

UNDER EMBARGO until 8:00 p.m., Thursday, November 19, 2009

Chicago wooed by a charm offensive regarding the YUL-LAB!

Chicago, Thursday, November 19, 2009 – It is through a “motion design” video that AAPOQ decided to introduce the YUL-LAB to some 80 guests partaking in the first trade mission led by Quebec’s advertising industry—and seduce them. The presentation took place at Chicago’s *Wit* hotel, just before a Cirque du Soleil red carpet premiere, in the presence of the Mayor of Montréal, Mr. Gérald Tremblay. This trade mission is being conducted with the support of the Quebec Delegation in Chicago.

“Since the YUL-LAB is a conceptual idea that is adaptable in a tangible way, first we had to visually demonstrate, in a concrete and inventive fashion, the Montreal lab to world brands’ Marketing Chief Officers (CMOs),” said Yanik Deschênes, President and General Manager of the Association of Quebec Advertising Agencies (AAPO). “These images allow us to set forth, in an original fashion, dilemmas CMOs are confronted with, while relying on the lab’s strong selling points and credibility,” continued Mr. Yanik Deschênes.

“Montréal is a very distinctive city. It is a real talent pool as well as an unmatched creative microcosm. It is the ideal destination to get a good dose of ideas and inspiration for innovation,” Montréal Mayor Gérald Tremblay told an attentive audience. “Montréal is unique in North America, with its own media, its openness to the world and its great cultural diversity. We firmly believe that our advertising industry, which boasts an immense creative potential and a wealth of multidisciplinary talents, has a lot to offer the world,” continued Mr. Tremblay.

Tourisme Montréal’s introduction video was also projected from the outset, followed by a speech by Mayor Tremblay and Mr. Marc T. Boucher, head of the Québec government office in Chicago. Mr. Daniel Lamarre, President and CEO of Cirque du Soleil, closed the event by making a speech in praise of Québec’s creativity and its world class advertising product.

Each guest who attended the world premiere of Cirque du Soleil’s new show *“Banana Shpeel – A new twist on Vaudeville”* received a gift parcel including a video as well as a printed YUL-LAB passport containing all the necessary information.

You can click here to download the motion design video

About this first trade mission

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 a communication offensive before being exported. *Chicago 2009*, the first trade mission of Québec’s advertising industry, is being held between November 18 and November 20. It includes a Quebec team formed by five (5) advertising agencies (BBDO Montréal, Bleublancrouge, Cossette, PALM+HAVAS and Sid Lee) and several other partners and collaborators. For more information, please visit www.montreal.ad.

About the Association of Quebec Advertising Agencies (AAPQ)

AAPQ is a non-profit organisation with an actual membership of more than 60 advertising agencies that generate more than 80% of the industry's revenues in Quebec. Its mission is to serve the interest of its members and partake in the recognition of the industry through rallying projects. For more information, please go to www.aapq.ca.

Credits

Advertiser: Association of Quebec Advertising Agencies (AAPQ)

Director and SFX Supervisor: Julien Demers-Arsenault

Animation: Alain Omer Duranceau

Production company and SFX: Jet Films

Producer: Visant Le Guennec

Director of photography: Simon Villeneuve

PR and Development Representative: Nancy Thibodeau

Agency: Bleublancrouge

Creative Director: Gaétan Namouric

Copy-writer: Nabil Besseghaier

Art Director: Cyril Drouot

Agency Producer: Normand Vaillancourt

Music/Sound: Audio-Z

For more information, please contact

Marie-Luce Ouellet

Communication Director

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

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