

YUL-LAB

News release

Embargo, Monday, October 5, 2009

AAPQ alleviates the suffering of international advertisers

The YUL-LAB is being advertised at the Montreal International Airport, thanks to Astral Media Affichage's collaboration

Montreal, Friday October 2, 2009 – The YUL-LAB, montréal.ad's commercial offer, uses pharmaceutical labels to attract the attention of *Chief Marketing Officers (CMOs)* and to offer them a cure for the chronic dilemmas they are confronted with when they conduct advertising campaigns.

This offensive—which was partially unveiled by the Association of Quebec Advertising Agencies (AAPQ) on August 25, at the YUL-LAB's official launch—will be conducted in several key areas of Montréal-Trudeau Airport and Quebec's Jean-Lesage Airport during the months of October and November.

"The message conveyed by this campaign totally reflects questions CMOs have, worldwide, in this context of investment optimization and media revolution. Obviously, our target audience travels constantly, and the airport became the ideal place to advertise our experimentation lab. On top of this campaign, we will also hold a trade mission in Chicago, from November 18 to November 20," explained Yanik Deschênes, AAPQ's President and General Manager.

"Astral Media Affichage is proud to take part in this unique project intended to advertise our industry. From our standpoint, montréal.ad and its YUL-LAB are initiatives that should be celebrated and promoted by all of us, for they contribute, in a dynamic and tangible way, to the general health of our industry and to the influence our expertise in advertising has worldwide," added André Allard, Vice-President, Sales and Marketing, Astral Media Outdoor.

The YUL-LAB is a unique experimentation lab designed to help international advertisers develop new low-cost advertising combinations that will predict a communication offensive's success or failure before it is being exported.

About the AAPQ

Created in 1988, the AAPQ is a non-profit organisation with a membership of more than 60 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 regarding 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 AAPO 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.

About montréal.ad

The very first international showcase of Quebec's advertising products, *montréal.ad* is, the first and foremost, a portal for the creativity that epitomizes the accomplishments and innovations of our homegrown advertising agencies. Last August, montréal.ad kicked-off the YUL-LAB, commercial offer for global advertisers. For further information, please visit: www.montreal.ad.

Credits:

Advertiser: Association of Quebec Advertising Agencies (AAPO)

Agency: PALM + HAVAS

Creative work: Pascal DeDecker, Jean-Laurent Py, Sebastien Boutebel, Pacha Ducharme

BSI & Strategy: Marie-Eve Levesque, Céline Chouéri, Aurélie Dehling

Production: Gabrielle Lamarche

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