

WINNERS ALPHABETICALLY BY AGENCY: CASSIES 1993 – CASSIES 2012

(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: Packaged Goods Food
Lipton Chicken Noodle	Ammirati Puris	Unilever Canada	2001	Gold: Packaged 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: Packaged Goods Other
United Way (Tor.)	Arnold Worldwide	United Way (Tor.)	2005	Gold: Not For Profit/Sustained Success
United Way (Tor.)	Arnold Worldwide	United Way (Tor.)	2003	Silver: Not for Profit
Metro Works	Axmith	Metro Works	1995	Silver: Government & Advocacy
Sunkist Oranges	Bates	Sunkist	1995	Silver: Packaged Goods Food
Certs Minis	Bates	Warner Lambert	1993	Gold: Best Launch Silver: Packaged Goods Food
Colon Cancer	BBDO	Ontario Ministry of Health & Longterm Care	2009	Silver: Events & Seasonal
RBC Avion Card	BBDO	RBC Financial	2007	Silver: Services Financial
Diet Pepsi	BBDO	Pepsi-QTG	2007	Gold: Sustained Success
Royal Bank	BBDO	Royal Bank	2006	Bronze: Services Financial Bronze: Best Integrated
Juicy Fruit	BBDO	Wrigley	2005	Silver: Sustained Success
Dodge SX 2.0	BBDO	DaimlerChrysler	2003	Silver: Automotive & DIY
Diet Pepsi	BBDO	Pepsi-Cola	2002	Grand Prix Gold: Packaged Goods Beverages Gold: Sustained Success
Lay's Potato Chips	BBDO	Frito-Lay	1999	Silver: Packaged 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

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Lait au Chocolat	BBDO Montréal	Quebec Milk	2006	Grand Prix Gold: Off to a Good Start Gold: Small Budget
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
Labatt Bleue	BBDO Montréal	Labatt	2002	Silver: Events & Seasonal
Doritos Guru	BBDO/Proximity	Frito Lay Canada	2010	Gold: Events & Seasonal Gold: Best Launch
Barnes Exhibit	BCP	AGO	1995	Gold: Governmentt & Advocacy
Club Med	BCP	Club Med	1995	Silver: Retail
Campbell's Soup	BDDO Canada	Campbell Soup	2002	Bronze: Packaged Goods Food
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: Business to Business
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	Ontario Ministry of Health & Longterm Care	2006	Gold: Government & 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	Ontario Ministry of Health & Longterm Care	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	Canadian Football League	2002	Silver: Small Budget

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Molson Canadian	Bensimon•Byrne	Molson Canada	2001	Grand Prix Gold: Packaged Goods Beverages Gold: Most Innovative
Wonderbread	Bensimon•Byrne	Weston Bakeries	1999	Gold: Packaged Goods Food
Buckley's	Bensimon•Byrne	W. K. Buckley	1997	Silver: Packaged Goods Personal Care Silver: Sustained Success
St Hubert	Bos	St Hubert	2009	Silver: Retail
Touchdown Sticks	Bos	Syngenta Canada	2009	Silver: Business to Business Silver: Best Use of Media
Civic Success	Bos	Honda Dealers PQ	2007	Silver: Sustained Success Bronze: Automotive
Milk Campaign	Bos	Couche-Tard Inc.	2006	Silver: Retail
Froster Bloody Zit	Bos	Mac's Milk	2006	Silver: Packaged 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
Monster.ca	Bos, Provokat	Monster.ca	2006	Gold: Best Insight Silver: Off to a Good Start
Becel Heart Truth	Capital C	Unilever	2009	Bronze: Events & Seasonal
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
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
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
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

