



News Release

For immediate release

Does the hat fit you?

Launch of the second edition of the Renard Prizes and unveiling of the jury

Montreal, Monday May 7, 2007 – The Association of Quebec Advertising Agencies (AAPQ) and Zoom Media are announcing—in the context of the second edition of the Renard Prizes—that the hunt for “strategic foxes” from the marketing communication industry is on again. Which young agency professionals, aged 35 or less and specialized in strategic counselling or planning, will proudly sport the fox fur hat and receive two training awards totalling \$20,000?

The Renard Prizes are intended to showcase excellence in strategic counselling in the communication field and promote professional development through further training. Last year, these prizes were awarded to two winners who enjoyed special training respectively in the U.S. and Europe: Marie-Ève Côté Pallascio from *LXB Communication Marketing* and Pénélope Fournier from *LG2*. They greatly enjoyed their experience as you will be able to discover soon...

2007 Renard Prizes Jury

To judge the competitors' work, the 2007 jury will be composed of five cunning members from three (3) agencies and two (2) advertisers, as follows:

- **Nicole Dubé**, Director of marketing, *Fédération des producteurs de lait du Québec*
- **Anne-Marie LaBerge**, Vice-president, Communications and Marketing – Quebec, *TELUS*
- **Paul Gauthier**, Co-founder and Vice-President, Strategic Planning, *LG2*
- **John Gallagher**, Senior Vice President, Director client services, *BBDO Montreal*
- **Anne-Marie Leclair**, Strategic Planning Director, *Taxi Montreal*

Sylvain Morissette, President and General Manager of the Association of Quebec Advertising Agencies (AAPQ) and Philippe Dalpé, General Manager of Zoom Media Montreal, will jointly preside over the Renard Prizes jury.

Registration deadline

The deadline for registration is **July 1, 2007**. The winners will be announced next autumn. You are invited to visit our website (www.prixrenard.com) to find out more about the Renard Prizes' rules and for the registration form. For more information, please contact us at 514 848-1732 or write us at: aapq@aapq.ca.

Our thanks to our associates

The Renard Prizes Committee also wants to thank LXB Communication Marketing and BMG Multimédia for their renewed support to this second edition. The AAPQ and Zoom Media wish to express their appreciation to *Infopresse* and the *Grenier aux nouvelles* for supporting the promotion of the contest.

Zoom Media

In 1998, Zoom Media created the Zoom Agency Network, a network of advertising billboards in 30 Quebec advertising, media placement and research agencies. These billboards are intended mainly for agencies' employees. All proceeds from advertising on these billboards are channeled to train the next generation of practitioners, enhance the knowledge of industry professionals and provide direct assistance to professionals in need of assistance.

The Association of Quebec Advertising Agencies (AAPQ)

Created in 1988, the AAPQ has a membership of 52 agencies that generate almost 80% of the advertising revenues of Quebec agencies. Its mission is to enhance the quality of advertising and create awareness in the public regarding the role played by marketing communication agencies. 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.

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