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Celebrating Work That Worked: Canada's Top 35 Business-Building Communications Campaigns Honoured At This Year's CASSIES Awards
Grey Canada's 'Milk Carton 2.0' program for Missing Children Society of Canada awarded Grand Prix

Toronto, ON – February 20, 2014 – Last night in Toronto, the top 35 business-building communications campaigns in Canada were recognized by the advertising industry's most prized competition, the CASSIES awards, Canada's only industry awards program recognizing business effectiveness based on rigorous published cases.

The competition's top honour, the CASSIES Grand Prix, was awarded to Grey Canada and the Missing Children Society of Canada for their 'Milk Carton 2.0' campaign. This online search party, allows Canadians to bestow their Facebook, Twitter, Pinterest and Foursquare newsfeeds as a vehicle for raising awareness when a child goes missing. The innovative digital program was applauded by the CASSIES jury for its effectiveness in seeing the safe return of seven missing children across Canada. 'Milk Carton 2.0' also garnered two gold CASSIES awards in the 'Off to a Good Start' and 'Best Media' categories.

"'Milk Carton 2.0' is exactly the kind of fresh thinking that embodies the spirit of the CASSIES – it pushes boundaries with demonstrable impact," said Jani Yates, president, Institute of Communication Agencies (ICA), CASSIES chair. "This campaign has pioneered a new way of giving, namely donating our personal broadcast mediums, and it will be interesting to see how this communications evolution translates into other business categories in the future."

Other multiple gold-winning campaigns from the competition included:

- McDonald's Canada: 'Our Food. Your Questions.' sustained campaign by Tribal Worldwide, which invited Canadians to ask any question about McDonald's food. McDonald's then answered those questions with personalized, transparent responses
- Taxi Canada and Kraft Canada's campaign to launch MiO, a concentrated liquid mix, to male millennials
- Grip Limited's full-length feature film, 'The Movie Out Here' promoting Labatt Breweries of Canada's Kokanee brand.

"Canada has a rich history of business-building communications and this past year was no exception," said Yates. "But this year was particularly impressive for the range of creative solutions we've seen that are inspiring new marketing trends," added Yates.

This year, the panel of distinguished judges awarded a total of 43 CASSIES, including 14 gold, nine silver, 19 bronze and one Grand Prix, to 35 of Canada's top business-building communications campaigns spanning 12 categories including: Automotive & DIY; Best Insight; Best Integrated Program; Best Launch; Best Media; Canadian Success Outside Of Canada; Events, Seasonal & Short-term; Not For Profit; Off To A Good Start; Packaged Goods – Beverage; Services – General; and Sustained Success.

Celebrating its 21st anniversary, the CASSIES awards show was held on Wednesday, February 19, 2014 at the Hilton in Toronto. This year's winning case studies will be added to the comprehensive CASSIES case library at www.cassies.ca, which serves as a valuable industry reference, business resource and learning tool.

This year's gold-winning CASSIES cases will also be featured in *strategy* magazine's February 2014 issue. Select winners will also appear in a multi-part series of stories released in *Report on Business* and online. *The Globe Effectiveness Prize*, which provides client-agency teams with delegate passes to the Cannes Lions International Festival of Creativity was awarded to McDonald's Canada and Tribal Worldwide for 'Our Food. Your Questions'.

ABOUT THE CASSIES

The pre-eminent CASSIES awards show, celebrating its 21st 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. This year's sponsors are: The Globe and Mail, Millward Brown, TVB, TAXI and DDB Public Relations. Since its inception in 1993, the CASSIES has recognized the business achievements of over 500 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.

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

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