

Press release

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montréal.ad unveils YUL-LAB

*Launch of a new experimentation lab intended for global advertisers
and announcement of a first trade mission to Chicago*

Montréal, August 25, 2009 –The Association of Quebec Advertising Agencies (AQAA) and its 64 advertising agency members today unveiled montréal.ad's main trade offering: the YUL-LAB. This major project is intended to resolve one of the key dilemmas facing global brand teams worldwide and will contribute to the City of Montréal's economic prosperity and international reputation. Indeed, in today's new digital era and at a time when investments need to be optimized, advertisers are continuously striving to find new advertising mixes that can accurately predict the success or failure of a communications campaign. Global advertisers are thus invited to leverage Montréal's microcosm in order to minimize their risks through experimentation and this, via the YUL-LAB.

"Montreal is the best place in the world for this kind of test lab," said Sébastien Fauré, Chairman of the Board for the AQAA and President of advertising agency bleublancrouge. "This city is a microcosm, an isolated environment with its own media environment where we can test campaigns in a unique, controlled setting, while allowing for an optimization of investments as we can experiment at low cost and produce top quality work owing to our local creative and strategic expertise. The YUL-LAB is an idea that has the power and the potential to conquer new markets across the world", added Sébastien Fauré.

Some advertisers, as is the case with MasterCard, can vouch, even now, to Montréal's suitability to experiment with an eye on export markets. "When we were presented with a campaign idea that had global appeal and applicability, we worked with Marketel to pilot and test the idea in Quebec," said Lilian Tomovich, Vice-President, Brand Marketing at Master Card. "We chose Montreal because of its controlled, economical and mainstream environment, as well as its reliable performance measures."

"The AQAA is thrilled to lead the creation of the YUL-LAB, a practical business development tool for member agencies which increasingly need to generate global opportunities," said Yanik Deschênes, President and General Manager of the AQAA. "Advertising agencies now have a truly unique offering to offer global advertisers. Multidisciplinary services, efficiency, flexibility and timeliness are just a few of the direct benefits of the YUL-LAB."

The launch, attended by many of Montréal's best-known business ambassadors and industry partners, also served to officially announce the holding of a first trade mission for the YUL-LAB, which will be held next November 19th and 20th in Chicago. This mission will be led by Mr. Daniel Lamarre, President and CEO of the Cirque du Soleil: "I'm extremely proud of this initiative undertaken by montréal.ad, one that finally provides a lever to enhance the visibility of our advertising agencies," said Mr. Lamarre in a pre-recorded video statement. "I eagerly offered my collaboration to this first industry trade mission which will showcase Québec's creativity, thereby benefiting all of us." In addition to this economic mission, the YUL-LAB will be promoted in other cities (including New York and Cannes) over the next year and a through an extensive marketing campaign, notably in Montréal-Trudeau airport, starting in October.

The Association of Quebec Advertising Agencies

Founded in 1988, the Association of Quebec Advertising Agencies (AQAA), a non-profit organization, represents 60 member companies who account for more than 80% of the advertising sales recorded by agencies in Quebec. The AQAA's mission consists in defending the interests of its members, improving the quality of advertising and raising public awareness on the importance of the role of marketing communication agencies. Toward this aim, the AQAA will not hesitate to invest in the promotion and visibility of the industry through consensual projects.

The AQAA also supports the training of new professionals and research and development in order to enhance their knowledge and specialized skills. For further information, please visit: www.aapq.ca.

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