

CASSIES

SUNCHIPS: BECOMING A PRE-EMINENT GREEN BRAND wins Grand Prix, Two Golds at CASSIES

(TORONTO – January 28, 2010): The 2009 CASSIES winners were announced in Toronto this evening as part of the second annual **Advertising Week** in Canada. CASSIES are presented by the Institute of Communication Agencies (ICA).

Sunchips: Becoming a Pre-eminent Green Brand took the Grand Prix plus two Golds, for Packaged Goods Food and Canadian Success Outside Canada, for client Frito-Lay North America and agency Juniper Park.

Frito-Lay and Juniper Park also won two other GOLDS in the Canadian Success Outside Canada category, for Lay's: Happiness is Simple, and Frito-Lay: Only in a Woman's World campaigns. A fourth gold in this category was awarded to Harlequin's Wish for the U.S. Market, to Harlequin Enterprises Ltd and TAXI Canada.

"We're seeing more and more work by Canadian agencies prove successful outside of Canada, whether created specifically for a foreign market or taking Canadian work that has worked well here beyond our borders," says David Rosenberg, CASSIES' Chair of Judging this year, and Partner, Creative Director, Bensimon Byrne.

This year, **CASSIES received a record 177 entries, up 34% from last year**, the most entries received since the CASSIES began in 1993.

"The fact that entries were up 34% over last year while most other award shows in Canada have shown declines says it all," says David Leonard, President & Chief Operating Officer of DDB and Chair of this year's CASSIES. "Agencies and marketing-driven clients are being asked to prove their worth like never before. We should all be proud, as an industry, that the CASSIES show itself is showing exceptional results."

There were **39 CASSIES awarded: 19 GOLDS, 9 SILVERS and 10 BRONZES**, plus the **Grand Prix**. A detailed list of the winners is attached.

The CASSIES were celebrated in Toronto at the elegant and prestigious Arcadian Court with an opening cocktail reception, followed by the CASSIES awards show and dinner, and an after-show reception, making this a key industry social event where clients and agencies celebrated the best in Canadian advertising.

To win at the CASSIES, cases have to show impressive business results and prove, convincingly, that these results were substantially caused by the advertising.

Emcee for the CASSIES awards show was David Rosenberg who also led an industry judging panel representing clients, agencies, media, academic, interactive and research disciplines. The judges were:

Rob Assimakopoulos, Snr. VP Marketing and Commercial Assets, **CFL**
Lucie Bouthillette, Directrice Commercialisation, marché des particuliers, **Fédération des caisse Desjardins**
Patrick Beauvin, Vice-président Création convergente, **Cossette**
Carmen Ciotola, Vice-présidente Communications marketing, **Tourisme Montréal**
Jon Finkelstein, Partner, Creative, **Grip Limited**
Cynthia Fleming, COO, **Carat Canada**
David Gibb, Executive VP, managing Director, **JWT**
Karen Lee, Senior Media Manager, **Coca-Cola Ltd.**
Mandeep Malik, Professor, Strategic Market Leadership and Health Services Management lecturer,
McMaster University, De Groote School of Business
Terry O'Reilly, Writer and Director, Pirate Toronto/New York, **Pirate Toronto**
Martin Sansregret, Président, **TAM-TAM\TBWA**
Tom Shepansky, Founding Partner, **Rethink**

CASSIES appreciates sponsor support from:

GOLD: The Globe & Mail
 BRONZE: CTV and Adbeast
 PATRON SPONSOR: TVB
 WINE SPONSOR: Tetra Pak

ABOUT CASSIES:

CASSIES is the only Canadian advertising awards show that recognizes proven business effectiveness, backed up by rigorous published cases. As such, the CASSIES Awards are highly valued by both advertisers and agencies alike. Since its inception in 1993, CASSIES have recognized the business achievements of over 300 campaigns from Canada's top advertisers and agencies. All award-winning case studies can be viewed in the Case Library section of the CASSIES web site at www.cassies.ca.

