

CASSIES WINNERS ALPHABETICALLY BY AGENCY: 1993 - 2011

(See the notes at the end of this Exhibit re: terminology etc.)

Case	Agency	Client	Year	Award
Familiprix	Alfred	Familiprix	2005	Gold: Sustained Success
La Parisienne	Allard Johnson	Lavo Inc.	2007	Bronze: Off to a Good Start
SAAQ	Amalgame	SAAQ	2007	Gold: Events & Seasonal
Vitesse 2001	Amalgame-Cargo	SAAQ	2002	Silver: Gov't & Advocacy
Lipton Sidekicks	Ammirati Puris	Unilever Canada	2002	Bronze: P Goods Food
Lipton C. Noodle	Ammirati Puris	Unilever Canada	2001	Gold: P Goods Food
Clarica	Ammirati Puris	Clarica, Waterloo	2001	Gold: Services Financial
Sunlight Laundry	Ammirati Puris	Lever Pond's	2001	Silver: Sustained Success
Sunlight Laundry	Ammirati Puris	Lever Pond's	1999	Grand Prix Gold: P Goods Other
United Way (Tor.)	Arnold Worldwide	United Way (Tor.)	2005	Gold: NFP/Sustained Success
United Way (Tor.)	Arnold Worldwide	United Way (Tor.)	2003	Silver: Not for Profit
Metro Works	Axmith	Metro Works	1995	Silver: Gov't & Advocacy
Doritos Guru	BBDO/Proximity	Frito Lay Canada	2010	Gold: Events & Seasonal Gold: Best Launch
Colon Cancer	BBDO	Ont. Min. of Health	2009	Silver: Events & Seasonal
RBC Avion Card	BBDO	RBC Financial	2007	Silver: Services Financial
Diet Pepsi	BBDO	Pepsi-QTG	2007	Gold: Sustained Success
Lait au Chocolat	BBDO Montréal	Quebec Milk	2006	Grand Prix Gold: Off to a Good Start Gold: Small Budget
Royal Bank	BBDO	Royal Bank	2006	Bronze: Services Financial Bronze: Best Integrated
Juicy Fruit	BBDO	Wrigley	2005	Silver: Sustained Success
Pepsi Quebec	BBDO Montréal	Pepsi-Cola	2005	Bronze: Regional Success
Quebec Milk	BBDO Montréal	Quebec Milk	2005	Bronze: Regional Success
Quebec Milk	BBDO Montréal	Quebec Milk	2004	Bronze: Off to a Good Start
Dodge SX 2.0	BBDO	DaimlerChrysler	2003	Silver: Automotive & DIY
Diet Pepsi	BBDO	Pepsi-Cola	2002	Grand Prix Gold: P Goods Beverages Gold: Sustained Success
Campbell's Soup	BBDO Canada	Campbell Soup	2002	Bronze: P Goods Food
Labatt Bleue	BBDO Montréal	Labatt	2002	Silver: Events & Seasonal
Lay's Potato Chips	BBDO	Frito-Lay	1999	Silver: P Goods Food
Chrysler NS Minivan	BBDO	Chrysler Canada	1997	Grand Prix Gold: Automotive & DIY Gold: Best Launch
Polaroid	BBDO	Polaroid Canada	1995	Silver: Consumer Durables
Sunkist Oranges	Bates	Sunkist	1995	Silver: P Goods Food
Certs Minis	Bates	Warner Lambert	1993	Gold: B Launch/ Silver: P Goods Food
Barnes Exhibit	BCP	AGO	1995	Gold: Gov't & Advocacy
Club Med	BCP	Club Med	1995	Silver: Retail
Hyundai – Smart is in	Bensimon•Byrne	Hyundai	2011	Silver: Automotive & DIY Silver: Sustained Success
Hyundai - Smart	Bensimon•Byrne	Hyundai	2010	Bronze: Recession
President's Choice	Bensimon•Byrne	Loblaw	2010	Silver: Retail
iShares	Bensimon•Byrne	Barclays Global Investors Canada	2010	Silver: Financial Services Silver: Bus to Business

Case	Agency	Client	Year	Award
Scotiabank '2 nd Opinion'	Bensimon•Byrne	Scotiabank	2009	Bronze: Services Financial Bronze: Sustained Success
Scotiabank 'Richer'	Bensimon•Byrne	Scotiabank	2009	Silver: Sustained Success
Stupid - Smoking	Bensimon•Byrne	Ont. Ministry of Health	2006	Gold: Gov't & Advocacy Gold: Best Integrated
Ned Buckle	Bensimon•Byrne	Ontario Lottery	2006	Silver: Off to a Good Start
Scotiabank	Bensimon•Byrne	Scotiabank	2006	Silver: Services Financial Silver: Best Integrated
Stupid - Smoking	Bensimon•Byrne	Ont. Min. of Health	2005	Gold: Off to a Good Start
Bubba	Bensimon•Byrne	Molson Canada	2003	Gold: Best Integrated Silver: Best Launch
ProLine	Bensimon•Byrne	Ontario Lottery	2003	Gold: Services General
ProLine	Bensimon•Byrne	Ontario Lottery	2002	Gold: Off to a Good Start
Scotiabank	Bensimon•Byrne	Scotiabank	2002	Silver: Services Financial
CFL	Bensimon•Byrne	CFL	2002	Silver: Small Budget
Molson Canadian	Bensimon•Byrne	Molson Canada	2001	Grand Prix Gold: P Goods Beverages Gold: Most Innovative
Wonderbread	Bensimon•Byrne	Weston Bakeries	1999	Gold: P Goods Food
Buckley's	Bensimon•Byrne	W. K. Buckley	1997	Silver: PG Personal Care Silver: Sustained Success
St Hubert	Bos	St Hubert	2009	Silver: Retail
Touchdown Sticks	Bos	Syngenta Canada	2009	Silver: bus to Business Silver: Best Use of Media
Civic Success	Bos	Honda Dealers PQ	2007	Silver: Sustained Success Bronze: Automotive
Monster.ca	Bos, Provokat	Monster.ca	2006	Gold: Best Insight Silver: Off to a Good Start
Milk Campaign	Bos	Couche-Tard Inc.	2006	Silver: Retail
Froster Bloody Zit	Bos	Mac's Milk	2006	Silver: P Goods Beverages
Naked Grape	Bos	Vincor	2006	Bronze: Off to a Good Start
Familiprix	Bos	Familiprix	2003	Grand Prix Gold: Off to a Good Start
Source Yogurt	Bos	Ultima Foods	2003	Bronze: Best Launch
Sloche	Bos	Couche-Tard Inc.	2002	Gold: Best Launch Silver: Retail
Fido	Bos	Microcell	1999	Gold: Services General Gold: Best Launch
Gain Detergent	Burnett	Procter & Gamble	2010	Gold: Sustained Success
James Ready	Burnett	James Ready	2010	Gold: Events & Seasonal Gold: Small Budget
Five Alive	Burnett	Coca-Cola	2006	Silver: Sustained Success
All Bran Buds	Burnett	Kellogg's	2005	Silver: Off to a Good Start
Hubba Bubba	Burnett	Wrigley	2005	Bronze: P Goods Food
Eggo French Toast	Burnett	Kellogg's	2005	Bronze: Off to a Good Start
Five Alive	Burnett	Coca-Cola	2002	Silver: P Goods Beverages
Mr. Big	Burnett	Cadbury	1997	Silver: P Goods Food Silver: Most Innovative
Crispy Crunch	Burnett	Neilson-Cadbury	1993	Gold: P Goods Food
Molson 67	CP&B (see also Zig)	Molson Coors	2011	Gold: Off to a Good Start

