

Quebec's advertising industry is off to Chicago

Montréal, Wednesday, March 10, 2010 – After a first trade mission that took place last November, the Association of Quebec Advertising Agencies (AAPQ) undertook a second mission this morning, with the departure of 12 or so members of a team including representatives from nine different advertising agencies.

Besides AAPQ, this delegation comprises 11 representatives from agencies of all 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* (Pascal Chandonnet), *Taxi* (Yves Blain) and *Touché! phd* (Alain Desormiers).

“This second trip to Chicago will be rich in events of all sorts. In addition to attending a 4A's seminar entitled “Agency 2.5: How Agencies Are Transforming for the Future” – which will be held at *Leo Burnett Group's* international headquarters – participants will meet with Advertising Age journalist Jeremy Mullman upon their arrival in the U.S.,” stated Yanik Deschênes, AAPQ's President and General Manager. “Besides several meetings with international advertisers, we will hold an intimate think tank summit on the globalization of our industry. We will also attend meetings with the *Québec government office in Chicago* and the *Canadian Consulate General in Chicago*,” added Mr. Deschênes.

A cocktail will be held on Thursday night, during which *montréal.ad's* commercial offer, the YUL-LAB, will be presented in full details to numerous guests and VIPs from Chicago.

montréal.ad and its YUL-LAB

First international showcase of Quebec's advertising product, *montréal.ad* is above all a creativity portal gathering homegrown advertising agencies' productions and innovations. Last August, *montréal.ad* launched the 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 communication offensives before being exported. For more information, please visit www.montreal.ad.

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For more information, please contact:

Marie-Luce Ouellet
Director, Marketing Communications and International Development
Association of Quebec Advertising Agencies
Phone: 514 848-1732, ext. 201
Fax: 514 848-1950
Cell: 514 586-2564
ml.ouellet@aapq.ca
www.aapq.ca ▪ www.montreal.ad