

# CASSIES

For Immediate Release

## CASSIES 2007 Judging Panel announced, Entry Deadline approaches

(TORONTO – June 4, 2007): The Judging Panel for CASSIES 2007 is announced, led by Chair of Judging **Bill Durnan**, EVP, Chief Convergent Creative Officer, **Cossette Toronto**.

Durnan leads a 16-person panel of high profile senior-level judges representing advertisers, agency management, creative, media, account planning, research, direct marketing, and academia. The judges will assess who wins CASSIES Gold, Silver and Bronze awards, and are:

**Gina Banks**, Manager, Global Media and Communications, Procter and Gamble

**André Bouchard**, Vice President, Research and Strategy, LXB Communication Marketing

**Mark Childs**, Vice President, Marketing, Campbell Company of Canada

**Anne Fortin**, Vice President, Managing Director, Draft FCB

**Michael Gramlow**, Creative Director, Interactive, Dentsu Canada Inc.

**Lorraine Hughes**, President, OMD Canada

**René Leclerc**, Partner and Chief Executive Officer, Palm Arnold Communication

**David Leonard**, President, DDB Canada

**Janet McNally**, Vice President, Strategic Planning, Lowe Roche

**Christine Melançon**, Vice President, Ipsos-Descarie

**Jean-Charles Rocha**, Vice President, Director of Media, Touché!phd

**David Rosenberg**, Partner, Creative Director, Bensimon Byrne

**Chantale Sajo**, Director of Marketing, Alimentation Couche-Tard Inc.

**Yvon Savaria**, Director of Marketing, Sico Inc.

**Robert Saxon**, Professor, Director of Graduate Studies, Faculty of Design, OCAD

**Jeff Shinozaki**, Group Director, Brand Marketing, Coca-Cola Ltd

The CASSIES, Canada's only advertising award show that is based on proven business effectiveness, backed up by rigorous published cases, will be celebrated this year on Tuesday, **November 6, 2007** at the Liberty Grand in Toronto, moving to an evening event. Deadline for entries, which are to be filed online at [www.cassies.ca](http://www.cassies.ca), is Thursday, **July 12, 2007** by 5:00 pm EST.

There will be **two new categories of CASSIES** this year.

The **Canadian Contribution to a Global or Multi-Country Campaign** where the judges will want to see, specifically, that the Canadian effort led to impressive business results. Endorsement from senior (global) clients may be one way to prove this case.

**Best Use of Media**, where judges will be looking for a combination of innovation and effectiveness. Innovation will often involve non-traditional media, but not necessarily.

Also, **CASSIES has repositioned** the Import/Export category as **Canadian Success Outside Canada**. This category is for work developed by Canadian companies but running in the U.S., Europe, Asia, Africa and/or Australasia.

**Details on how to enter** all categories can be found at [www.cassies.ca/howtoenter](http://www.cassies.ca/howtoenter). To win at the CASSIES, cases have to show impressive business results and prove, convincingly, that these results were substantially caused by the advertising.

**CASSIES is presented by** the Institute of Communications and Advertising (ICA), the Association des agences de Publicité du Québec (AAPQ) and the Association marketing de Montréal/Le Publicité Club de Montréal (AMM-PCM).

CASSIES is honoured with key sponsor support as follows:

GOLD	Yellow Pages Group
SILVER	Association of Canadian Advertisers; Strategy Magazine
BRONZE	CHUM

BBM (Research)  
Pattison Outdoor (Outdoor)  
Sympatico MSN (Interactive)  
Transcontinental (Printing)

**WINNERS CIRCLE SPONSORS:**

Audit Bureau of Circulations  
Promotional Products Association of Canada  
Radio Marketing Bureau  
Television Bureau of Canada

**PATRON:** Adbeast

CASSIES is the only Canadian advertising awards show that recognizes proven business effectiveness, backed up by rigorous published cases. As such, the CASSIES Awards are highly valued by both advertisers and agencies alike. Since its inception in 1993, CASSIES have recognized the business achievements of close to 200 campaigns from Canada's top advertisers and agencies. All award-winning case studies can be viewed in the Case Library section of the CASSIES web site at [www.cassies.ca](http://www.cassies.ca).

-30-

For more information, please contact: Jani Yates, ICA at (416) 482-1396, ext 230 or e-mail at: [jyates@ica-ad.com](mailto:jyates@ica-ad.com)