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Becel Heart Truth	Capital C	Unilever	2009	Bronze: Events & Seasonal
Never Stop. Milk.	Cossette West	Prairie Milk	2010	Silver: Sustained Success
McDonald's Mornings	Cossette	McDonald's	2010	Silver: Off to a Good Start
Pillsbury Cookies	Cossette	General Mills	2009	Bronze: Off to a Good Start
Never Stop. Milk.	Cossette West	Prairie Milk	2009	Silver: Best Insight
Fromages d'ici	Cossette	PQ Milk Producers	2009	Gold: Best Integrated Silver: Off to a Good Start
Fromages d'ici	Cossette	PQ Milk Producers	2007	Bronze: Best Integrated
Chocolate Milk	Cossette West	Prairie Milk	2007	Bronze: Events & Seasonal Bronze: Sustained Success
Never Stop. Milk.	Cossette West	Prairie Milk	2007	Silver: P Goods Beverages
Reversa	Cossette	Dermtek Pharmaceuticals	2007	Gold: Off to a Good Start Silver: Best Integrated
Butter	Cossette	Dairy Farmers	2005	Gold: Off to a Good Start
Coricidin II	Cossette	Schering	2005	Bronze: P Goods Other
Prairie Milk	Cossette West	Prairie Milk	2004	Bronze: Off to a Good Start
U de Montréal	Cossette	U de Montréal	2003	Silver: Not for Profit: Silver: Sustained Success
MTS	Cossette Vancouver	Manitoba Telecom	2003	Silver: Sustained Success
BMO Quebec	Cossette	Bank of Montreal	2002	Gold: Services Financial & Regional Success
MTS	Cossette Vancouver	Manitoba Telecom	2001	Silver: Regional Success
Claritin	Cossette	Schering Canada	1997	Silver PG Personal Care
Bell Canada	Cossette	Bell Canada	1995	Silver: Services General
Claritin	Cossette	Schering Canada	1993	Gold: PG Personal Care
Ikea	Cossette	Ikea	1993	Silver: Retail
Hydro Québec	Cossette	Hydro Québec	1993	Silver: Services General
Sunnybrook	Dentsu	Sunnybrook	2011	Gold: Not For Profit Bronze: Best Insight
Lexus RX 350	Dentsu	Lexus Canada	2010	Bronze: Off to a Good Start
Vespa S	Dentsu	Canadian Scooter Corp.	2010	Gold: Best Media Silver: Auto & DIY
Lexus "h" Hybrid	Dentsu	Toyota Canada	2009	Silver: Auto & DIY Silver: Sustained Success
Toyota Corolla	Dentsu	Toyota Canada	2009	Bronze: Off to a Good Start
Toyota Highlander	Dentsu	Toyota Canada	2009	Silver: Off to a Good Start Silver: Best Use of Media
Toyota Tundra	Dentsu	Toyota Canada	2009	Gold: Auto and DIY
Lexus LS Moments	Dentsu	Toyota Canada	2007	Bronze: Best Insight
Lexus LS 460	Dentsu	Toyota Canada	2007	Bronze: Off to a Good Start
Toyota Tacoma	Dentsu	Toyota Canada	2006	Bronze: Auto & DIY
Toyota Tacoma	Dentsu	Toyota Canada	2005	Bronze: Off to a Good Start
Toyota Sienna	Dentsu	Toyota Canada	2004	Bronze: Auto and DIY
Subaru Outback	DDB Canada	Subaru Canada	2011	Bronze: Off to a Good Start
Knorr "Salty"	DDB Canada	Unilever	2011	Gold: Off to a Good Start Gold: Best Integrated
Locals Know	DDB Canada	Canadian Tourism Commission	2011	Silver: Events & Seasonal
Knorr Soup	DDB Canada	Unilever	2010	Bronze: P Goods Food
Subaru Forester	DDB Canada	Subaru Canada	2010	Bronze: Auto & DIY

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Subaru Impreza	DDB Canada	Subaru Canada	2010	Gold: Auto & DIY Gold: Best Integrated
Yasmin	DDB Canada	Bayer	2010	Gold: Off to a Good Start Gold: Prescription Pharma
Brita	DDB Canada	Clorox	2007	Gold: P Goods Other Gold: Best Insight
Energizer Lithium	DDB Canada	Energizer	2005	Bronze: Off to a Good Start
Elections Ontario	DDB Canada	Elections Ontario	2004	Bronze: Events & Seasonal
Bait Cars	DDB	ICBC	2005	Bronze: Sustained Success
Bait Cars	Palmer Jarvis DDB	ICBC	2003	Gold: Off to a Good Start
Pine-Sol	Palmer Jarvis DDB	Clorox Company	2002	Silver: P Goods Other
Richmond Savings	Palmer Jarvis	Richmond Savings	1997	Gold: Services Financial
Quebec 6/49	Diesel	Quebec 6/49	2005	Silver: Services General
Gaz Metro	Diesel	Gaz Metro	2004	Silver: Off to a Good Start Silver: Best Insight
Réno Dépôt	Diesel	Réno Dépôt	2004	Silver: Retail
Zumanity	Diesel	Cirque du Soleil	2004	Gold: Best Launch Silver: Import/Export
Sleeman Quebec	Diesel	Sleeman	2002	Gold: P Goods Beverages
Burger King	DMB&B	Burger King	1995	Silver: Retail Silver: Sustained Success
Always	DMB&B	Procter & Gamble.	1993	Silver: Sustained Success
Grolsch	Doug Agency	Grolsch Int'l	2006	Bronze: Off to a Good Start
Gatorade	Downtown Partners	Pepsico	2006	Gold: P Goods Beverages
Keith's Pale Ale	Downtown Partners	Labatt	2005	Silver: P Goods Beverages
Bud Light	Downtown Partners	Labatt	2002	Silver: P Goods Beverages
TD Canada Trust	DraftFCB	TD Canada Trust	2007	Bronze: Sustained Success
Coors Light	DraftFCB	Molson Coors	2007	Silver: Sustained Success
WWF Canada	DraftFCB	WWF Canada	2007	Silver: Not for Profit
Budweiser	FCB (as Bozell)	Labatt	1997	Silver: P Goods Beverages
Goodwill	FCB Canada	Goodwill	1997	Gold: Not for Profit
Goodwill	FCB Canada	Goodwill	1995	Silver: Not for Profit
Milk 5 secs	Due North	Dairy Farmers Can	2009	Gold: Off to a Good Start Gold: Best use of Media
workopolis.com	Due North	workopolis.com	2006	Bronze: Events & Seasonal
VodKice	Epoxy	Labatt	2003	Bronze: Best Launch
Gee Beauty	GJP Advertising	Gee Beauty	2009	Silver: Retail Silver: Best Integrated
Vex	GJP Advertising	Vincor	2007	Bronze: Sustained Success
Covad VoIP	Gee Jeffrey	Covad	2006	Bronze: Events & Seasonal
Trade Freedom	Gee Jeffrey	Trade Freedom	2006	Bronze: Off to a Good Start
Sola Nero Wine	Gee Jeffrey	Atlas Wines	2003	Bronze: Small Budget
i-wireless	Gee Jeffrey	Cincinnati Bell	2001	Silver: Services General
Oxfam Canada	Gee Jeffery	Oxfam Canada	1995	Gold: Not for Profit
GGRP	Grey	GGRP Sound	2011	Silver: Small Budget
Twix	Grey	Effem	2005	Bronze: Off to a Good Start
Tackle Hunger	GEM Group	Purolator	2006	Bronze: Services General Bronze: Small Budget
Big Brothers	Glennie Stamnes	Big Brothers Vanc	1999	Gold: Not for Profit
Ethical Funds	Glennie Stamnes	Ethical Funds Inc.	1999	Silver: Services Financial
ABC Literacy	Harrod & Mirlin	ABC CANADA	1997	Silver: Not for Profit
Gadoua Moelleux	Headspace Mktg.	Weston Bakeries	2011	Bronze: P Goods Food
Gadoua MultiGo	Headspace Mktg.	Weston Bakeries	2011	Bronze: Off to a Good Start

