



June 7, 2010

The CASSIES announce 2010 Call for Submissions, Chair of Judging and Judges
-Preeminent advertising awards show unique in rewarding demonstrable success-

Toronto, ON. The CASSIES -- Canada's *only* advertising award show based on proven business effectiveness and backed by rigorous published cases -- has announced its 2010 Call for Submissions. Entries should be filed online at www.cassies.ca by Thursday, July 22, 2010, 12:00 pm EST. The 2010 CASSIES will be celebrated in an evening event on Monday, January 25, 2010 in Toronto and Montreal.

How to win at the CASSIES

Cases must show impressive business results and prove, convincingly, that these results were the product of the advertising. 2010 winners include BBDO Canada and Frito Lay Canada for Doritos, Juniper Park with Frito Lay North America for Sunchips, Taxi 2 and Mini Canada, and Leo Burnett Canada and James Ready Brewing Canada, among others. Entry information for the 22 categories can be found at www.cassies.ca/howtoenter. Categories include: Events, Seasonal and Short-Term, Off to a Good Start, Services—General, Services—Financial, Packaged Goods—Food/Other, Packaged Goods—Beverage, Prescription Pharmaceuticals, Durables, Automotive and DIY, Retail, Not-for-Profit, Government & Advocacy, Business to Business, Sustained Success, Best Launch, Best Insight, Best Integrated Program, Small Budget, Best Use of Media, Canadian Contribution to a Global or Multi-Country Campaign, Canadian Success Outside Canada and Success Despite the Recession.

“In these tough economic times, it’s ROI that counts and what the CASSIES reward, making it Canada’s foremost advertising awards show” explains Laurie Young, managing director, Ogilvy & Mather, Toronto, 2011 CASSIES chair and ICA board member.

“Agencies are responding to the increased demand from clients in the downturn and the CASSIES are the ultimate test of this work,” she adds.

“CASSIES winners produce creative work that moves the needle,” says Jani Yates, president, Institute of Communication Agencies (ICA). “This year’s bound to be the best yet and we’re looking forward to a special evening awarding Canada’s top creative minds for their achievements,” she adds.

2010 Judges

This year’s Chair of Judging, Geoff Craig, SVP marketing and innovation, Maple Leaf Consumer Foods at Maple Leaf Foods, is pleased to announce the panel of judges who represent clients, agencies, media, academic, interactive, international and research disciplines. The 12 judges include:

- Craig Hutchison, SVP, Marketing, Loblaw Companies Ltd.;
- Sharon MacLeod, Marketing Director for Dove and Skin Care, Unilever Canada;
- Mario D’Amico, SVP Marketing, Cirque du Soleil;
- Claire Payette, Marketing Director, Dairy Farmers of Canada;
- François Laroursière, Senior Partner, Sid Lee;
- Anne-Marie Leclair, VP, Strategy, Lg2;
- Donna McCarthy, Creative Director, Dory Advertising;
- Prasad Rao, Partner, Business Director, Rao Barrett and Welsh;
- Chris Williams, Managing Director, Media Contacts;
- Adam Froman, CEO, Delvinia;
- Jason McCann, VP, Co-Executive Creative Director, TAXI Toronto;
- Alnoor Ladha, Director of Strategy, Purpose NY.

How to write a *convincing* CASSIES case – upcoming seminars

To help applicants showcase their hard work and results, the ICA is hosting a “How to write a convincing CASSIES CASE” seminar in Toronto on Tuesday, June 22, 2010 from 1:00 to 4:00 pm. Hosted by CASSIES editor and author, David Rutherford, whose advertising experience spans more than two decades with Procter & Gamble and Ogilvy & Mather, Toronto, the seminar will take place at the ICA at 2300 Yonge Street, Suite 3002 (Yonge and Eglinton Centre). Rutherford will host an additional seminar in Montreal on June 10, 2010 from 1:00 to 4:00 at Cossette Montreal, *Salle Pacifique*, 2100, rue Drummond.

About The CASSIES

The CASSIES are presented by the Institute of Communication Agencies (ICA), the Association des agences de Publicité du Québec (AAPQ) and Association des professionnels de la communication et du marketing (APCM). Since their inception in 1993, CASSIES have recognized the business achievements of over 300 campaigns from Canada's top advertisers and agencies. All award-winning case studies can be viewed in the Case Library section of the CASSIES website at www.cassies.ca.

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For more information on the CASSIES, judges, to arrange an interview with a judge, please contact: Susan Willemsen, Danika Lochhead or Savi Pannu at The Siren Group Inc. Tel: (416) 461-5270. Fax: (416) 778-9047. Email: info@thesirengroup.com or www.thesirengroup.com.