

## Nine small, medium and large AAPQ member agencies participate in a return mission to Chicago.

Montréal, Friday, February 26, 2010 – Nine (9) Quebec advertising agencies will be in Chicago from March 10 to 12, 2010, to take part in the second trade mission led by the Association of Quebec Advertising Agencies (AAPQ). This gathering will allow agencies to follow up on previously approached advertisers and develop new business while emphasizing the commercial offer developed by the AAPQ: the YUL-LAB.

The participating delegation of this return mission to Chicago is formed of 12 representatives from agencies of various sizes: *Beauchemin Communication Marketing* (Benoit Beauchemin), *Bleublancrouge* (Sébastien Fauré), *Cossette* (Louis Duchesne), *Egzakt* (Denis Roy), *Harry&Co* (Alain Tadros), *LXB Communication Marketing* (Marc Lacroix, Paul Bergeron and Patrick Michel), *PALM+HAVAS* (Ann Bouthillier and Pascal Chandonnet), *Taxi* (Yves Blain) and *Touché! phd* (Alain Desormiers).

“This quick return to Chicago proves the seriousness of our approach, the credibility of YUL-LAB and the agencies’ willpower to develop the American market,” said Yanik Deschênes, President and General Manager of the Association of Quebec Advertising Agencies (AAPQ). “The agencies accompanying us represent the Quebec market very well, as much by their size as by their location and expertise”, continued Yanik Deschênes.

Participants of this second commercial offensive will have the chance to attend “Agency 2.5: How Agencies Are Transforming for the Future”, a seminar held at the global head office of the *Leo Burnett* advertising group in Chicago, hosted by the 4A’s (the American Association of Advertising Agencies).

### montréal.ad and its YUL-LAB

The first international showcase of Quebec’s advertising product, montréal.ad is, above all, a creativity portal gathering the achievements and innovations of Quebec advertising agencies. Last August, montréal.ad launched YUL-LAB, an advertising experimentation lab intended to help international advertisers find new advertising combinations—at low costs—that can predict the success or failure of a communication offensive before being exported. For more information: [www.montreal.ad](http://www.montreal.ad).

-30-

### For more information, please contact:

Marie-Luce Ouellet

*Director, Marketing Communications and International Development*

Association of Quebec Advertising Agencies

Office: 514 848-1732, ext. 201 ▪ Fax: 514 848-1950 ▪ Mobile: 514 586-2564

[ml.ouellet@aapq.ca](mailto:ml.ouellet@aapq.ca)

[www.aapq.ca](http://www.aapq.ca) ▪ [www.montreal.ad](http://www.montreal.ad)