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Coricidin II	Cossette	Schering	2005	Bronze: Packaged Goods Other
U de Montréal	Cossette	U de Montréal	2003	Silver: Not for Profit: Silver: Sustained Success
BMO Quebec	Cossette	Bank of Montreal	2002	Gold: Services Financial & Regional Success
Claritin	Cossette	Schering Canada	1997	Silver Packaged Goods Personal Care
Bell Canada	Cossette	Bell Canada	1995	Silver: Services General
Claritin	Cossette	Schering Canada	1993	Gold: Packaged Goods Personal Care
Ikea	Cossette	Ikea	1993	Silver: Retail
Hydro Québec	Cossette	Hydro Québec	1993	Silver: Services General
MTS	Cossette Vancouver	Manitoba Telecom	2003	Silver: Sustained Success
MTS	Cossette Vancouver	Manitoba Telecom	2001	Silver: Regional Success
Never Stop. Milk.	Cossette West	Prairie Milk	2010	Silver: Sustained Success
Never Stop. Milk.	Cossette West	Prairie Milk	2009	Silver: Best Insight
Chocolate Milk	Cossette West	Prairie Milk	2007	Bronze: Events & Seasonal Bronze: Sustained Success
Never Stop. Milk.	Cossette West	Prairie Milk	2007	Silver: Packaged Goods Beverages
Prairie Milk	Cossette West	Prairie Milk	2004	Bronze: Off to a Good Start
Molson Canadian 67	CP+B [See also Zig]	Molson Coors	2011	Gold: Off to a Good Start
Molson Canadian 67	CP+B [See also Zig]	Molson Coors	2012	Silver: Packaged Goods Beverages
Bait Cars	DDB	ICBC	2005	Bronze: Sustained Success
2009 Subaru Forester	DDB Canada	Subaru Canada	2012	Gold: Sustained Success
2010 Subaru Outback	DDB Canada	Subaru Canada	2012	Gold: Automotive & DIY Gold: Best Launch
2011 Subaru WRX	DDB Canada	Subaru Canada	2012	Bronze: Off to a Good Start Bronze: Best Integrated
2011 Subaru Forester	DDB Canada	Subaru Canada	2012	Bronze: Off to a Good Start Bronze: Best Integrated
Keep Exploring	DDB Canada	Canadian Tourism Commission	2012	Bronze: Services General Bronze: Best Insight
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

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Knorr Soup	DDB Canada	Unilever	2010	Bronze: Packaged Goods Food
Subaru Forester	DDB Canada	Subaru Canada	2010	Bronze: Automotive & DIY
Subaru Impreza	DDB Canada	Subaru Canada	2010	Gold: Automotive & DIY Gold: Best Integrated
Yasmin	DDB Canada	Bayer	2010	Gold: Off to a Good Start Gold: Prescription Pharma
Brita	DDB Canada	Clorox	2007	Gold: Packaged 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
Sapporo. Legendary Biru	Dentsu Canada	Sleeman/Sapporo	2012	Bronze: Packaged Goods Beverage Bronze: Best Integrated
Sunnybrook	Dentsu Canada	Sunnybrook	2011	Gold: Not For Profit Bronze: Best Insight
Lexus RX 350	Dentsu Canada	Lexus Canada	2010	Bronze: Off to a Good Start
Vespa S	Dentsu Canada	Canadian Scooter Corp.	2010	Gold: Best Media Silver: Automotive & DIY
Lexus "h" Hybrid	Dentsu Canada	Toyota Canada	2009	Silver: Automotive & DIY Silver: Sustained Success
Toyota Corolla	Dentsu Canada	Toyota Canada	2009	Bronze: Off to a Good Start
Toyota Highlander	Dentsu Canada	Toyota Canada	2009	Silver: Off to a Good Start Silver: Best Use of Media
Toyota Tundra	Dentsu Canada	Toyota Canada	2009	Gold: Automotive and DIY
Lexus LS Moments	Dentsu Canada	Toyota Canada	2007	Bronze: Best Insight
Lexus LS 460	Dentsu Canada	Toyota Canada	2007	Bronze: Off to a Good Start
Toyota Tacoma	Dentsu Canada	Toyota Canada	2006	Bronze: Automotive & DIY
Toyota Tacoma	Dentsu Canada	Toyota Canada	2005	Bronze: Off to a Good Start
Toyota Sienna	Dentsu Canada	Toyota Canada	2004	Bronze: Automotive and DIY
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: Packaged Goods Beverages
Quebec 6/49	Diesel [see also Sid Lee]	Quebec 6/49	2005	Silver: Services General

