



montréal.ad

News Release

For immediate release

## ***Montreal is positioning itself on the global scene of advertising***

*Official launch of the Montréal.ad project during Advertising Week*

**Montreal, January 27, 2009** – Yesterday, during a celebration marking 50 years of advertising in Quebec, the Association of Quebec Advertising Agencies (AAPQ) launched a new tool intended to showcase Quebec's advertising industry—the *Montréal.ad project*. This project is the first single window showcasing Quebec's creativity in advertising.

This window comprises a bilingual, dedicated, on-line portal intended to promote the excellence, originality and innovation of the many creative talents our advertising industry holds. Created to generate new business solutions and position marketing communication firms on the international scene, this website ([www.montreal.ad](http://www.montreal.ad)) gives Quebec publicists the chance to assert their unique strategic and creative skills. This promotional website is the industry's business card abroad. Also using social media to ensure its development, *Montréal.ad* will be more and more present amongst virtual communities.

"To our knowledge, this advertising project is unique," says Sébastien Fauré, AAPQ's chairman and senior partner and president of bleublancrouge agency. The common will of advertising agencies and other partners of the industry is palpable. Everyone wishes to create a rallying project that will promote our industry on the world stage. Through this offensive, not only do we want to showcase our creative talents, but we also want to enhance the overall calibre of our industry by attracting new talents and major advertisers," concludes Mr. Fauré.

Proud to partake in the evolution and development of Montreal as the creative capital of the world, the advertising industry will also allow, in the next few months, its creative partners from all sectors of the cultural scene to be represented on the portal, through a section that will be entirely dedicated to them. This way, the industry intends to participate in the development of a renewed and enhanced metropolis by contributing to the promotion of its innovative mind abroad.

Finally, this new tool will strengthen the association of the industry's players who must compete with emerging world-class publicists in a globalization context. More than ever, Quebec's advertising industry shows creative firms that are totally connected to the business community. Those are real standard-bearers that work non-stop to support the development and performance of businesses here and abroad.

To see the launch video, please go to: [www.montreal.ad/video.zip](http://www.montreal.ad/video.zip)

.../2

### **About the AAPQ**

Created in 1988, the AAPQ is a non-profit organisation with a membership of 63 advertising agencies, which generate more than 80% of the industry's revenues in Quebec. Its mission is to serve the interest of its members, enhance the quality of advertising and create awareness in the general public about the role played by marketing communication agencies. In this regard, the Association invests in the promotion and recognition of the industry through rallying projects.

The AAPQ also supports the training of the next generation of practitioners as well as research and development in order to increase the knowledge and specialized skills of advertising professionals. For more information, please go to [www.aapq.ca](http://www.aapq.ca).

### **For more information:**

Marie-Luce Ouellet  
Communication Manager  
Association of Quebec Advertising Agencies  
Phone: 514 848-1732, ext. 201  
[ml.ouellet@aapq.ca](mailto:ml.ouellet@aapq.ca)  
[www.aapq.ca](http://www.aapq.ca)

[www.montreal.ad](http://www.montreal.ad)  
[www.montreal.ad/video.zip](http://www.montreal.ad/video.zip)