



Press Release

For immediate release

Two winners for the recently-created Renard Prizes!

Marie-Ève Côté-Pallascio and Pénélope Fournier share a \$20,000 grant

Montreal, September 20, 2006 – Sporting fox fur hat, the two winners of the very first edition of the Renard Prizes proudly accepted their awards during a winners banquet held at the *Newtown* restaurant Wednesday night. **Marie-Ève Côté-Pallascio**, from *LXB Communication Marketing*, received a golden Renard—a \$12,000 training grant—for the excellence of her strategic contribution to the *Direction de la santé publique de Montréal* campaign “*Pourquoi commencer?*” For her part, **Pénélope Fournier**, from LG2, received an \$8,000 silver Renard prize for the Place Laurier–Ivanhoe Cambridge campaign “*Couleurs, par Laurier*”.

Philippe Dalpé, co-chairman of the jury and General Manager of Zoom Media Montreal, was very proud to encourage the next generation of practitioners by awarding the first prize to Marie-Ève Côté-Pallascio. “Of course I want to improve myself. I would like to find two or three intensive seminars that would allow me to develop my skills in strategic planning and would open up new horizons for me. The *École supérieure de publicité* or *Sciencescom* from Nantes might just have the opportunities I am looking for”, says the happy winner of the Golden Renard, surrounded by her team.

As for Pénélope Fournier, she received her prize from Mr. Yves Léveillé, co-chairman of the jury, member of the AAPQ Board of Directors and partner at 2B. Pénélope also plans to enhance her professional skills in Europe. “It is a question of exploring the global picture, to see what’s going on elsewhere, to look for new inspiration and to be with experts in order to develop more efficient and more powerful strategies”, says Pénélope.

This cunning event, organized by AAPQ and Zoom Media, in partnership with Infopresse, had a distinguished audience. People were there to recognize excellence in the field of strategic planning. The award winners’ contribution to specific clients was assessed by the 2006 jury composed of **Dominique De Celles** (Vice-President and General Manager - L’Oréal Paris Canada), **Pierre-Luc Desgagné** (Senior Director, Communication - Hydro-Québec), **Alain Tardy** (Vice-President, Consulting services - Marketel), **Élisabeth Deschênes** (President and General Manager - Zoom Armada) and **Paul Bergeron** (Montreal Executive Vice-President and General Manager – LXB Communication Marketing).

Three other participants made the final list for the Renard Grants: **Pascal Chandonnet** (formerly from Palm Arnold, actually with Cossette Communication Marketing) with the Jetta TDI case; **Olivier Bourque** (Amalgame Québec), with the *Exceldor, cooperative avicole* case, and **Chris Willoughby** (Nucléus, Cossette), with the GURU Bicycle case.

For this first edition, 14 projects in all were submitted to the organizing committee. The twelve other participants will receive a free pass for one Infopresse training session of their choice.

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

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

Created in 1988, the AAPQ has a membership of more than 40 agencies which generate almost 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 on international markets.

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