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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 International	2006	Bronze: Off to a Good Start
Gatorade	Downtown Partners	Pepsico	2006	Gold: Packaged Goods Beverages
Keith's Pale Ale	Downtown Partners	Labatt	2005	Silver: Packaged Goods Beverages
Bud Light	Downtown Partners	Labatt	2002	Silver: Packaged 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
OLG - Poker Lotto	Due North	OLGC	2012	Gold: Off to a Good Start
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
Budweiser	FCB (as Bozell)	Labatt	1997	Silver: Packaged Goods Beverages
Goodwill	FCB Canada	Goodwill	1997	Gold: Not for Profit
Goodwill	FCB Canada	Goodwill	1995	Silver: Not for Profit
Oxfam Canada	Gee Jeffrey	Oxfam Canada	1995	Gold: Not for Profit
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
Tackle Hunger	GEM Group	Purolator	2006	Bronze: Services General Bronze: Small Budget
Gee Beauty	GJP Advertising	Gee Beauty	2009	Silver: Retail Silver: Best Integrated
Vex	GJP Advertising	Vincor	2007	Bronze: Sustained Success
Big Brothers	Glennie Stamnes	Big Brothers Vancouver	1999	Gold: Not for Profit
Ethical Funds	Glennie Stamnes	Ethical Funds Inc.	1999	Silver: Services Financial
GGRP	Grey	GGRP Sound	2011	Silver: Small Budget
Twix	Grey	Effem	2005	Bronze: Off to a Good Start
ABC Literacy	Harrod & Mirlin	ABC CANADA	1997	Silver: Not for Profit
Gadoua Moelleux	Headspace Marketing	Weston Bakeries	2011	Bronze: Packaged Goods Food
Gadoua MultiGo	Headspace Marketing	Weston Bakeries	2011	Bronze: Off to a Good Start

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Moelleux Plus	Headspace Marketing	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
Canada's Worst Driver	In-house	Discovery Channel	2006	Bronze: Events & Seasonal
RiteRate.ca	JAN Kelley	RiteRate.ca	2006	Bronze: Small Budget
Canadian Blood Services	JAN Kelley	Canadian Blood Services	2003	Silver: Not for Profit
Sponge Towels - English	john st.	Kruger Products	2012	Gold: Packaged Goods Other Gold: Sustained Success
Cashmere Bathroom Tissue	john st.	Kruger Products	2012	Silver: Packaged Goods Other Silver: Sustained Success
Tetley Herbal Teas	john st.	Tetley Canada	2012	Silver: Events & Seasonal
Tetley Infusions	john st.	Tetley Canada	2012	Silver: Off to a Good Start
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 (English)	john st.	Kruger Products	2009	Gold: Sustained Success
Nexium	john st.	AstraZeneca	2009	Gold: Prescription Pharma
Sponge Towels – English	john st.	Kruger Products	2009	Silver: Packaged Goods Other
Tetley Tea	john st.	Tetley Canada	2009	Silver: Packaged Goods Beverages
Gay Lea Butter	john st.	Gay Lea Foods	2007	Silver: Off to A Good Start
Sponge Towels - English	john st.	Kruger Products	2007	Silver: Off to A Good Start
Auto Trader	john st.	Trader Corporation	2007	Silver: Off to A Good Start
Cashmere Tissue	john st.	Kruger Products	2007	Gold: Packaged 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
Moore's	john st.	Moore's	2005	Gold: Retail
K&G Stores	john st.	K&G Stores	2005	Bronze: Off to a Good Start
Family Channel	john st.	Family Channel	2004	Gold: Services General
Cottonelle	john st.	Scott Paper	2004	Bronze: Packaged Goods Other
Family Channel	john st.	Family Channel	2003	Silver: Off to a Good Start

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Quaker Oatmeal	Juniper Park	Pepsico Foods Canada	2012	Bronze: Events & Seasonal
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: Packaged Goods Food Gold: Canadian Success Outside of 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: Canadian Success Outside Canada
Smarties Blue Cat	JWT	Nestlé Canada	2012	Gold: Events & Seasonal
Reactine – Not just allergies	JWT	Johnson & Johnson Inc.	2012	Silver: Packaged Goods Other
Kit Kat Chunky	JWT	Nestlé Canada	2012	Bronze: Off to a Good Start Bronze: Best Insight
Tylenol	JWT	Johnson & Johnson Inc.	2010	Bronze: PGoods Other
Philly - cooking	JWT	Kraft Canada	2010	Silver: Packaged Goods Food
Mott's Clamato	JWT	Canada Dry Motts	2009	Silver: Best Insight
ParticiPACTION	JWT	ParticiPACTION	2009	Silver: Off to a Good Start Silver: Best Insight
Benylin	JWT	J&J	2007	Silver: Best Insight
Listerine	JWT	Pfizer Canada	2006	Gold: Sustained Success
Trident	JWT	Cadbury Adams	2006	Bronze: Best Launch
Baileys	JWT	Diageo	2006	Bronze: Sustained Success
Baileys	JWT	Diageo	2005	Silver: Packaged Goods Beverages
Rolo Chocolate Cone	JWT	Nestlé	2005	Bronze: Off to a Good Start
Kit Kat	JWT	Nestlé	2004	Silver: Packaged Goods Food Silver: Sustained Success
Aero	JWT	Nestlé	2003	Silver: Packaged Goods Food
Listerine	JWT	Warner-Lambert	2002	Gold: Packaged Goods Other
Philly Cheese	JWT	Kraft Canada	2002	Silver: Sustained Success
Kraft Dinner	JWT	Kraft Canada	2001	Silver: Packaged Goods Food
Philly Cheese	JWT	Kraft Canada Ltd.	1997	Gold: Packaged Goods Food Silver: Sustained Success

