



News Release

For immediate release

Two cunning foxes put their paws on \$20,000 worth of grants

David-Alexandre Tanguay from *Palm Arnold Communication* and Alexis Robin from *LG2* are the big winners of the 2007 edition of the Renard Prizes

Montreal, October 23, 2007 – Zoom Media, together with the Association of Quebec Advertising Agencies (AAPQ), is proud to promote emerging professionals in strategic counselling by awarding, through its Zoom Agency Network, two training grants totalling \$20,000. These grants were awarded last night at the Newtown restaurant, in Montreal.

David-Alexandre Tanguay, 32 years old, from *Palm Arnold Communication*, was awarded the first prize of the evening, a golden Renard (a \$12,000 training grant) for his strategic contribution to the *Quebec Liberal Party's 2007 campaign*. His innovative case on "the use of the Internet as a new political weapon" appealed to the members of the jury. "I would like to complete a session in sociology at the University of Chicago, which has the best sociology department in the world", said David-Alexandre, pleased by this recognition. David-Alexandre received his prize from Philippe Dalpé, co-chairman of the jury and General Manager of Zoom Media Montréal. "Zoom Media is proud to support the marketing communication industry by recognizing the strategic contribution of these young bright agency professionals", underlines Mr. Dalpé.

As for young **Alexis Robin**, 25 years old, from *LG2*, he received a silver Renard (a \$8,000 grant) for the New-Brunswick Tourism and Parks' campaign "*L'eau chaude est au Nouveau-Brunswick*". "One cannot ignore new technologies. That is why I would like to complete a training session in Web Marketing at the ESSEC Business School (Paris) or attend the *AD : TECH New York* event, to be held next November, on the impact of new technologies on marketing and advertising", said Alexis, obviously touched and excited. Alexis received his award from Sylvain Morissette (co-chairman of the jury and AAPQ's President and General Manager) who emphasized the importance of this new generation of practitioners for the growth of the industry.

This cunning event, organized by AAPQ and Zoom Media, in partnership with *LXB Communication Marketing*, the *Grenier aux nouvelles* and *Infopresse*, gathered about a hundred guests who came to recognize excellence in the field of strategic counselling and thinking in communication. The award winners' contribution to specific clients was assessed by a fine jury composed of **Nicole Dubé** (Marketing Director - Fédération des producteurs de lait du Québec), **Anne-Marie LaBerge** (Vice-president, Marketing Communications – Quebec – Telus), **John Gallagher** (Executive Vice-president and Director, Consulting Services – BBDO Montréal), **Paul Gauthier** (cofounder and Vice-president, Strategic Planning - LG2) and **Anne-Marie Leclair** (Director, Strategic Planning – Taxi Montréal).

The Renard Prizes team also wishes to congratulate the two other participants who made the final list: **Maxime Girard** (*Amalgame*) for the *Loto-Québec : Roue de Fortune... Chez vous!* case study and **Audrey Lefebvre** (*Taxi Montréal*) for the *Reversa* case.

The Renard Prizes are intended to showcase excellence in strategic counseling and thinking and to promote training and professional development through training initiatives. They are for young agency professionals aged 35 or less.

In 1998, Zoom Media created a network of advertising billboards in 33 Quebec advertising, media placement and research agencies. These billboards are mainly intended for agencies' employees. All proceeds from the advertising on these billboards are channeled to train the next generation of practitioners, to upgrade the knowledge of industry professionals and to provide direct assistance to professionals in need of assistance.

Created in 1988, AAPQ has a membership of more than 55 agencies which generate more than 80% of the advertising revenues of Quebec agencies. Its mission is to enhance the quality of advertising and create awareness in the general public regarding the role played by agencies in marketing communications. The Association also invests in training the next generation of practitioners so they can increase their knowledge and perfect their skills in order to develop a product that is ever more creative and strategic, and that will allow them to remain competitive in international markets.

Credits

Clients: The Association of Quebec Advertising Agencies (AAPQ) and Zoom Media (Marie-Luce Ouellet and Philippe Dalpé)

Agency: LXB Communication Marketing

Art Director: Martin Dessureaux

Consulting service: Richard Paquet and Mélanie McCann

Production: Jean-François Caissy

Interactive service: Guy Gagné, BMG Multimédia

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