

Media Release

## **New guidelines aim to help marketers, agencies and procurement achieve best practices**

**Toronto, July 31, 2007:** A research paper that identifies how client marketers, procurement officers and advertising agencies can work together to best advantage is now available as a free download from the websites of four industry associations: the Association of Canadian Advertisers (ACA), Institute of Communications and Advertising (ICA), Purchasing Management Association of Canada (PMAC) and Association of Quebec Advertising Agencies (AAPQ).

The paper, *Magic and Logic: Re-defining sustainable business practices for agencies, marketing and procurement*, was published in 2006 for British advertising practitioners by the Institute of Practitioners in Advertising (IPA), Incorporated Society of British Advertisers (ISBA) and The Chartered Institute of Purchasing and Supply (CIPS).

The four Canadian associations sought and received permission to distribute the paper here since it contains principles that are applicable to the Canadian marketplace. Explanatory footnotes have been added to aid Canadian practitioners.

The paper includes proposals for what marketing, procurement and agency managers need to do to achieve best practices. The proposals differ for each of the parties, but there are common themes to do with clarity of agendas, openness, integrity, professionalism, process and efficiency.

The paper also calls for changes to a number of accepted industry practices in the areas of agency and marketing management, financial transparency, measurement of effectiveness and remuneration.

*Magic and Logic* can be downloaded from the following websites: [www.ACAweb.ca](http://www.ACAweb.ca), [www.ica-ad.com](http://www.ica-ad.com), [www.pmac.ca](http://www.pmac.ca) and [www.aapq.ca](http://www.aapq.ca).

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