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Listerine, Quebec	JWT	Warner Wellcome Canada Inc.	1995	Grand Prix Gold: Packaged Goods Beverages
Pepsi-Cola, Québec	JWT Montreal/Toronto	Pepsi-Cola Canada Beverages	1993	Grand Prix Gold: Packaged Goods Beverages
Sick Kids	JWT Ethos	Sick Kids	2009	Gold: Sustained Success Silver: Not for Profit
Sick Kids	JWT Ethos	Sick Kids	2007	Silver: Events & Seasonal
Sick Kids	JWT Ethos	Sick Kids	2006	Silver: Not for Profit
Mono Foam	Kelley Advertising	Tremco Ltd.	1995	Silver: Automotive & DIY
James Ready – Help us, Help you	Leo Burnett	James Ready Brewery Co.	2012	Gold: Best Use of Media Silver: Sustained Success
Vector	Leo Burnett	Kellogg Canada	2012	Bronze: Off to a Good Start
Gain Detergent	Leo Burnett	Procter & Gamble	2010	Gold: Sustained Success
James Ready	Leo Burnett	James Ready Brewery Co.	2010	Gold: Events & Seasonal Gold: Small Budget
Five Alive	Leo Burnett	Coca-Cola	2006	Silver: Sustained Success
All Bran Buds	Leo Burnett	Kellogg	2005	Silver: Off to a Good Start
Hubba Bubba	Leo Burnett	Wrigley	2005	Bronze: Packaged Goods Food
Eggo French Toast	Leo Burnett	Kellogg	2005	Bronze: Off to a Good Start
Five Alive	Leo Burnett	Coca-Cola	2002	Silver: Packaged Goods Beverages
Mr. Big	Leo Burnett	Cadbury	1997	Silver: PACKAGED Goods Food Silver: Most Innovative
Crispy Crunch	Leo Burnett	Neilson-Cadbury	1993	Gold: Packaged Goods Food
Familiprix	lg2	Familiprix	2012	Silver: Off to a Good Start
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: Sustained Success
o.b. tampons	Lowe Roche	Johnson & Johnson Inc	2009	Gold: Best Insight Bronze: Canadian Success Outside Canada
Penaten	Lowe Roche	Johnson & Johnson Inc	2005	Bronze: Packaged Goods Other
Designer Depot	Lowe Roche	Designer Depot	2005	Bronze: Events & Seasonal
Miller for Mayor	Lowe Roche	Miller for Mayor	2004	Silver: Events & Seasonal
Western Union	Lowe Scali	Western Union	1995	Gold: Services General

