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# THE 2006 **RENARD** PRIZES

## **INFORMATION, OFFICIAL REGULATIONS & GÉNÉRAL REMARKS**

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IN COLLABORATION WITH ZOOM MÉDIA AND  
THE ASSOCIATION OF QUÉBEC ADVERTISING AGENCIES



ZOOM MEDIA



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## INFORMATION, OFFICIAL REGULATIONS & GÉNÉRAL REMARKS

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You work for an agency as part of its consulting or planning team? You are 35 years of age or less? You are able to demonstrate the excellent quality of your consulting or strategic planning initiatives? Thanks to your contribution, you helped solve a communication problem for a client? The *Renard* Prizes are there for you!

### I- What are the *Renard* Prizes, “Focus on excellence in strategic counsel”?

#### **a) What is the Zoom Agency Network?**

Since 1998, Zoom Media has set up 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 needy professionals.

In line with its mission and to support the efforts of member agencies who already participate in this network, the AAPQ has agreed with Zoom Media to create a Fund Distribution Committee. This Committee will receive and analyse projects related to the fund's mutual aid objectives.

#### **b) What is the Association of Quebec advertising agencies (AAPQ)?**

Founded in 1988, the AAPQ has a membership of 40 firms accounting for nearly 80% of the business generated by Quebec advertising agencies. Its mission consists in enhancing the quality of advertising and sensitizing the general public to the importance of the role played by marketing communication agencies. Defending, promoting and representing the interests of the agencies with government, the business community, media associations or individual media, unions, consumer protection groups and other consumer associations, both in Canada and abroad, remain a priority for the AAPQ. The Association also invests in the training of the up-and-coming generation of practitioners in order for them to enhance their knowledge and specialized skills with a view of developing a product that is ever more creative and strategic to remain competitive on international markets.

#### **c) Objectives of the *Renard* Prizes (Training grants)**

- We intend to **encourage training initiatives** and **recognize excellence** in the field of communications counsel and strategic planning.
- We intend to **offer an opportunity** to the award winners to enhance their skills.

The recipients of the *Renard* Prizes will be awarded a Grant and will be given a lot of visibility given that the sponsors of the contest (Zoom Média and the AAPQ) are both highly reputed in the field of marketing communications.

## II- Who can participate?

The following people are eligible:

- **Young professionals** working in a consulting or strategic planning capacity for an agency (all disciplines included), aged 35 or less at January 1, 2006, and working in Quebec.
- Candidates **do not** necessarily have to be working for an AAPQ member agency.
- The Grant is open to all qualified candidates satisfying the above-mentioned criteria.

PS: Each case must be submitted by one, and one and only candidate. However, should the candidate wish to share the responsibility/honours with another candidate, that is left entirely up to him/her.

## III- Description of the Renard Prize (Training grant)

**a)** Our intention is to showcase the strategic counseling provided by agencies. Candidates will be invited to submit a case based on an actual accomplishment **driven by strategic counseling** and having enabled the solution of a communication problem for a client.

**b)** The cases submitted must represent actual accomplishments **no more than 2 years old**.

**c)** Hereafter are **examples** of eligible accomplishments:

*For instance,*

- a unique and effective communication mix inspired by **an original and sound vision of the target group** resulting in heightened sales;
- innovative and strategic brand positioning inspired by **an “insight” or revelation into the target public** that results in an creative high performance campaign and relaunches the brand;
- judicious targeting reflecting a penetrating insight into the attitudes and motivations of the target population and its decisional process in order to stimulate the sales of a product or service;
- an **opportunistic communication strategy** that destabilizes and repositions the competition in such a way as to give the brand a competitive edge;
- etc.

#### IV- Prizes!

- Two award winners will be chosen.
- The two winners will respectively be entitled to a Grant of \$12,000 and \$8,000 (for a total of \$20,000).
- The winners of the Grant will have the opportunity of enhancing their skills and furthering their excellence in the practice of their trade by pursuing the professional training program of their choice.
- Candidates shall submit various training scenarios (in Canada or abroad) that they wish to pursue. The award winners will be afforded a training opportunity of great benefit both to themselves and their employer.
- The final training destination is contingent upon the committee's approval.

#### V- General evaluation criteria

Among other criteria, the jury will focus on the following in evaluating the cases submitted:

- strategy
- originality
- innovation
- sustainability of solutions
- clarity and coherence

#### VI- Obligations of participants

- The candidates must demonstrate that they were the craftsmen, leaders or architects behind the project.
- The **results** must be **endorsed** by the immediate supervisor (who signs the candidacy) of the project at the time when said project was realized.
- The cases submitted must have been implemented **within the last 2 years**.
- A contest participant should consider the following deadlines:
  - Deadline for the filing of candidacies: July 1, 2006.
  - Deliberations: from July to August 2006.
  - Interviewing of finalists: August 30, 2006 (if required, also on August 31, 2006).
  - Announcement of award winners: September 18, 2006.