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Moelleux Plus	Headspace Mktg.	Weston Bakeries	2006	Bronze: Off to a Good Start
Weather Network	Holmes and Lee	Weather Network	2001	Gold: Small Budget Silver: Services General
Easter Relay	i2i	Easter Seals	2002	Bronze: Events & Seasonal
Tylenol	JWT	J&J	2010	Bronze: PGoods Other
Philly - cooking	JWT	Kraft Canada	2010	Silver: P Goods Food
Mott's Clamato	JWT	Canada Dry Motts	2009	Silver: Best Insight
ParticiP ACTION	JWT	ParticiP ACTION	2009	Silver: Off to a Good Start Silver: Best Insight
Sick Kids	JWT Ethos	Sick Kids	2009	Gold: Sustained Success Silver: Not for Profit
Sick Kids	JWT Ethos	Sick Kids	2007	Silver: Events & Seasonal
Benylin	JWT	J&J	2007	Silver: Best Insight
Listerine	JWT	Pfizer Canada	2006	Gold: Sustained Success
Sick Kids	JWT Ethos	Sick Kids	2006	Silver: Not for Profit
Trident	JWT	Cadbury Adams	2006	Bronze: Best Launch
Baileys	JWT	Diageo	2006	Bronze: Sustained Success
Baileys	JWT	Diageo	2005	Silver: P Goods Beverages
Rolo Choc Cone	JWT	Nestlé	2005	Bronze: Off to a Good Start
Kit Kat	JWT	Nestlé	2004	Silver: P Goods Food Silver: Sustained Success
Aero	JWT	Nestlé	2003	Silver: P Goods Food
Listerine	JWT	Warner-Lambert	2002	Gold: P Goods Other
Philly Cheese	JWT	Kraft Canada	2002	Silver: Sustained Success
Kraft Dinner	JWT	Kraft Canada	2001	Silver: P Goods Food
Philly Cheese	JWT	Kraft Canada Ltd.	1997	Gold: P Goods Food Silver: Sustained Success
Listerine, Quebec	JWT	Warner Wellcome Canada Inc.	1995	Grand Prix Gold: P Goods Beverages
Pepsi-Cola, Québec	JWT Montreal/Toronto	Pepsi-Cola Canada Beverages	1993	Grand Prix Gold: P Goods Beverages
RiteRate.ca	JAN Kelley	RiteRate.ca	2006	Bronze: Small Budget
Cdn. Blood Serv.	JAN Kelley	Cdn. Blood Serv.	2003	Silver: Not for Profit
Mono Foam	Kelley Advtg	Tremco Ltd.	1995	Silver: Automotive & DIY
Outer Self	john st.	Moosehead	2011	Bronze: Events & Seasonal
Child Soldiers	john st.	War Child Canada	2010	Bronze: Not for Profit
Suzuki	john st.	Suzuki Canada	2010	Bronze: Events & Seasonal
Camp Okutta	john st.	War Child Canada	2009	Gold: Not for Profit Gold: Small Budget
Cashmere (E. Can)	john st.	Kruger Products	2009	Gold: Sustained Success
Nexium	john st.	AstraZeneca	2009	Gold: Prescription Pharma
Sponge Towels - E	john st.	Kruger Products	2009	Silver: P Goods Other
Tetley Tea	john st.	Tetley Canada	2009	Silver: P Goods Beverages
Gay Lea Butter	john st.	Gay Lea Foods	2007	Silver: Off to A Good Start
Sponge Towels EC	john st.	Kruger Products	2007	Silver: Off to A Good Start
Auto Trader	john st.	Trader Corporation	2007	Silver: Off to A Good Start
CashmereTissue	john st.	Kruger Products	2007	Gold: P Goods Other
Eterna Fujifilm	john st.	Fujifilm	2006	Gold: Business to Business Gold: Best Launch
Holiday Inn	john st.	Holiday Inn	2006	Silver: Events & Seasonal
Harvey's	john st.	Harvey's	2005	Gold: Retail
Moores	john st.	Moores	2005	Gold: Retail
K&G Stores	john st.	K&G Stores	2005	Bronze: Off to a Good Start

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Family Channel	john st.	Family Channel	2004	Gold: Services General
Cottonelle	john st.	Scott Paper	2004	Bronze: P Goods Other
Family Channel	john st.	Family Channel	2003	Silver: Off to a Good Start
Lay's	Juniper Park	Frito-Lay North America	2011	Silver: Canadian Success Outside Canada
Sunchips	Juniper Park	Frito-Lay North America	2010	Grand Prix Gold: P Goods Food Gold: Canadian Success Outside Canada
Frito-Lay: "Woman's World"	Juniper Park	Frito-Lay North America	2010	Gold: Canadian Success Outside Canada
Lay's: Happiness is Simple	Juniper Park	Frito-Lay North America	2010	Gold: Canadian Success Outside Canada
Frito Lay	Juniper Park	Frito-Lay North America	2009	Silver: Success o/s Cda.
Desjardins	LG2, Montreal	Desjardins	2009	Silver: Services Financial Silver: Best Integrated
Desjardins	LG2, Montreal	Desjardins	2004	Silver: Services Financial
Tourism New Brunswick	LG2, Montreal	Tourism New Brunswick	2001	Gold: Services General Gold: Regional Success. Silver: Sust. Success
o.b. tampons	Lowe Roche	J&J	2009	Gold: Best Insight Bronze: Success o/s Cda.
Penaten	Lowe Roche	J&J	2005	Bronze: P Goods Other
Designer Depot	Lowe Roche	Designer Depot	2005	Bronze: Events & Seasonal
Miller for Mayor	Lowe Roche	Miller for Mayor	2004	Silver: Events & Seasonal
Eggs	Roche Macaulay	Cdn. Egg (CEMA)	1999	Gold: P Goods Food
Outward Bound	Roche Macaulay	Outward Bound	1997	Silver: Not for Profit
The ROM	Roche	The ROM	1993	Gold: Not for Profit
Western Union	Lowe Scali	Western Union	1995	Gold: Services General
Labatt Ice	Lowe Scali	Labatt	1995	Gold: Best Launch
Purolator	Lowe Scali	Purolator	1995	Gold: Business to Business
Labatt's Kokanee	Scali	Labatt	1993	Gold: Sustained Success
Pourquoi Commencer	LXB	DSP de Montréal	2006	Gold: Best Insight
Dentyne Cinnamon	MacLaren McCann	Cadbury Adams	2005	Bronze: Best Launch
Motrin	MacLaren McCann	McNeil	2003	Silver: P Goods Other
becel Margarine	MacLaren McCann	Lipton	1999	Gold: Sustained Success
Molson Canadian	MacLaren McCann	Molson Breweries	1997	Gold: P Goods Beverages
Pontiac Sunfire	MacLaren McCann	General Motors	1997	Silver: Automotive & DIY
Oh Henry!	MacLaren Lintas	Hershey Canada	1995	Gold: P Goods Food
Heart and Stroke	MacLaren Lintas.	Heart and Stroke	1993	Silver: Not for Profit
Molson Canadian	MacLaren Lintas	Molson Breweries	1993	Gold: Sustained Success Silver: P Goods Beverages
Leucan	Marketel	Leucan	2005	Bronze: Not for Profit
Nautilus Plus	Marketel	Nautilus	2002	Silver: Regional Success Bronze: Retail
Burger King Qué	Marketel McCann	Burger King	1995	Gold: Retail
Cash For Life	Marshall Fenn	OLGC	2002	Bronze: Best Launch
Algoma University	McDonnell Haynes	Algoma University	2011	Bronze: Not for Profit
Emergency Rooms	Narrative Advocacy	Ontario MOHLTC	2011	Bronze: Gov't & Advocacy
Recycle Me.org	Narrative Advocacy	Trillium Network	2010	Gold: Events & Seasonal