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Labatt Ice	Lowe Scali	Labatt	1995	Gold: Best Launch
Purolator	Lowe Scali	Purolator	1995	Gold: Business to Business
Pourquoi Commencer	LXB	DSP de Montréal	2006	Gold: Best Insight
Oh Henry!	MacLaren Lintas	Hershey Canada	1995	Gold: Packaged 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: Packaged Goods Beverages
Dentyne Cinnamon	MacLaren McCann	Cadbury Adams	2005	Bronze: Best Launch
Motrin	MacLaren McCann	McNeil	2003	Silver: Packaged Goods Other
becel Margarine	MacLaren McCann	Lipton	1999	Gold: Sustained Success
Molson Canadian	MacLaren McCann	Molson Breweries	1997	Gold: Packaged Goods Beverages
Pontiac Sunfire	MacLaren McCann	General Motors	1997	Silver: Automotive & DIY
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 Haines	Algoma University	2011	Bronze: Not for Profit
Recycle Me.org	Narrative Advocacy	Trillium Network	2010	Gold: Events & Seasonal
Emergency Rooms	Narrative Advocacy	Ontario Ministry of Health and Longterm Care	2011	Bronze: Government & Advocacy
Québec: Loi 120	Natcom	Le regroupement des fédérations de médecins de Québec	1993	Silver: Government & Advocacy
Pepsi Max	Nolin BBDO	PepsiCo Beverages	2012	Bronze: Off to a Good Start
TASSIMO	Ogilvy	Kraft Canada	2012	Silver: Off to a Good Start Silver: Best Integrated
Hellman's	Ogilvy	Unilever	2011	Grand Prix Gold: Sustained Success Gold: Best Integrated
Diamond Shreddies	Ogilvy	Kraft Canada	2009	Grand Prix Gold: Packaged Goods Food Gold: Best Integrated

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Dove	Ogilvy	Unilever Canada	2007	Grand Prix Gold: Canadian Contribution to Global or Multi-Country
Dove Beauty Bar	Ogilvy & Mather	Lever Pond's	1999	Silver: Packaged Goods Personal Care
Dove Beauty Bar	Ogilvy & Mather	Lever Pond's	1997	Gold: Packaged Goods Personal Care Gold: Sustained Success
Imperial Margarine	Ogilvy & Mather	Lipton Canada	1997	Silver: Packaged Goods Food
Duracell	Ogilvy & Mather	Duracell	1995	Silver: Packaged Goods Other
Workopolis.com	one company inc.	workopolis.com	2001	Silver: Best Launch
BMG Record Club	Padulo	BMG Direct Ltd.	1995	Silver: Services General 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: Government & Advocacy
Richmond Savings	Palmer Jarvis	Richmond Savings	1997	Gold: Services Financial
Bait Cars	Palmer Jarvis DDB	ICBC	2003	Gold: Off to a Good Start
Pine-Sol	Palmer Jarvis DDB	Clorox Company	2002	Silver: Packaged Goods Other
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: Government & Advocacy
The ROM	Roche	Royal Ontario Museum	1993	Gold: Not for Profit
Eggs	Roche Macaulay	Canadian Egg Marketing Board	1999	Gold: Packaged Goods Food
Outward Bound	Roche Macaulay	Outward Bound	1997	Silver: Not for Profit
Wonder Plus	Round Table	Weston Bakeries	2007	Bronze: Packaged 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: Quebec & Regional
toronto.com	Round Table	toronto.com	2002	Bronze: Off to a Good Start
Let's Talk Mucous (Buckley's)	Saatchi & Saatchi	Novartis Consumer Health Canada	2012	Bronze: Events & Seasonal
Corolla	Saatchi & Saatchi	Toyota Canada	2006	Bronze: Automotive & DIY
Toyota Matrix	Saatchi & Saatchi	Toyota Canada	2003	Silver: Best Launch Bronze: Auto & DIY

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Walt Disney World	Saatchi & Saatchi	Walt Disney	1997	Silver: Retail
Yaris	Saatchi & Saatchi	Toyota Canada	2006	Gold: Off to a Good Start
Labatt's Kokanee	Scali	Labatt	1993	Gold: Sustained Success
STM – Montreal Transit	Sid Lee	STM	2012	Silver: Services General
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
SpongeTowels (Quebec)	St-Jacques Vallée Young & Rubicam	Kruger Products	2012	Silver: Sustained Success
Réno Dépôt	St-Jacques Vallée Young & Rubicam	Réno Dépôt	2011	Silver: Recession
Activia Yogurt	St-Jacques Vallée Young & Rubicam	Danone	2011	Gold: Sustained Success
Activia Yogurt	St-Jacques Vallée Young & Rubicam	Danone	2007	Bronze: Packaged 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: Packaged Goods Food
Crown Diamond Paint	St-Jacques Vallée Young & Rubicam	SICO Inc.	2003	Bronze: Small Budget
Les Rôtisseries St-Hubert	St-Jacques Vallée Young & Rubicam	Les Rôtisseries St-Hubert Ltée	2001	Silver: Sustained Success
Les Rôtisseries St-Hubert	St-Jacques Vallée Young & Rubicam	Les Rôtisseries St-Hubert Ltée	1999	Silver: Retail
Nissan Gros Bon Sens	Tam Tam\TBWA	Nissan Canada	2010	Bronze: Automotive & DIY
Find Yourself	Target	Newfoundland & Labrador Tourism	2012	Grand Prix Gold: Sustained Success
Fresh Air	Target	Newfoundland & Labrador Tourism	2011	Silver: Government & Advocacy Silver: Success despite Recession
Fresh Air	Target	Newfoundland & Labrador Tourism	2010	Gold: Best Insight
Newfoundland	Target	Newfoundland & Labrador Tourism	2007	Bronze: Government & Advocacy

