



Press release

For immediate release

Two of AAPQ's and RMA's member agencies gain international recognition by winning 4 *Cubes* Awards in Paris

Both associations made the subscription process easier.

Montreal, Wednesday, October 15, 2008 – *Draftfcb Montréal* and *Blitz Direct, Data & Promotion* (Cossette Communication Group) agencies were largely rewarded Tuesday, October 7, at the winners' gala of the European contest "*Les Cubes*", that was organized namely by the *Association of French Advertising Agencies (AACC)* and France's *Groupe La Poste*.

Earlier this season, the Association of Quebec Advertising Agencies (AAPQ) and the Relationship Marketing Association (RMA) invited their respective members to subscribe to this international contest. Both associations wish to extend their congratulations to the two winners for the recognition they received at a contest that is a relationship marketing reference in Europe by promoting direct marketing, e-commerce and retail sale. Awarded by a panel of professionals, these prizes reward campaigns based on three criteria: efficiency, creativity and innovation.

The same agencies also rank among the finalists of the 18th edition of the RMA *Flèches* awards. The results should be known on October 30, at a gala to be held at The *Belvédère* in Old Montreal.

Here are the *Cubes* awards won by each agency:

Draftfcb Montréal

TELEPHONE AND INTERNET ACCESS SUPPLIER CATEGORY

The GOLD CUBE for Fido Solutions Inc.'s "*FIDO: Name that Duo*" campaign.

"MAILING OF THE YEAR" BIG CUBES CATEGORY

The SILVER CUBE for Fido Solutions Inc.'s "*FIDO: Name that Duo*" campaign.

Blitz Direct, Data & Promotion (Cossette Communication Group)

PUBLIC AND SEMI-PUBLIC SECTOR CATEGORY

The SILVER CUBE for Canada Post's "*Send Joy*" campaign.

NON-FOOD CONSUMER GOODS CATEGORY

The BRONZE CUBE for HOME DEPOT's "*Déménagement*" campaign.

The Relationship Marketing Association (RMA) and the Association of Quebec Advertising Agencies (AAPQ) want to emphasize the success of its respective member agencies which, through this international recognition, confirm one more time that local creativity lives up to the expectations of both national and international advertisers. Through their investments in training the next generation of practitioners, the RMA and the AAPQ want to increase the knowledge and specialized

skills of trade professionals that will allow them to develop a product that is ever more creative and strategic, and remain competitive in international markets.

The *Cubes* Awards

Initiated by Groupe La Poste, the *Cubes* prize were created 12 years ago and were initially called “Les Trophées de la VAD” (Retail Sale Trophies). They were meant to promote the know-how and creativity in communication in three specialty fields: direct marketing, e-commerce, and distance selling. It all started in Lille, France, the cradle of distance selling and Europe’s hub. In 2006, the organizers decided to underline the unprecedented changes the communication trade went through, prompted by the expansion of the Internet. They wanted more modern and more ambitious prizes: the *Cubes* awards,

For more details, visit www.lescubes.com

The Association of Quebec Advertising Agencies

Created in 1988, the AAPQ has a membership of more than 60 agencies which generate more than 80% of the advertising revenues of Quebec agencies. Its mission is to promote the interests of its members, enhance the quality of advertising, and create awareness in the general public regarding the important role played by agencies in marketing communications.

The Relationship Marketing Association (RMA)

The RMA touches more than 1,500 professionals whose collective and comprehensive relationship marketing expertise provides a pivotal position and key perspective on media integration in Québec. Affiliated with the Canadian Marketing Association (CMA), the RMA is a place for dynamic exchange among users, creators, managers, and suppliers.

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