agency:** DraftFCB  
**Client:** Kraft Canada

**Case Name:** Make Death Wait  
**Agency:** Lowe Roche  
**Client:** The Heart & Stroke Foundation of Canada

**Case Name:** Activia 2012 – Back to relevancy, back on track!  
**Agency:** Saint-Jacques Vallée Y & R Brands  
**Client:** Danone Canada

**Bronze**

**Case Name:** Long Live the Home - IKEA

**Agency:** Leo Burnett, Toronto

**Client:** IKEA

**PACKAGED GOODS BEVERAGE****Silver**

**Case Name:** Gatorade – G Series Launch

**Agency:** TBWA/Toronto

**Client:** PepsiCo Beverages Canada

**BEST LAUNCH****Silver**

**Case Name:** Natural Selections – Maple Leaf

**Agency:** john street

**Client:** Maple Leaf Foods

**Bronze**

**Case Name:** Gatorade – G Series Launch

**Agency:** TBWA/Toronto

**Client:** PepsiCo Beverages Canada

**Case Name:** The Joy of Finger Cooking

**Agency:** TAXI Canada

**Client:** Boston Pizza International

**BEST MEDIA****Silver**

**Case Name:** Moving Day - IKEA

**Agency:** Leo Burnett, Toronto

**Client:** IKEA

**BEST INSIGHT****Silver**

**Case Name:** Moving Day - IKEA

**Agency:** Leo Burnett, Toronto

**Client:** IKEA

**Bronze**

**Case Name:** Activia 2012 – Back to relevancy, back on track!

**Agency:** Saint-Jacques Vallée Y & R Brands

**Client:** Danone Canada

**Case Name:** Two Kids. Two Cultures. Oreo  
**Agency:** DraftFCB  
**Client:** Kraft Canada

## **PACKAGED GOODS FOOD**

### ***Silver***

**Case Name:** Hellmann's  
**Agency:** Ogilvy  
**Client:** Unilever

### ***Bronze***

**Case Name:** President's Choice  
**Agency:** Bensimon Byrne Inc.  
**Client:** Loblaw Company Ltd.

## **RETAIL**

### ***Silver***

**Case Name:** Home Depot – Becoming #2 c'est beau!  
**Agency:** Cossette  
**Client:** The Home Depot (Canada)

## **SERVICES**

### ***Bronze***

**Case Name:** The Joy of Finger Cooking  
**Agency:** TAXI Canada  
**Client:** Boston Pizza International

**Case Name:** Atlantic Lottery - Askaway  
**Agency:** Revolve  
**Client:** Atlantic Lottery

## **CASSIES 2013 Grand Prix Winner Case Summary**

### **autoTRADER.ca: The Most Cars in One Place**

For over 25 years, in nearly every convenience store from Victoria to St. John's one magazine was THE go-to-source for Canadians looking to buy and sell their used vehicles. A part of Canadiana culture, autoTRADER's print publication business profited from car dealers who listed their used inventory in the magazines to expose their vehicles to a much wider audience. For many years, the formula worked. That is, until a little thing called the Internet came along.

With the shift from print to digital, the autoTRADER magazine format started to become outdated. Suddenly, Canadians had thousands of vehicle listings at their fingertips. autoTRADER made the decision to augment their magazine offering with online, entering the daunting world of e-business. But balancing print with digital was a delicate act, which together lowered barriers to entry in the market, resulting in consumer market share being eroded to the benefit of pure plays.

DDB Canada needed to attract a high volume and high calibre of consumers to the newly revamped autoTRADER.ca. The objective was to not only be the go-to place for consumers looking to buy, but for dealers as well.

Through a deep dive into the brand, it was discovered that autoTRADER.ca has the largest car inventory in the country. This was a surprising, relevant, distinguishing, superlative truth that could be used as a compelling, silver bullet for autoTRADER.ca. Qualitative research confirmed that a site with the most inventory was very motivating and psychologically reassuring to consumers because it made them feel that they had 'left no stone unturned' in their quest to find the perfect car.

To drive interest in the new autoTRADER.ca and contemporize the brand, DDB Canada launched a breakthrough communications campaign driven by the core differentiator: The Most Cars In One Place. The National campaign included Television, Online, Social, Public Relations, B2B, and Radio. The creative executions needed to breakthrough, attract attention and give consumers a reason to visit the site.

Television: "Stoplight" opens on four thugs cruising the streets of downtown listening to gangster rap. As they pull up to a stoplight, a very traditional, suburban family pulls along next to them. Exchanging stares, each party realizes that they are both driving the exact same vehicle. As the family drives away, our four, hardened thugs, are left in bewilderment. Suddenly, they and their cool car, aren't so cool or tough after all. In a seamless transition, the visual of the car turns into an online listing on autoTRADER.ca. Pulling back, viewers realize the listing is on the computer screen of three wannabe "homies". While the car is no longer cool for the true "thugs", it's the perfect match for a few suburban gangster imposters.



Social Media: THE AUTOLYZER. As buying a car is a very social process with most buyers eliciting advice from friends and family, we harnessed the power of social media with the creation of autoTRADER.ca's very first Facebook Application. Dubbed The autoLYZER, the unique app helps Canadians discover three automobiles that are for sale on autoTRADER.ca at that moment in time, best suited to their personality and social life. The app analyzes real-time data via Facebook, looking at an individual's lifestyle, interests, social activities, and Facebook friends' opinions via existing posts, to help narrow down which cars would be the best fit for his or her personality. The creative execution of the app re-enforced The Most Cars in One Place messaging, highlighted autoTRADER's move to the digital world and provided greater brand relevance among our target-set.

### **Campaign results:**

18 per cent – increase in traffic to autoTRADER.ca over the campaign period  
27 per cent – growth in monthly unique visitors since campaign launch  
76 per cent – increase in page views  
18 per cent – increase in dealer listings  
169 per cent – increase in private listings  
273 million media impressions