Case	Agency	Client	Year	Award
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
McCain – It's all good	TAXI	McCain Foods	2012	Gold: Packaged Good Food Gold: Best Launch
Boston Pizza – Flatties & Drummies	TAXI	Boston Pizza	2012	Silver: Events & Seasonal
Boston Pizza - Finger Cooking	TAXI	Boston Pizza	2012	Bronze: Off to a Good Start
Telus Go Pink	TAXI	Telus	2012	Bronze: Events & Seasonal
Sweet Potato Superfries	TAXI	McCain Foods	2011	Bronze: Packaged Goods Food Bronze: Best Launch
Rickard's	TAXI	Molson Coors	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	AAPQ & 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: Packaged Goods Other
Erectile Difficulties	TAXI	Pfizer Canada	2002	Gold: Government & Advocacy

Case	Agency	Client	Year	Award
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
Yellow Pages B2B	TAXI 2	Yellow Pages	2012	Bronze: Events & Seasonal
Temptations	TBWA\ Toronto	Effem	2009	Bronze: Sustained Success
Whiskas	TBWA\ Toronto	Effem	2005	Bronze: Off to a Good Start
Nissan SE-R	TBWA\Toronto	Nissan Canada	2011	Gold: Events & Seasonal
Vancity	TBWA\Vancouver	Vancity Credit Union	2006	Silver: Services Financial
Super 7 Lottery	TBWA\Vancouver	BC Lottery	2003	Silver: Quebec & Regional
Libro Financial Group	Tenzing Communication	Libro Financial Group	2012	Bronze: Services Financial
Cadbury Caramilk	The Hive	Kraft Canada	2012	Gold: Events & Seasonal
Blue Star	Vaughn Whelan	Labatt	1995	Gold: Packaged Goods Beverages
Toyota Prairies	Venture	Toyota Prairie Dealers	2009	Silver: Sustained Success
Tree Foundation	Weaver, Tanner	Tree Foundation	1995	Silver: Not for Profit
Because I am a Girl	Wunderkind	Plan Canada	2011	Gold: Not for Profit
Ford Groundswell	Y&R	Ford of Canada	2010	Bronze: Events & Seasonal
AGF Funds	Young & Rubicam	AGF Management	1999	Gold: Services Financial
IKEA	Zig	IKEA	2006	Gold: Events & Seasonal
Molson Canadian	Zig	Molson	2006	Bronze: Off to a Good Start
PAX Wardrobes	Zig [See also CP&B]	IKEA	2010	Silver: Off to a Good Start