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Québec: Loi 120	Natcom	RFMQ	1993	Silver: Gov't & Advocacy
Hellman's	Ogilvy	Unilever	2011	Grand Prix Gold: Sustained Success Gold: Best Integrated
Diamond Shreddies	Ogilvy	Kraft Canada	2009	Grand Prix Gold: P Goods Food Gold: Best Integrated
Dove	Ogilvy	Unilever Canada	2007	Grand Prix Gold: Cdn Contribution to Global or Multi-Country
Dove Beauty Bar	Ogilvy & Mather	Lever Pond's	1999	Silver: PG Personal Care
Dove Beauty Bar	Ogilvy & Mather	Lever Pond's	1997	Gold: PG Personal Care Gold: Sustained Success
Imperial Margarine	Ogilvy & Mather	Lipton Canada	1997	Silver: P Goods Food
Duracell	Ogilvy & Mather	Duracell	1995	Silver: P Goods Other
Workopolis.com	one company inc.	workopolis.com	2001	Silver: Best Launch
Sponge Towels PQ	Palm Arnold	Kruger Products	2007	Silver: Off to A Good Start
Budweiser Quebec	Palm Arnold	Labatt	2005	Gold: Sustained Success
Athens Olympics	Palm Arnold	VW	2005	Silver: Events & Seasonal
Québec Buckle Up	Palm Publicité.	SAAQ	1993	Gold: Gov't & Advocacy
BMG Record Club	Padulo	BMG Direct Ltd.	1995	Silver: Services General Silver: Best Launch
Stouffers Quick Casual Meals	Publicis	Nestlé	2006	Bronze: Off to a Good Start
Stouffers Bistro	Publicis	Nestlé	2005	Bronze: Best Launch
Run for the Cure	Publicis	CIBC	2005	Silver: Gov't & Advocacy
Wonder Plus	Round Table	Weston Bakeries	2007	Bronze: P Goods Food Bronze: Best Launch
Wonder Plus	Round Table	Weston Bakeries	2006	Silver: Off to a Good Start
toronto.com	Round Table	toronto.com	2003	Bronze: Que & Regional
toronto.com	Round Table	toronto.com	2002	Bronze: Off to a Good Start
Yaris	Saatchi and Saatchi	Toyota Canada	2006	Gold: Off to a Good Start
Corolla	Saatchi and Saatchi	Toyota Canada	2006	Bronze: Auto & DIY
Toyota Matrix	Saatchi and Saatchi	Toyota Canada	2003	Silver: Best Launch Bronze: Auto & DIY
Walt Disney World	Saatchi and Saatchi	Walt Disney	1997	Silver: Retail
SAQ Taste Tags	Sid Lee	SAQ	2011	Gold: Retail Gold: Best Launch
Videotron	Sid Lee	Videotron	2011	Silver: Services General
Montreal Tourism	Sid Lee	Tourisme Montreal	2011	Bronze: Events & Seasonal
Find Yourself	Target	Nfld & Labrador	2011	Silver: Gov't & Advocacy Silver: Recession
Fresh Air	Target	Nfld & Labrador	2010	Gold: Best Insight
Newfoundland	Target	NL Tourism	2007	Bronze: Govt & Advocacy
We're Gifferent	Target	Capital G Bank (Bermuda)	2007	Silver: Canadian Success Outside Canada
Cruisin' to Win	Target	Irving Oil Ltd	2005	Gold: Events & Seasonal
Crescendo	Target	McCain	2005	Gold: Off to a Good Start
Irving Coffee	Target	Irving Oil Ltd	2003	Silver: Off to a Good Start
Replace Furnace	Target	Irving Oil Ltd.	2002	Gold: Events & Seasonal
Sweet Potato Superfries	TAXI	McCain	2011	Bronze: P Goods Food Bronze: Best Launch

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Rickard's	TAXI	Rickard's	2011	Silver: Off to a Good Start
Aviva Insurance	TAXI	Aviva Canada	2010	Bronze: Best Insight
Get into MINI	TAXI	MINI Canada	2010	Silver: Events & Seasonal
MINI	TAXI	MINI Canada	2010	Gold: Sustained Success
Harlequin's Wish	TAXI	Harlequin Enterprises Ltd.	2010	Gold: Canadian Success Outside Canada
Koodo Mobile	TAXI	Koodo Mobile	2010	Gold: Best Launch
Koodo	TAXI	Koodo Mobile	2009	Bronze: Off to a Good Start
MINI Turbovision	TAXI	MINI Canada	2009	Gold: Best Integrated Silver: Auto & DIY
WestJet	TAXI	WestJet	2007	Bronze: Services General
Telus	TAXI	Telus	2007	Gold: Sustained Success
WestJet Owners	TAXI	WestJet	2006	Silver: Events & Seasonal Bronze: Best Insight
MINI	TAXI	MINI Canada	2006	Silver: Sustained Success
HEC Recruitment	TAXI	AAPO & HEC	2006	Bronze: Events & Seasonal
Rickard's	TAXI	Molson	2006	Bronze: Off to a Good Start
Jergens Ultra	TAXI	Kao	2005	Silver: Off to a Good Start
Short Film Festival	TAXI	Short Film Festival	2004	Silver: Sustained Success
MINI	TAXI	MINI Canada	2003	Silver: Best Launch
Viagra	TAXI	Pfizer Canada	2003	Gold: P Goods Other
Erectile Difficulties	TAXI	Pfizer Canada	2002	Gold: Gov't & Advocacy
Clearnet PCS	TAXI	Telus Mobility	2001	Gold: Services General Gold: Sustained Success
Clearnet MiKe	TAXI	Clearnet Communications	1999	Silver: Bus to Business Silver: Best Launch
Reactine	TAXI	Pfizer Canada	1999	Silver: PG Personal Care
Nissan SE-R	TBWA/Toronto	Nissan Canada	2011	Gold: Events & Seasonal
Nissan Gros Bon Sens	Tam Tam/TBWA	Nissan Canada	2010	Bronze: Auto & DIY
Temptations	TBWA/Toronto	Effem	2009	Bronze: Sustained Success
Vancity	TBWA/Vancouver	Vancity Cr. Union	2006	Silver: Services Financial
Whiskas	TBWA/Toronto	Effem	2005	Bronze: Off to a Good Start
Super 7 Lottery	TBWA/Vancouver	BC Lottery	2003	Silver: Quebec & Regional
Metro Toronto Zoo	Chiat/Day	Metro Toronto Zoo	1995	Gold: Small Budget
Canadian Airlines	Chiat/Day	Canadian Airlines	1993	Gold: Services General
Nissan	Chiat/Day	Nissan Canada Inc.	1993	Gold: Automotive
Blue Star	Vaughn Whelan	Labatt	1995	Gold: P Goods Beverages
Toyota Prairies	Venture	Toyota Prairie Dlrs	2009	Silver: Sustained Success
Because I am a Girl	Wunderkind	Plan Canada	2011	Not for Profit: Gold
Tree Foundation	Weaver, Tanner	Tree Foundation	1995	Silver: Not for Profit
Réno Dépôt	St-Jacques Vallée Young & Rubicam	Réno Dépôt	2011	Silver: Recession
Activia Yogurt	St-Jacques Vallée Young & Rubicam	Danone	2011	Gold: Sustained Success
Ford Groundswell	Y&R	Ford of Canada	2010	Bronze: Events & Seasonal
Activia Yogurt	St-Jacques Vallée Young & Rubicam	Danone	2007	Bronze: P Goods Food Bronze: Sustained Success
Activia Yogurt	St-Jacques Vallée Young & Rubicam	Danone	2006	Silver: Events & Seasonal
Activia Yogurt	St-Jacques Vallée Young & Rubicam	Danone	2005	Bronze: P Goods Food
Crown Diamond Paint	St-Jacques Vallée Young & Rubicam	SICO Inc.	2003	Bronze: Small Budget

Case	Agency	Client	Year	Award
Les Rôtisseries St-Hubert	St-Jacques Vallée Young & Rubicam	Les Rôtisseries St-Hubert Ltée	2001	Silver: Sustained Success
AGF Funds	Young & Rubicam	AGF Management	1999	Gold: Services Financial
Les Rôtisseries St-Hubert	St-Jacques Vallée Young & Rubicam	Les Rôtisseries St-Hubert Ltée	1999	Silver: Retail
PAX Wardrobes	Zig See also CP&B	IKEA	2010	Silver: Off to a Good Start
IKEA	Zig	IKEA	2006	Gold: Events & Seasonal
Molson Canadian	Zig	Molson	2006	Bronze: Off to a Good Start
Canada's Worst Driver	In-house	Discovery Channel	2006	Bronze: Events & Seasonal

1. For 93, 95, 97, 99 and 2001 there were just two levels of award—called Gold/Certificate through 99 and Gold/Silver in 2001. We have identified these as Gold/Silver above.
2. Starting in 2002, the Cassies added a third level called Certificate of Excellence; now called Bronze. Category names have changed to some extent over time, and we have used the latest names above e.g. Longer & Broader is now called Sustained Success..
3. Agency and Company names are in short form where necessary. Where the legal name is not especially well known, we have used the everyday name. Where agencies and companies have changed names we have grouped them as best we can according to their family tree.
4. Cases designated by 2009, 2010, 2011 etc reflect cases that were honoured at the Award Show in January of the stated year. The cases would have been submitted in the prior year.
5. Please contact Jani Yates at jyates@icacanada.ca if you see errors or omissions. (January 2011)

CASSIES WINNERS ALPHABETICALLY BY CLIENT: 1993 - 2011

(See the notes at the end of this Exhibit re: terminology.)

