



Press Release

EMBARGO until Saturday, October 31, 2009, 5:00 PM

Québec team is confirmed. American CMOs are solicited.

AAPQ confirms team members of Quebec advertising industry's first trade mission that will take place from November 18 to November 20

Montréal, October 30, 2009 – Advertising agencies, Québec Government representatives (Québec Delegation in Chicago), and representatives from the City of Montréal, *Association of Quebec Advertising Agencies*, *Attraction Média* and *DTI Soft* (video games) form the actual team of the first trade mission that Québec advertising industry is about to lead in Chicago, from November 18 to November 20. Five advertising agencies – ***Bleublancrouge*** (Sébastien Fauré, Justin Kingsley), ***Cossette*** (Dominique Lebel, Marc Gagnier, Louis Duchesne, Benoit Bessette), ***BBDO Montréal*** (Alain Gignac), ***PALM + HAVAS*** (Ann Bouthillier) and ***Sid Lee*** (Jean-François Bouchard, Martin Gauthier) – will take part in this mission and will have the chance to meet individually Chief Marketing Officers of major global brands that are based in Chicago.

“Chicago is a city where several international brands are based. Therefore, it is the ideal place to hold our first trade mission, especially when the *Cirque du Soleil* is about to hold the world premiere of its new show “*Banana Shpeel - a new twist on Vaudeville*”, to which all of our V.I.Ps will be invited, » explained Yanik Deschênes, AAPQ’s President and General Manager. “We intend to promote the YUL-LAB and all the things Montreal has to offer to Chicago-based major decision-makers,” concludes Mr. Deschênes.

In order to pique the interest of Chicago-based CMOs in the YUL-LAB, the AAPQ has developed a personalized offensive, in collaboration with PALM + HAVAS. Using the prescription concept, the YUL-LAB offers them a cure for the chronic dilemmas they are confronted with when they are conducting their advertising campaigns. Therefore, CMOs received by registered mail a package including an invitation card and a box full of medications, complete with treatment dosages and warnings adapted to their aches and pains. This box included pills made up of questions and solutions, and bearing the logos of the agency soliciting them and of the YUL-LAB.

Follow the trade mission online!

It will be possible to follow the trade mission and its participants through the [Facebook page of montréal.ad](#) or through [Twitter](#).

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 AAPQ 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 first international window for Quebec's advertising product, montréal.ad is above all a portal showcasing all the creative work and innovations of home grown advertising agencies. Launched last August by montréal.ad, 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. For more information, please visit www.montreal.ad

Credits

Advertiser: Association of Quebec Advertising Agencies (AAPQ)

Agency: PALM + HAVAS

Creative Director: Pascal DeDecker, Étienne Bastien

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

MIS & Strategy: Aurélie Dehling, Marie-Ève Lévesque, Céline Chouéri

Production: Louis Paquin

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
www.montreal.ad