

BULLETIN 10-09

Wednesday, June 2, 2010

CASSIES

To Marketing Directors/Managers, and heads of Account Management and Planning:

HOW TO WRITE A CONVINCING CASSIES CASE: by David Rutherford.

How well can your people put together a rigorously-argued advertising case? This Seminar will show how it's done, using the best CASSIES cases as a gold-standard.

As Editor of the CASSIES, David has reviewed over seven hundred cases, good and bad. He also spent seven years at Procter & Gamble, and 14 years at Ogilvy & Mather in Toronto, where he was President and Vice-Chairman. He is also Editor and contributing author to the ICA book: *Excellence in Brand Communication*.

DATE: Tuesday, June 22nd, 2010
TIME: 1:00 p.m. to 4:00 p.m.
WHERE: Institute of Communication Agencies, 2300 Yonge Street, Suite 3002
(Yonge/Eglinton Centre)
COSTS: \$100.00 + GST

Space is limited. Please respond by June 11th, 2010.

The deadline for entering the CASSIES is July 22nd, 2010.

The CASSIES is the results-driven Advertising Award Show in Canada, and is presented by:

- * The ICA (The Institute of Communications and Advertising)
- * The Association of Quebec Advertising Agencies
- * Publicité Club de Montréal

ABOUT CASSIES:

CASSIES is the only Canadian advertising awards show that recognizes proven business effectiveness, backed up by rigorous published cases. As such, the CASSIES Awards are highly valued by both advertisers and agencies alike. Since its 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 web site at www.cassies.ca.

HOW TO WRITE A CONVINCING CASSIES CASE

by David Rutherford

Tuesday, June 22nd, 2010

Institute of Communication Agencies (ICA)

2300 Yonge Street, Suite 3002 - Yonge/Eglinton Centre

PLEASE RETURN VIA FAX TO 416-482-1856

BY June 11th, 2010

YES I WILL ATTEND:

AGENCY NAME:

NAME:

PHONE NUMBER:

EMAIL:

Cost: \$100.00 per person plus GST

- Invoices will be issued

Cheque should be made payable to:

Canadian Advertising Success Stories/CASSIES
c/o ICA
2300 Yonge Street, Box 2350, Suite 3002
Toronto, Ontario, M4P 1E4
Canada