Case	Client	Agency	Year	Award
HEC Recruitment	AAPO & HEC	TAXI	2006	Bronze: Events & Seasonal
ABC Literacy	ABC CANADA	Harrod & Mirlin	1997	Silver: Not for Profit
AGF Funds	AGF Management	Young & Rubicam	1999	Gold: Services Financial
Barnes Exhibit	AGO	BCP	1995	Gold: Gov't & Advocacy
Algoma University	Algoma University	McDonnell Haynes	2011	Bronze: Not for Profit
Energie Drink	Astral Media	See Couche-Tard	2007	Gold: Best Integrated Silver: Best Launch
Nexium	AstraZeneca	john st.	2009	Gold: Prescription Pharma
Sola Nero Wine	Atlas Wines	Gee Jeffrey	2003	Bronze: Small Budget
Aviva Insurance	Aviva Canada	TAXI	2009	Bronze: Best Insight
BMO Quebec	Bank of Montreal	Cossette	2002	Gold: Services Financial Gold: Regional Success
iShares	Barclays Global Investors Canada	Bensimon•Byrne	2009	Silver: Financial Services Silver: Bus to Business
Yasmin	Bayer	DDB Canada	2009	Gold: Off to a Good Start Gold: Prescription Pharma
Super 7 Lottery	BC Lottery	TBWA\Vancover	2003	Silver: Quebec & Regional
Bell Canada	Bell Canada	Cossette	1995	Silver: Services General
Big Brothers	Big Brothers Vanc	Glennie Stamnes	1999	Gold: Not for Profit
BMG Record Club	BMG Direct Ltd.	Padulo	1995	Silver: Services General Silver: Best Launch
Buckley's	W. K. Buckley	Bensimon•Byrne	1997	Silver: PG Personal Care Silver: Sustained Success
Burger King	Burger King	DMB&B	1995	Silver: Retail Silver: Sustained Success
Burger King Qué	Burger King	Marketel McCann	1995	Gold: Retail
Trident	Cadbury Adams	JWT	2006	Bronze: Best Launch
Dentyne Cinnamon	Cadbury Adams	MacLaren McCann	2005	Bronze: Best Launch
Mr. Big	Cadbury	Burnett	1997	Silver: P Goods Food Silver: Most Innovative
Crispy Crunch	Neilson-Cadbury	Burnett	1993	Gold: P Goods Food
Campbell's Soup	Campbell Soup	BDDO Canada	2002	Bronze: P Goods Food
Mott's Clamato	Canada Dry Motts	JWT	2009	Silver: Best Insight
Canadian Airlines	Canadian Airlines	Chiat/Day	1993	Gold: Services General
Cdn. Blood Serv.	Cdn. Blood Serv.	JAN Kelley Advtg.	2003	Silver: Not for Profit
Locals Know	Canadian Tourism Commission	DDB Canada	2011	Silver: Events & Seasonal
Vespa S	Canadian Scooter Corp.	Dentsu	2009	Gold: Best Media Silver: Auto & DIY
We're Gifferent	Capital G Bank (Bermuda)	Target	2007	Silver: Canadian Success Outside Canada
Eggs	CEMA (Eggs)	Roche Macaulay	1999	Gold: P Goods Food
CFL	CFL	Bensimon•Byrne	2002	Silver: Small Budget
Run for the Cure	CIBC	Publicis	2005	Silver: Gov't & Advocacy
i-wireless	Cincinnati Bell	Gee Jeffrey	2001	Silver: Services General
Zumanity	Cirque du Soleil	Diesel	2004	Gold: Best Launch Silver: Import/Export
Clarica	Clarica	Ammirati Puris	2001	Gold: Services Financial
Brita	Clorox	DDB Canada	2007	Gold: P Goods Other Gold: Best Insight

Case	Client	Agency	Year	Award
Pine-Sol	Clorox	Palmer Jarvis DDB	2002	Silver: P Goods Other
Club Med	Club Med	BCP	1995	Silver: Retail
Five Alive	Coca-Cola	Burnett	2006	Silver: Sustained Success
Five Alive	Coca-Cola	Burnett	2002	Silver: P Goods Beverages
Covad VoIP	Covad	Gee Jeffrey	2006	Bronze: Events & Seasonal
Energie Drink	Couche-Tard Inc.	See Astral Media	2007	Gold: Best Integrated Silver: Best Launch
Milk Campaign	Couche-Tard Inc.	Bos	2006	Silver: Retail
Sloche	Couche-Tard Inc.	Bos	2002	Gold: B Launch. Silver: Retail
Dodge SX 2.0	DaimlerChrysler	BBDO	2003	Silver: Automotive & DIY
Chrysler NS Minivan	Chrysler Canada	BBDO	1997	Grand Prix Gold: Automotive & DIY Gold: Best Launch
Milk 5 secs	Dairy Farmers Can	Due North	2009	Gold: Off to a Good Start Gold: Best use of Media
Butter	Dairy Farmers Can	Cossette	2005	Gold: Off to a Good Start
Activia Yogurt	Danone	St-Jacques Vallée Young & Rubicam	2011	Gold: Sustained Success
Activia Yogurt	Danone	St-Jacques Vallée Young & Rubicam	2007	Bronze: P Goods Food Bronze: Sustained Success
Activia Yogurt	Danone	”	2006	Silver: Events & Seasonal
Activia Yogurt	Danone	”	2005	Bronze: P Goods Food
Reversa	Dermtek Pharma	Cossette	2007	Gold: Off to a Good Start Silver: Best Integrated
Designer Depot	Designer Depot	Lowé Roche	2005	Bronze: Events & Seasonal
Desjardins	Desjardins	LG2, Montreal	2009	Silver: Services Financial Silver: Best Integrated
Desjardins	Desjardins	LG2, Montreal	2004	Silver: Services Financial
Baileys	Diageo	JWT	2006	Bronze: Sustained Success
Baileys	Diageo	JWT	2005	Silver: P Goods Beverages
Canada's Worst Driver	Discovery Channel	In-house	2006	Bronze: Events & Seasonal
Pourquoi Commencer	DSP de Montréal	LXB	2006	Gold: Best Insight
Duracell	Duracell	Ogilvy & Mather	1995	Silver: P Goods Other
Easter Relay	Easter Seals	i2i	2002	Bronze: Events & Seasonal
Temptations	Effem	TBWA\Toronto	2009	Bronze: Sustained Success
Whiskas	Effem	TBWA\Toronto	2005	Bronze: Off to a Good Start
Twix	Effem	Grey	2005	Bronze: Off to a Good Start
Energizer Lithium	Energizer	DDB Canada	2005	Bronze: Off to a Good Start
Ethical Funds	Ethical Funds Inc.	Glennie Stammes	1999	Silver: Services Financial
Familiprix	Familiprix	Alfred	2005	Gold: Sustained Success
Familiprix	Familiprix	Bos	2003	Grand Prix Gold: Off to a Good Start
Family Channel	Family Channel	john st.	2004	Gold: Services General
Family Channel	Family Channel	john st.	2003	Silver: Off to a Good Start
Ford Groundswell	Ford of Canada	Y&R	2009	Bronze: Events & Seasonal
Lay's	Frito-Lay North America	Juniper Park	2011	Silver: Canadian Success Outside Canada
Sunchips	Frito-Lay North America	Juniper Park	2009	Grand Prix Gold: P Goods Food Gold: Canadian Success Outside Canada