For more information, please contact:

Jani Yates, President, ICA at 416.482.1396, ext 230 or jyates@icacanada.ca

CASSIES WINNERS MASTER LIST

AWARD	CASE NAME	CATEGORY	AGENCY	ADVERTISER
GRAND PRIX	Sunchips: Becoming a Pre-eminent Green Brand	GRAND PRIX	Juniper Park	Frito-Lay North America
GOLD - 19				
GOLD	James Ready Beer	Events, Seasonal & Short Term (ESST)	Leo Burnett	James Ready Brewing Company
GOLD	James Ready Beer	Small Budget	Leo Burnett	James Ready Brewing Company

GOLD	Become the Doritos Guru	Events, Seasonal & Short Term (ESST)	BBDO / Proximity	Frito Lay Canada
GOLD	Become the Doritos Guru	Best Launch	BBDO / Proximity	Frito Lay Canada
GOLD	Recycle Me.org campaign	Events, Seasonal & Short Term (ESST)	Narrative Advocacy Media/Bensimon Byrne	Trillium Gift of Life Network
GOLD	Yasmin	Off to a Good Start (OTAGS)	DDB Canada	Bayer
GOLD	Yasmin	Prescription Pharmaceuticals	DDB Canada	Bayer
GOLD	Subaru Impreza	Auto & DIY	DDB Canada	Subaru Canada Inc.
GOLD	Subaru Impreza	Best Integrated	DDB Canada	Subaru Canada Inc.
GOLD	Vespa S	Best Media	Dentsu Canada Inc.	Canadian Scooter Corp.
GOLD	Fresh Air	Best Insight	Target Marketing and Communications	Newfoundland & Labrador Tourism
GOLD	Koodo Mobile Reshapes the Category	Best Launch	TAXI Canada	Koodo Mobile
GOLD	Harlequin's Wish for the US Market	Canadian Success Outside Canada(CSOC)	TAXI Canada	Harlequin Enterprises Ltd.
GOLD	Lay's: Happiness is Simple	Canadian Success Outside Canada(CSOC)	Juniper Park	Frito-Lay North America
GOLD	Sunchips: Becoming a Pre-eminent Green Brand	Canadian Success Outside Canada(CSOC)	Juniper Park	Frito-Lay North America
GOLD	Sunchips: Becoming a Pre-eminent Green Brand	PG Food	Juniper Park	Frito-Lay North America
GOLD	Frito-Lay: "Only in a Woman's World"	Canadian Success Outside Canada(CSOC)	Juniper Park	Frito-Lay North America
GOLD	Gain Laundry Detergent - 'Strange but True'	Sustained Success	Leo Burnett	Procter & Gamble
GOLD	The Little Sh** Disturber that Could	Sustained Success	TAXI Canada	MINI Canada

SILVER - 9

SILVER	GET INTO MINI	Events, Seasonal & Short Term (ESST)	TAXI Canada	MINI Canada
SILVER	IKEA PAX Wardrobes	Off to a Good Start (OTAGS)	Zig	IKEA Canada
SILVER	McDonald's Mornings	Off to a Good Start (OTAGS)	Cossette	McDonald's Restaurants of Canada
SILVER	President's Choice	Retail	Bensimon Byrne	Loblaw Companies Limited
SILVER	Vespa S	Auto & DIY	Dentsu Canada Inc.	Canadian Scooter Corp.
SILVER	Kraft Philly - COOKING UP A LITTLE TASTE OF HEAVEN	Packaged Goods Food	JWT	Kraft Canada
SILVER	iShares "Ask the Right Questions"	Services Financial	Bensimon Byrne	Barclays Global Investors Canada Limited
SILVER	iShares "Ask the Right Questions"	Business to Business	Bensimon Byrne	Barclays Global Investors Canada Limited
SILVER	Never Stop Milk. Sustained Success	Sustained Success	Cossette	Alberta Milk on behalf of the Prairie Milk marketing Partnership

BRONZE - 10

BRONZE	Ford of Canada " Groundswell"	Events, Seasonal & Short Term (ESST)	Y&R	Ford of Canada
BRONZE	"Whatever it Takes"	Events, Seasonal & Short Term (ESST)	john st	Suzuki Canada Inc.
BRONZE	Lexus RX 350 - Off to a Good Start	Off to a Good Start (OTAGS)	Dentsu Canada Inc.	Lexus Canada
BRONZE	Hyundai - Smart is in	Success despite the Recession	Bensimon Byrne	Hyundai Auto Canada Corp.
BRONZE	Subaru Forester	Auto & DIY	DDB Canada	Subaru Canada Inc.
BRONZE	Nissan Gros Bon Sens	Auto & DIY	Tam Tam\TBWA	Nissan Canada Inc.
BRONZE	Knorr Colourful Soup	Packaged Goods Food	DDB	Unilever
BRONZE	Finding our Voice - Tylenol	Packaged Goods Other	JWT	Johnson and Johnson
BRONZE	Help Child Soldiers	Not for Profit	john st	War Child Canada
BRONZE	Aviva: Let's Change Insurance	Best Insight	TAXI Canada	Aviva Canada