BY CLIENT: CASSIES 1993 – CASSIES 2012

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

Case	Agency	Client	Year	Award
HEC Recruitment	TAXI	AAPQ & HEC	2006	Bronze: Events & Seasonal
ABC Literacy	Harrod & Mirlin	ABC CANADA	1997	Silver: Not for Profit
AGF Funds	Young & Rubicam	AGF Management	1999	Gold: Services Financial
Barnes Exhibit	BCP	AGO	1995	Gold: Governmentt & Advocacy
Algoma University	McDonnell Haines	Algoma University	2011	Bronze: Not for Profit
Nexium	john st.	AstraZeneca	2009	Gold: Prescription Pharma
Sola Nero Wine	Gee Jeffrey	Atlas Wines	2003	Bronze: Small Budget
Aviva Insurance	TAXI	Aviva Canada	2010	Bronze: Best Insight
BMO Quebec	Cossette	Bank of Montreal	2002	Gold: Services Financial & Regional Success
iShares	Bensimon•Byrne	Barclays Global Investors Canada	2010	Silver: Financial Services Silver: Business to Business
Yasmin	DDB Canada	Bayer	2010	Gold: Off to a Good Start Gold: Prescription Pharma
Super 7 Lottery	TBWA\Vancouver	BC Lottery	2003	Silver: Quebec & Regional
Bell Canada	Cossette	Bell Canada	1995	Silver: Services General
Big Brothers	Glennie Starnes	Big Brothers Vancouver	1999	Gold: Not for Profit
BMG Record Club	Padulo	BMG Direct Ltd.	1995	Silver: Services General Silver: Best Launch
Boston Pizza – Flatties & Drummies	TAXI	Boston Pizza	2012	Silver: Events & Seasonal
Boston Pizza - Finger Cooking	TAXI	Boston Pizza	2012	Bronze: Off to a Good Start
Burger King	DMB&B	Burger King	1995	Silver: Retail Silver: Sustained Success
Burger King Qué	Marketel McCann	Burger King	1995	Gold: Retail
Mr. Big	Leo Burnett	Cadbury	1997	Silver: PACKAGED Goods Food Silver: Most Innovative
Trident	JWT	Cadbury Adams	2006	Bronze: Best Launch
Dentyne Cinnamon	MacLaren McCann	Cadbury Adams	2005	Bronze: Best Launch
Campbell's Soup	BDDO Canada	Campbell Soup	2002	Bronze: Packaged Goods Food
Mott's Clamato	JWT	Canada Dry Motts	2009	Silver: Best Insight

Case	Agency	Client	Year	Award
Canadian Airlines	Chiat/Day	Canadian Airlines	1993	Gold: Services General
Canadian Blood Services	JAN Kelley	Canadian Blood Services	2003	Silver: Not for Profit
Eggs	Roche Macaulay	Canadian Egg Marketing Board	1999	Gold: Packaged Goods Food
CFL	Bensimon•Byrne	Canadian Football League	2002	Silver: Small Budget
Vespa S	Dentsu Canada	Canadian Scooter Corp.	2010	Gold: Best Media Silver: Automotive & DIY
Keep Exploring	DDB Canada	Canadian Tourism Commission	2012	Bronze: Services General Bronze: Best Insight
Locals Know	DDB Canada	Canadian Tourism Commission	2011	Silver: Events & Seasonal
We're Gifferent	Target	Capital G Bank (Bermuda)	2007	Silver: Canadian Success Outside Canada
Chrysler NS Minivan	BBDO	Chrysler Canada	1997	Grand Prix Gold: Automotive & DIY Gold: Best Launch
Run for the Cure	Publicis	CIBC	2005	Silver: Government & Advocacy
i-wireless	Gee Jeffrey	Cincinnati Bell	2001	Silver: Services General
Zumanity	Diesel	Cirque du Soleil	2004	Gold: Best Launch Silver: Import/Export
Clarica	Ammirati Puris	Clarica, Waterloo	2001	Gold: Services Financial
Cleartnet MiKe	TAXI	Cleartnet Communications	1999	Silver: Bus to Business Silver: Best Launch
Brita	DDB Canada	Clorox	2007	Gold: Packaged Goods Other Gold: Best Insight
Pine-Sol	Palmer Jarvis DDB	Clorox Company	2002	Silver: Packaged Goods Other
Club Med	BCP	Club Med	1995	Silver: Retail
Five Alive	Leo Burnett	Coca-Cola	2006	Silver: Sustained Success
Five Alive	Leo Burnett	Coca-Cola	2002	Silver: Packaged Goods Beverages
Milk Campaign	Bos	Couche-Tard Inc.	2006	Silver: Retail
Sloche	Bos	Couche-Tard Inc.	2002	Gold: Best Launch Silver: Retail
Covad VoIP	Gee Jeffrey	Covad	2006	Bronze: Events & Seasonal
Dodge SX 2.0	BBDO	DaimlerChrysler	2003	Silver: Automotive & DIY
Butter	Cossette	Dairy Farmers	2005	Gold: Off to a Good Start