Case	Client	Agency	Year	Award
Frito-Lay: "Woman's World"	Frito-Lay North America	Juniper Park	2009	Gold: Canadian Success Outside Canada
Lay's: Happiness is Simple	Frito-Lay North America	Juniper Park	2009	Gold: Canadian Success Outside Canada
Doritos Guru	Frito Lay Canada	BBDO/Proximity	2009	Gold: Events & Seasonal Gold: Best Launch
Frito Lay	Frito Lay	Juniper Park	2009	Silver: Cdn success o/s Can.
Lay's Potato Chips	Frito-Lay	BBDO	1999	Silver: P Goods Food
Eterna Fujifilm	Fujifilm	john st.	2006	Gold: Business to Business Gold: Best Launch
Gay Lea Spreadable Butter	Gay Lea Foods	john st.	2007	Silver: Off to A Good Start
Gaz Metro	Gaz Metro	Diesel	2004	Silver: Off to a Good Start Silver: Best Insight
Gee Beauty	Gee Beauty	GJP Advertising	2009	Silver: Retail Silver: Best Integrated
Pillsbury Cookies	General Mills	Cossette	2009	Bronze: Off to a Good Start
Pontiac Sunfire	General Motors	MacLaren McCann	1997	Silver: Automotive & DIY
GGRP	GGRP Sound	Grey	2011	Silver: Small Budget
Goodwill	Goodwill	FCB Canada	1997	Gold: Not for Profit
Goodwill	Goodwill	FCB Canada	1995	Silver: Not for Profit
Grolsch	Grolsch Int'l	Doug Agency	2006	Bronze: Off to a Good Start
Harlequin's Wish	Harlequin Enterprises Ltd.	TAXI	2009	Gold: Canadian Success Outside Canada
Harvey's	Harvey's	john st.	2005	Gold: Retail
Heart and Stroke	Heart and Stroke	MacLaren Lintas	1993	Silver: Not for Profit
Oh Henry!	Hershey Canada	MacLaren Lintas	1995	Gold: P Goods Food
Holiday Inn	Holiday Inn	john st.	2006	Silver: Events & Seasonal
Civic Success	Honda Dealers PQ	Bos	2007	Silver: Sustained Success Bronze: Automotive & DIY
Hydro Québec	Hydro Québec	Cossette	1993	Silver: Services General
Hyundai – Smart is in	Hyundai	Bensimon•Byrne	2011	Silver: Automotive & DIY Silver: Sustained Success
Hyundai - Smart	Hyundai	Bensimon•Byrne	2009	Bronze: Recession
Bait Cars	ICBC	DDB	2005	Bronze: Sustained Success
Bait Cars	ICBC	Palmer Jarvis DDB	2003	Gold: Off to a Good Start
PAX Wardrobes	IKEA	Zig	2009	Silver: Off to a Good Start
Ikea	Ikea	Zig	2006	Gold: Events & Seasonal
Ikea	IKEA	Cossette	1993	Silver.: Retail
Cruisin' to Win	Irving Oil Ltd	Target	2005	Gold: Events & Seasonal
Irving Coffee	Irving Oil Ltd	Target	2003	Silver: Off to a Good Start
Time to Replace Your Furnace	Irving Oil Ltd.	Target	2002	Gold: Events & Seasonal
Tylenol	Johnson & Johnson	JWT	2009	Bronze: PGoods Other
o.b. tampons	Johnson & Johnson	Lowe Roche	2009	Gold: Best Insight Bronze: Cdn Success o/s Can.
Benylin	Johnson & Johnson	JWT	2007	Silver: Best Insight
Penaten	Johnson & Johnson	Lowe Roche	2005	Bronze: P Goods Other
Jergens Ultra	Kao	TAXI	2005	Silver: Off to a Good Start
All Bran Buds	Kellogg's	Burnett	2005	Silver: Off to a Good Start
Eggo French Toast	Kellogg's	Burnett	2005	Bronze: Off to a Good Start
K&G Stores	K&G Stores	john st.	2005	Bronze: Off to a Good Start

Case	Client	Agency	Year	Award
Koodo Mobile	Koodo Mobile	TAXI	2009	Gold: Best Launch
Koodo	Koodo Mobile	TAXI	2009	Bronze: Off to a Good Start
Philly - cooking	Kraft Canada	JWT	2009	Silver: P Goods Food
Diamond Shreddies	Kraft Canada	Ogilvy	2009	Grand Prix Gold: PG Food Gold: Best Integrated
Philly Cheese	Kraft Canada	JWT	2002	Silver: Sustained Success
Kraft Dinner	Kraft Canada	JWT	2001	Silver: P Goods Food
Philly Cheese	Kraft Canada	JWT	1997	Gold: P Goods Food Silver: Sustained Success
Cashmere (E. Can)	Kruger Products	john st.	2009	Gold: Sustained Success
Sponge Towels - E	Kruger Products	john st.	2009	Silver: P Goods Other
Sponge Towels EC	Kruger Products	john st.	2007	Silver: Off to A Good Start
Sponge Towels PQ	Kruger Products	Palm Arnold	2007	Silver: Off to A Good Start
CashmereTissue	Kruger Products	john st.	2007	Gold: P Goods Other
Budweiser Quebec	Labatt	Palm Arnold	2005	Gold: Sustained Success
Keith's Pale Ale	Labatt	Downtown Partners	2005	Silver: P Goods Beverages
VodKice	Labatt	Epoxy	2003	Bronze: Best Launch
Bud Light	Labatt	Dtown Ptners DDB	2002	Silver: P Goods Beverages
Labatt Bleue	Labatt	BBDO Montréal	2002	Silver: Events & Seasonal
Budweiser	Labatt	FCB (as Bozell)	1997	Silver: P Goods Beverages
Labatt Ice	Labatt	Lowe Scali	1995	Gold: Best Launch
Blue Star	Labatt	Vaughn Whelan	1995	Gold: P Goods Beverages
Labatt's Kokanee	Labatt	Scali	1993	Gold: Sustained Success
La Parisienne	Lavo Inc.	Allard Johnson	2007	Bronze: Off to a Good Start
Leucan	Leucan	Marketel	2005	Bronze: Not for Profit
Lexus RX 350	Lexus Canada	Dentsu	2009	Bronze: Off to a Good Start
President's Choice	Loblaw	Bensimon•Byrne	2009	Silver: Retail
Froster Bloody Zit	Mac's Milk	Bos	2006	Silver: P Goods Beverages
MTS	Manitoba Telecom	Cossette Vancouver	2003	Silver: Sustained Success
MTS	Manitoba Telecom	Cossette Vancouver	2001	Silver: Regional Success
Sweet Potato Superfries	McCain	TAXI	2011	Bronze: P Goods Food Bronze: Best Launch
Crescendo	McCain	Target	2005	Gold: Off to a Good Start
McDonald's Mornings	McDonald's	Cossette	2009	Silver: Off to a Good Start
Motrin	McNeil	MacLaren McCann	2003	Silver: P Goods Other
Metro Toronto Zoo	Metro Toronto Zoo	Chiat/Day	1995	Gold: Small Budget
Metro Works	Metro Works	Axmith	1995	Silver: Gov't & Advocacy
Fido	Microcell	Bos	1999	Gold: Services General Gold: Best Launch
Miller for Mayor	Miller for Mayor	Lowe Roche	2004	Silver: Events & Seasonal
Get into MINI	MINI Canada	TAXI	2009	Silver: Events & Seasonal
MINI	MINI Canada	TAXI	2009	Gold: Sustained Success
MINI Turbovision	MINI Canada	TAXI	2009	Gold: Best Integrated Silver: Auto & DIY
MINI	MINI Canada	TAXI	2006	Silver: Sustained Success
MINI	MINI Canada	TAXI	2003	Silver: Best Launch
Molson 67	Molson Coors	CP&B	2011	Gold: Off to a Good Start
Coors Light	Molson Coors	DraftFCB	2007	Silver: Sustained Success
Rickard's	Molson	TAXI	2006	Bronze: Off to a Good Start
Molson Canadian	Molson	ZIG	2006	Bronze: Off to a Good Start

