



Institute of  
Communication Agencies

For Immediate Release

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**ICA experiences dramatic surge in membership for second straight year**

*--Association of communication agencies credits engaged industry community for steady growth--*

Toronto, ON. The Institute of Communication Agencies (ICA) (<http://www.icacanada.ca>) -- the professional business association representing Canada's communications and advertising agencies -- is pleased to announce the recent addition of ten communication agencies to its membership roster. Ranging in size and location, the new members include Sid Lee, Squareknot and Gaggi Media of Toronto, Padulo Integrated of Toronto and Montreal, Precision Communications of Montreal, BrandHealth of Peterborough, Time + Space of Halifax, and start-up agencies Giants & Gentlemen, and Q2 Integrated, both of Toronto. This follows on the recent addition of Weber Shandwick of Toronto, the first public relations agency to join ICA.

"Given the dramatic pace of innovation in the communications industry, agencies are recognizing that the ICA can help them embrace and drive change," explained Gillian Graham, chief executive officer, ICA. "Agencies are increasingly discovering that the ICA can play a key role in supporting the extraordinary value they provide to advertisers."

"With our new office in Toronto, the ICA has enabled us to quickly connect with the local community and strengthen our relationships nationally," offered Vito Piazza, president, partner, Sid Lee. "And they are an extremely helpful bunch! They regularly provide us with foundational insight into a broad range of operational and strategic areas."

"My partners, Natalie Armata and Allana Nathanson, and I decided to join the ICA because it was important for us to stay connected to our industry and have a forum where we can learn from our peers while giving back," remarked Gino Cantalini, partner and managing director, Gentlemen and Giants. "As a new agency, and given the ICA's reputation, we felt we could benefit from the wisdom and guidance of the ICA team."



## Institute of Communication Agencies

“We’re thrilled to be a part of the community of Canadian agencies,” explained Di Cullen, president, Squareknot. “We look forward to taking full advantage of the many benefits the ICA offers to our clients and employees.”

Paul Hickey, president, BrandHealth added, “We view our joining the ICA as a natural next step in our growth and development as an agency. As we’ve expanded our scope of work and client roster to include national and global brands, we thought it was important to be more active in what’s going on in our industry, nationally and internationally. It’s been a great move for us.”

### Building momentum through thought provoking and creative initiatives

ICA has several very active new committees, with exciting fall initiatives being planned in the areas of “the agency of the future” and “enhancing client value”. The initiatives are based on the association’s mission of “embracing and driving change” and the ICA’s robust industry voice to champion Canadian communications excellence.

“Running an agency in today’s environment is tough and the ICA partnership gives us the tools we need to compete effectively,” commented Donna Alteen, president, Time + Space. “Whether it’s access to Canadian industry research and statistics, interaction with peers or skill-building through world class conferences and seminars, the ICA has a wealth of opportunities to benefit members. The return on investment was evident very shortly after we joined, and we value ICA’s thought leadership, particularly the opportunity to participate in the Independent Agencies’ Forum.”

"There is a direct correlation between the growing community of agencies within the ICA and our ability to collectively bolster and strengthen our industry and its value and contribution to the Canadian economy. Today, creativity and innovation are driving factors in an economy's ability to compete, locally and abroad," added Andrew Bruce, President & CEO of Publicis Canada and Chair of the ICA. "The roster of agencies that see value in what we're doing and have chosen to join on is incredibly encouraging, and clear confirmation that we're heading in the right direction."



## Institute *of* Communication Agencies

### About the ICA

The Institute of Communication Agencies (ICA) ([www.icacanada.ca](http://www.icacanada.ca)) is the professional business association that 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 industry value worth more than \$29 billion annually. More information about the ICA and its initiatives can be found at [www.icacanada.ca](http://www.icacanada.ca) or on Twitter [@icacanada](https://twitter.com/icacanada).

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