## VII- Participation method

### **1<sup>st</sup> stage: Registration form**

All candidates must make sure that the basic registration form (Attachment 1) is **fully** completed and that all of the information given is **exact**. Also, candidates must ensure themselves that they hand in a copy of this form along with the project, and another set of each document either by fax or by mail to the address indicated below.

### **2<sup>nd</sup> stage: Agreement re. procedures**

The candidate submitting his case must sign this Agreement form in witness whereof the candidate agrees to abide by all the clauses and procedures described therein.

### **3<sup>rd</sup> stage: Written case to be submitted**

The candidate must submit all of his case within a maximum 10 pages. Furthermore, the applicant must clearly identify the following parameters:

- a) General description of the problem faced by the client and the context of the mandate.
- b) *Names* of collaborators (if any) and resources tapped.
- c) *Mission* statement and *objectives* pursued.
- d) Description of the *process* and *thought process* involved and the means chosen to implement the project.
- e) *Work schedule*.
- f) Results or conclusions demonstrating excellence in communications counseling or strategic planning.
- g) Description of any other element supporting the application.

### Deadline for remittance

The deadline for the remittance of the registration form and to submit one's case is **July 1, 2006**.

The basic registration form can be sent (by fax or mail) **starting Monday, April 24, 2006** to the following address:

#### **Association of Quebec Advertising Agencies**

2015 Peel Street, Suite 925

Montreal, Quebec

H3A 1T8

Tel.: (514) 848-1732

Fax: (514) 848-1950

[aapq@aapq.ca](mailto:aapq@aapq.ca)

#### **4<sup>th</sup> stage: Short presentation of project (finalists only)**

A preselection will be done upon receiving the candidacies (before July 1<sup>st</sup>). The jury will then invite **10 finalists** to an interview for them to briefly outline their accomplishment.

This short presentation will prove useful to candidates to present the context of their written document and for the jury to meet the finalists.

#### Date

The interviews will be conducted Wednesday, August 30, 2006 (unless otherwise informed). The award winners will be announced Monday, **September 18, 2006**.

#### **VIII- Awarding of Grant**

- The cases submitted will be analysed by a jury composed of professionals and/of academics from the field of marketing communications (agency or advertiser).
- The jury will be presided by Zoom Media (Mario Cecchini) and the AAPQ (Yves St-Amand) and composed of industry colleagues and clients, responsible for the reception and evaluation of the cases submitted and for the interviewing of finalists.
- The official announcement of the award winners will be made on September 18, 2006, during an evening hosted by the organizing committee.

#### **IX- General remarks**

##### **Registration fees**

There are no registration fees involved in submitting one's candidacy for the Grant.

##### **Expenses**

Candidates are responsible for all their expenditures and expenses (should there be any) in preparing the case to be submitted.

##### **Cancellation**

Should a candidate desist from participating, he/she would then have to inform the Grant coordinator as soon as possible.

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**IMPORTANT: Please remit this Agreement form along with the Registration form  
(3 pages all together).**  
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**X- Agreement**

I, the undersigned, \_\_\_\_\_, would hereby submit my candidacy for the Renard Prizes and consequently to obtain a Grant.

I do hereby certify having read and understood the terms and conditions of this document. In witness whereof, I do hereby certify being in agreement with all clauses and procedures therein. I also commit to abide by all official regulations.

I would also certify that all of the information entered in the basic registration form is exact.

\_\_\_\_\_  
Name (block letters)

\_\_\_\_\_  
Given name (block letters)

\_\_\_\_\_  
Signature

Date: \_\_\_\_\_(day), \_\_\_\_\_(month), 2006

**Registration Form**  
**- 2006 Renard Prizes -**

**ZOOM AGENCY Network & AAPQ**

Association of Quebec Advertising Agencies  
2015 Peel Street, Suite 925  
Montreal, Quebec  
H3A 1T8  
(514) 848-1732  
(514) 848-1950

**CANDIDATE**

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Name of candidate: \_\_\_\_\_ Given name of candidate: \_\_\_\_\_

Organization, company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_ - \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_ - \_\_\_\_\_

Email: \_\_\_\_\_

Short description of project (add pages if necessary): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Motivations in participating in the *Renard Prizes* (add pages if necessary): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Block letters: \_\_\_\_\_

**Signature** of candidate: \_\_\_\_\_ Date: \_\_\_\_\_

**IMMEDIATE SUPERVISOR**

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The immediate supervisor endorses the applicant's candidacy and consequently the results of the project submitted. Should the jury deem it necessary, the immediate supervisor would have to make himself available to answer the jury's questions.

Name of supervisor: \_\_\_\_\_ Given name of supervisor: \_\_\_\_\_

Title: \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_ - \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_ - \_\_\_\_\_

Email: \_\_\_\_\_

**IMPORTANT:** Please don't forget to send a copy of this form by mail or by fax care of Mrs. Marie-Luce Ouellet.