Case	Client	Agency	Year	Award
Bubba	Molson	Bensimon•Byrne	2003	Gold: Best Integrated Silver: Best Launch
Molson Canadian	Molson	Bensimon•Byrne	2001	Grand Prix. Gold: P Goods Bev. Gold: Most Innovative
Molson Canadian	Molson	MacLaren Lintas	1997	Gold: P Goods Beverages
Molson Canadian	Molson	MacLaren Lintas	1993	Gold: Sustained Success Silver: P Goods Beverages
Monster.ca	Monster.ca	Bos, Provokat	2006	Gold: Best Insight Silver: Off to a Good Start
Moores	Moores	john st.	2005	Gold: Retail
Outer Self	Moosehead	john st.	2011	Bronze: Events & Seasonal
Nautilus Plus	Nautilus	Marketel	2002	Silver: Reg Suc. Bronze: Retail
Stouffers QC Meals	Nestlé	Publicis	2006	Bronze: Off to a Good Start
Stouffers Bistro	Nestlé	Publicis	2005	Bronze: Best Launch
Rolo Choc Cone	Nestlé	JWT	2005	Bronze: Off to a Good Start
Kit Kat	Nestlé	JWT	2004	Silver: P Goods Food Silver: Sustained Success
Aero	Nestlé	JWT	2003	Silver: P Goods Food
Find Yourself	Nfld & Labrador	Target	2011	Silver: Gov't & Advocacy Silver: Recession
Fresh Air	Nfld & Labrador	Target	2009	Gold: Best Insight
Newfoundland	Nfld & Labrador	Target	2007	Bronze: Govt & Advocacy
Nissan SE-R	Nissan Canada	TBWA\Toronto	2011	Gold: Events & Seasonal
Nissan Gros Bon Sens	Nissan Canada	Tam Tam\TBWA	2009	Bronze: Auto & DIY
Nissan	Nissan Canada	Chiat/Day	1993	Gold: Automotive
Emergency Rooms	Ontario MOHLTC	Narrative Advocacy	2011	Bronze: Gov't & Advocacy
Colon Cancer	Ont. Min. of Health	BBDO	2009	Silver: Events & Seasonal
Stupid - Smoking	Ont. Min of Health	Bensimon•Byrne	2006	Gold: Gov't & Advocacy Gold: Best Integrated
Ned Buckle	Ontario Lottery	Bensimon•Byrne	2006	Silver: Off to a Good Start
Stupid - Smoking	Ont. Min of Health	Bensimon•Byrne	2005	Gold: Off to a Good Start
Elections Ontario	Elections Ontario	DDB Canada	2004	Bronze: Events & Seasonal
ProLine	Ontario Lottery	Bensimon•Byrne	2003	Gold: Services General
ProLine	Ontario Lottery	Bensimon•Byrne	2002	Gold: Off to a Good Start
Cash For Life	Ontario Lottery	Marshall Fenn	2002	Bronze: Best Launch
Outward Bound	Outward Bound	Roche Macaulay	1997	Silver: Not for Profit
Oxfam Canada	Oxfam Canada	Gee Jeffery	1995	Gold: Not for Profit
ParticiPACTION	ParticiPACTION	JWT	2009	Silver: Off to a Good Start Silver: Best Insight
Diet Pepsi	Pepsi-QTG	BBDO	2007	Gold: Sustained Success
Gatorade	Pepsico	Downtown Partners	2006	Gold: P Goods Beverages
Pepsi Québec	Pepsi Cola	BBDO Montréal	2005	Bronze: Regional Success
Diet Pepsi	Pepsi-Cola	BBDO	2002	Grand Prix. Gold: P Goods Beverages; Sus Success
Pepsi Québec	Pepsi-Cola	JWT Montreal & Toronto	1993	Grand Prix Gold: P Goods Beverages
Listerine	Pfizer Canada	JWT	2006	Gold: Sustained Success
Viagra	Pfizer Canada	TAXI	2003	Gold: P Goods Other
Erectile Difficulties	Pfizer Canada	TAXI	2002	Gold: Gov't & Advocacy
Reactine	Pfizer Canada	TAXI	1999	Silver: PG Personal Care
Listerine	Warner Lambert	JWT	2002	Gold: P Goods Other

Case	Client	Agency	Year	Award
Listerine, Quebec	Warner Wellcome	JWT	1995	Grand Prix Gold: P Goods Beverages
Certs Minis	Warner Lambert.	Bates	1993	Gold: Best Launch Silver: P Goods Food
Because I am a Girl	Plan Canada	Wunderkind	2011	Not for Profit: Gold
Polaroid	Polaroid Canada	BBDO	1995	Silver: Consumer Durables
Never Stop. Milk.	Prairie Milk	Cossette West	2009	Silver: Sustained Success
Never Stop. Milk.	Prairie Milk	Cossette West	2009	Silver: Best Insight
Chocolate Milk	Prairie Milk	Cossette West	2007	Bronze: Events & Seasonal
Never Stop. Milk.	Prairie Milk	Cossette West	2007	Silver: P Goods Beverages Bronze: Sustained Success
Prairie Milk	Prairie Milk	Cossette West	2004	Bronze: Off to a Good Start
Gain Detergent	Procter & Gamble	Burnett	2009	Gold: Sustained Success
Always	Procter & Gamble.	DMB&B	1993	Silver: Sustained Success
Tackle Hunger	Purolator	GEM Group	2006	Bronze: Serv Gen; Small Bud.
Purolator	Purolator	Lowe SMS	1995	Gold: Business to Business
Quebec 6/49	Quebec 6/49	Diesel	2005	Silver: Services General
Fromages d'ici	Quebec Milk	Cossette	2009	Gold: Best Integrated Silver: Off to a Good Start
Fromages d'ici	Quebec Milk	Cossette	2007	Bronze: Best Integrated
Lait au Chocolat	Quebec Milk	BBDO Montréal	2006	Grand Prix. Gold: Off to a Good Start; Small Budget
Milk Quebec	Quebec Milk	BBDO Montréal	2005	Bronze: Regional Success
Milk Quebec	Quebec Milk	BBDO Montréal	2004	Bronze: Off to a Good Start
James Ready	James Ready	Burnett	2009	Gold: Events & Seasonal Gold: Small Budget
Réno Dépôt	Réno Dépôt	St-Jacques Vallée Young & Rubicam	2011	Silver: Recession
Réno Dépôt	Réno Dépôt	Diesel	2004	Silver: Retail
Québec: La Loi 120	RFMQ	Natcom	1993	Silver: Gov't & Advocacy
Richmond Savings	Richmond Savings	Palmer Jarvis	1997	Gold: Services Financial
Rickard's	Rickard's	TAXI	2011	Silver: Off to a Good Start
RiteRate.ca	RiteRate.ca	JAN Kelley	2006	Bronze: Small Budget
The ROM	ROM	Roche	1993	Gold: Not for Profit
St Hubert	Les Rôtisseries St- Hubert Ltée	Bos	2009	Silver: Retail
St-Hubert	Les Rôtisseries St- Hubert Ltée	St-Jacques Vallée Young & Rubicam	2001	Silver: Sustained Success
St-Hubert	Les Rôtisseries St- Hubert Ltée	St-Jacques Vallée Young & Rubicam	1999	Silver: Retail
RBC Avion Card	RBC Financial	BBDO	2007	Silver: Services Financial
Royal Bank	Royal Bank	BBDO	2006	Bronze: Serv Fin; Best Int
SAAQ	SAAQ	Amalgame	2007	Gold: Events & Seasonal
Vitesse 2001	SAAQ	Amalgame-Cargo	2002	Silver: Gov't & Advocacy
Québec Buckle Up	SAAQ	Palm Publicité.	1993	Gold: Gov't & Advocacy
SAQ Taste Tags	SAQ	Sid Lee	2011	Gold: Retail Gold: Best Launch
Coricidin II	Schering	Cossette	2005	Bronze: P Goods Other
Claritin	Schering	Cossette	1993	Gold: PG Personal Care
Scotiabank '2 nd Opinion'	Scotiabank	Bensimon•Byrne	2009	Bronze: Services Financial Bronze: Sustained Success
Scotiabank 'Richer'	Scotiabank	Bensimon•Byrne	2009	Silver: Sustained Success

