



## Press Release

For immediate release

### ***Association Puts Ad Agencies Ahead***

*Positive Assessment for the Association of Quebec Advertising Agencies*

**Montreal, Thursday, October 26, 2006** – With a record number of 45 members accounting for more than 80% of Quebec ad agency revenues, the Association of Quebec Advertising Agencies (AQAA) has become an increasingly powerful force in the industry. The association, which held its annual general meeting on October 25th, is now in an excellent position to pursue its mandate of safeguarding member interests while providing the tools and conditions necessary to successfully take on new challenges on the horizon.

Emphasizing a commitment to current projects, most board members, elected for a two-year term last year, have agreed to stay on: **Daniel Demers** (Ogilvy Montréal) chairman of the board of directors, **Daniel Rabinowicz** (Taxi) vice-chairman, **Yves Léveillé** (2B) secretary, **Gregor Angus** (Cossette) outgoing president, **Jacques Chalifour** (Zoom Armada), **André Lachance** (Enterprise JWT), **René Leclerc** (Palm Arnold Communication), **Brigitte Mittelhammer** (TAM-TAMTBWA) and **Louis-Éric Vallée** (Saint-Jacques Vallée Young & Rubicam). The board is also extremely pleased to welcome new member **André Beauchesne** (Bos).

“The year was notable for its projects, new directions and transitions, given the loss of Yves St-Amand and the appointment of Sylvain Morissette,” said Daniel Demers, president and chief operating officer, Ogilvy Montreal, and chairman of the AQAA board of directors. “Events over the past year confirm that the Association is stronger than ever and that we have strengthened our position.”

A number of priorities have been put front and centre for the coming year, among them negotiations for a collective agreement with respect to commercials between the UDA (artists) and the APC (producers). This is a key concern, given rapid changes in the media environment faced by both advertisers and producers. As a representative body, the AQAA is also more determined than ever to manage speculative bids and government calls for tenders through a targeted committee process. Further dissemination of its code of ethics and quality standards, participation in major awards competitions and continued pursuit of its educational mission also highlight plans for 2006-2007.

The growing number of services to members that allow them to reduce their operating costs, while improving visibility and increasing awareness, is also worthwhile mentioning. “Agencies have absolutely everything to gain by joining the AQAA,” said Demers. “There are more occasions than ever when the association is offered a seat on various socio-

economic committees. Also, the Association often initiates projects of great interest to members and that align nicely with industry goals.”

Founded in 1988, the AQAA's 45 member agencies generate close to 80% of all advertising agency revenue in Quebec. Its mission is to enhance the quality of advertising and improve public understanding of the agency role in marketing communications. The association also invests in training the next generation of advertising practitioners, developing their knowledge and specialized skills to ensure a product that remains creative, strategic and competitive locally and globally.

***The AQAA: Where agency growth and industry influence coincide.***

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**Information:**

Sylvain Morissette  
President and CEO  
*Association of Quebec Advertising Agencies*  
*Association des agences de publicité du Québec*  
Telephone 514-848-1732  
Fax 514-848-1950  
[aapq.ca](http://aapq.ca)