Case	Client	Agency	Year	Award
Scotiabank	Scotiabank	Bensimon•Byrne	2006	Silver: Serv Fin; Best Int
Scotiabank	Scotiabank	Bensimon•Byrne	2002	Silver: Services Financial
Cottonelle	Scott Paper.	john st	2004	Bronze: P Goods Other
Short Film Festival	Short Film Festival	TAXI	2004	Silver: Sustained Success
Sick Kids	Sick Kids	JWT Ethos	2009	Gold: Sustained Success Silver: Not for Profit
Sick Kids	Sick Kids	JWT Ethos	2007	Silver: Events & Seasonal
Sick Kids	Sick Kids	JWT Ethos	2006	Silver: Not for Profit
Crown Diamond	SICO Inc.	SJVYR	2003	Bronze: Small Budget
Sleeman Quebec	Sleeman	Diesel Marketing	2002	Gold: P Goods Beverages
Subaru Outback	Subaru Canada	DDB Canada	2011	Bronze: Off to a Good Start
Subaru Impreza	Subaru Canada	DDB Canada	2009	Gold: Auto & DIY Gold: Best Integrated
Subaru Forester	Subaru Canada	DDB Canada	2009	Bronze: Auto & DIY
Sunkist Oranges	Sunkist	Bates	1995	Silver: P Goods Food
Sunnybrook	Sunnybrook	Dentsu	2011	Gold: Not For Profit Bronze: Best Insight
Suzuki	Suzuki Canada	john st.	2009	Bronze: Events & Seasonal
Touchdown Sticks	Syngenta Canada	Bos	2009	Silver: bus to Business Silver: Best Use of Media
Telus	Telus	TAXI	2007	Gold: Sustained Success
Cleartnet PCS	Telus	TAXI	2001	Gold: Serv Gen & Sus Success
Cleartnet MiKe	Cleartnet	TAXI	1999	Silver: B2B and Best Launch
Tetley Tea	Tetley Canada	john st.	2009	Silver: P Goods Beverages
toronto.com	toronto.com	Round Table	2003	Bronze: Que & Regional
toronto.com	toronto.com	Round Table	2002	Bronze: Off to a Good Start
TD Canada Trust	TD Canada Trust	DraftFCB	2007	Bronze: Sustained Success
Montreal Tourism	Tourisme Montreal	Sid Lee	2011	Bronze: Events & Seasonal
Tourism New Brunswick	Tourism New Brunswick	LG2, Montreal	2001	Gold: Serv Gen & Reg Success Silver: Sustained Success
Toyota Prairie Trucks	Toyota Prairie Dealers	Venture Communications	2009	Silver: Sustained Success
Lexus "h" Hybrid	Toyota Canada	Dentsu	2009	Silver: Auto & DIY Silver: Sustained Success
Toyota Corolla	Toyota Canada	Dentsu	2009	Bronze: Off to a Good Start
Toyota Highlander	Toyota Canada	Dentsu	2009	Silver: Off to a Good Start Silver: Best Use of Media
Toyota Tundra	Toyota Canada	Dentsu	2009	Gold: Auto and DIY
Lexus LS Moments	Toyota Canada	Dentsu	2007	Bronze: Best Insight
Lexus LS 460	Toyota Canada	Dentsu	2007	Bronze: Off to a Good Start
Yaris	Toyota Canada	Saatchi and Saatchi	2006	Gold: Off to a Good Start
Toyota Tacoma	Toyota Canada	Dentsu	2006	Bronze: Auto & DIY
Corolla	Toyota Canada	Saatchi and Saatchi	2006	Bronze: Auto & DIY
Toyota Tacoma	Toyota Canada	Dentsu	2005	Bronze: Off to a Good Start
Toyota Sienna	Toyota Canada	Dentsu	2004	Bronze: Auto and DIY
Toyota Matrix	Toyota Canada	Saatchi and Saatchi	2003	Silver: B Launch; Bronze: Auto
Trade Freedom	Trade Freedom	Gee Jeffrey	2006	Bronze: Off to a Good Start
Auto Trader	Trader Corporation	john st.	2007	Silver: Off to A Good Start
Tree Foundation	Tree Foundation	Weaver, Tanner	1995	Silver: Not for Profit
Mono Foam	Tremco Ltd.	Kelley Advtg	1995	Silver: Automotive & DIY
Recycle Me.org	Trillium Network	Narrative Advocacy	2009	Gold: Events & Seasonal
Source Yogurt	Ultima Foods	Bos	2003	Bronze: Best Launch

Case	Client	Agency	Year	Award
Hellman's	Unilever	Ogilvy	2011	Grand Prix Gold: Sustained Success Gold: Best Integrated
Knorr "Salty"	Unilever	DDB Canada	2011	Gold: Off to a Good Start Gold: Best Integrated
Knorr Soup	Unilever	DDB Canada	2009	Bronze: P Goods Food
Becel 'Heart Truth'	Unilever	Capital C	2009	Bronze: Events & Seasonsl
Dove	Unilever	Ogilvy	2007	Grand Prix Gold: Canadian Contribution to Global or Multi-Country
Lipton Sidekicks	Unilever	Ammirati Puris	2002	Bronze: P Goods Food
Lipton C. Noodle	Unilever	Ammirati Puris	2001	Gold: P Goods Food
Sunlight Laundry	Unilever	Ammirati Puris	2001	Silver: Sustained Success
Sunlight Laundry	Unilever	Ammirati Puris	1999	Grand Prix Gold: P Goods Other
becel Margarine	Unilever	MacLaren McCann	1999	Gold: Sustained Success
Dove Beauty Bar	Unilever	Ogilvy & Mather	1999	Silver: PG Personal Care
Dove Beauty Bar	Unilever	Ogilvy & Mather	1997	Gold: PG Personal care Gold: Sustained Success
Imperial Margarine	Unilever	Ogilvy & Mather	1997	Silver: P Goods Food
United Way (Tor.)	United Way (Tor.)	Arnold Worldwide	2005	Gold: NFP/Sustained Success
United Way (Tor.)	United Way (Tor.)	Arnold Worldwide	2003	Silver: Not for Profit
U de Montréal	U de Montréal	Cossette	2003	Silver: Not for Profit: Silver: Sustained Success
Vancity	Vancity Cr. Union	TBWA/Vancouver	2006	Silver: Services Financial
Vex	Vincor	GJP Advertising	2007	Bronze: Sustained Success
Naked Grape	Vincor	Bos	2006	Bronze: Off to a Good Start
Videotron	Videotron	Sid Le	2011	Silver: Services General
Athens Olympics	Volkswagen	Palm Arnold	2005	Silver: Events & Seasonal
Walt Disney World	Walt Disney	Saatchi and Saatchi	1997	Silver: Retail
Child Soldiers	War Child Canada	john st.	2009	Bronze: Not for Profit
Camp Okutta	War Child Canada	john st.	2009	Gold: Not for Profit Gold: Small Budget
Weather Network	Weather Network	Holmes and Lee	2001	Gold: Small Budget Silver: Services General
Western Union	Western Union	Lowe Scali	1995	Gold: Services General
WestJet	WestJet	TAXI	2007	Bronze: Services General
WestJet Owners	WestJet	TAXI	2006	Silver: Events & Seasonal Bronze: Best Insight
Gadoua Moelleux	Weston Bakeries	Headspace Mktg.	2011	Bronze: P Goods Food
Gadoua MultiGo	Weston Bakeries	Headspace Mktg.	2011	Bronze: Off to a Good Start
Wonder Plus	Weston Bakeries	Round Table	2007	Bronze: P Goods Food Bronze: Best Launch
Wonder Plus	Weston Bakeries	Round Table	2006	Silver: Off to a Good Start
Moelleux Plus	Weston Bakeries	Headspace Mktg.	2006	Bronze: Off to a Good Start
Wonderbread	Weston Bakeries	Bensimon.-Byrne	1999	Gold: P Goods Food
Workopolis.com	workopolis.com	Due North	2006	Bronze: Events & Seasonal
workopolis.com	workopolis.com	one company inc.	2001	Silver: Best Launch
Juicy Fruit	Wrigley	BBDO	2005	Silver: Sustained Success
Hubba Bubba	Wrigley	Burnett	2005	Bronze: P Goods Food
WWF Canada	WWF Canada	Draft FCB	2007	Silver: Not for Profit