Case	Agency	Client	Year	Award
Milk 5 secs	Due North	Dairy Farmers Can	2009	Gold: Off to a Good Start Gold: Best use of Media
Activia Yogurt	St-Jacques Vallée Young & Rubicam	Danone	2011	Gold: Sustained Success
Activia Yogurt	St-Jacques Vallée Young & Rubicam	Danone	2007	Bronze: Packaged 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: Packaged Goods Food
Reversa	Cossette	Dermtek Pharmaceuticals	2007	Gold: Off to a Good Start Silver: Best Integrated
Designer Depot	Lowe Roche	Designer Depot	2005	Bronze: Events & Seasonal
Desjardins	lg2 Montreal	Desjardins	2009	Silver: Services Financial Silver: Best Integrated
Desjardins	lg2 Montreal	Desjardins	2004	Silver: Services Financial
Baileys	JWT	Diageo	2006	Bronze: Sustained Success
Baileys	JWT	Diageo	2005	Silver: Packaged Goods Beverages
Canada's Worst Driver	In-house	Discovery Channel	2006	Bronze: Events & Seasonal
Pourquoi Commencer	LXB	DSP de Montréal	2006	Gold: Best Insight
Duracell	Ogilvy & Mather	Duracell	1995	Silver: Packaged Goods Other
Easter Relay	i2i	Easter Seals	2002	Bronze: Events & Seasonal
Twix	Grey	Effem	2005	Bronze: Off to a Good Start
Temptations	TBWA\ Toronto	Effem	2009	Bronze: Sustained Success
Whiskas	TBWA\ Toronto	Effem	2005	Bronze: Off to a Good Start
Elections Ontario	DDB Canada	Elections Ontario	2004	Bronze: Events & Seasonal
Energizer Lithium	DDB Canada	Energizer	2005	Bronze: Off to a Good Start
Ethical Funds	Glennie Starnes	Ethical Funds Inc.	1999	Silver: Services Financial
Familiprix	Alfred	Familiprix	2005	Gold: Sustained Success
Familiprix	Bos	Familiprix	2003	Grand Prix Gold: Off to a Good Start
Familiprix	lg2	Familiprix	2012	Silver: Off to a Good Start
Family Channel	john st.	Family Channel	2004	Gold: Services General
Family Channel	john st.	Family Channel	2003	Silver: Off to a Good Start
Ford Groundswell	Y&R	Ford of Canada	2010	Bronze: Events & Seasonal

Case	Agency	Client	Year	Award
Doritos Guru	BBDO/Proximity	Frito Lay Canada	2010	Gold: Events & Seasonal Gold: Best Launch
Lay's Potato Chips	BBDO	Frito-Lay	1999	Silver: Packaged Goods Food
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: Packaged Goods Food Gold: Canadian Success Outside of 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: Canadian Success Outside Canada
Eterna Fujifilm	john st.	Fujifilm	2006	Gold: Business to Business Gold: Best Launch
Gay Lea Butter	john st.	Gay Lea Foods	2007	Silver: Off to A Good Start
Gaz Metro	Diesel	Gaz Metro	2004	Silver: Off to a Good Start Silver: Best Insight
Gee Beauty	GJP Advertising	Gee Beauty	2009	Silver: Retail Silver: Best Integrated
Pillsbury Cookies	Cossette	General Mills	2009	Bronze: Off to a Good Start
Pontiac Sunfire	MacLaren McCann	General Motors	1997	Silver: Automotive & DIY
GGRP	Grey	GGRP Sound	2011	Silver: Small Budget
Goodwill	FCB Canada	Goodwill	1997	Gold: Not for Profit
Goodwill	FCB Canada	Goodwill	1995	Silver: Not for Profit
Grosch	Doug Agency	Grosch International	2006	Bronze: Off to a Good Start
Harlequin's Wish	TAXI	Harlequin Enterprises Ltd.	2010	Gold: Canadian Success Outside Canada
Harvey's	john st.	Harvey's	2005	Gold: Retail
Heart and Stroke	MacLaren Lintas	Heart and Stroke	1993	Silver: Not for Profit
Oh Henry!	MacLaren Lintas	Hershey Canada	1995	Gold: Packaged Goods Food
Holiday Inn	john st.	Holiday Inn	2006	Silver: Events & Seasonal
Civic Success	Bos	Honda Dealers PQ	2007	Silver: Sustained Success Bronze: Automotive

Case	Agency	Client	Year	Award
Hydro Québec	Cossette	Hydro Québec	1993	Silver: Services General
Hyundai – Smart is in	Bensimon•Byrne	Hyundai	2011	Silver: Automotive & DIY Silver: Sustained Success
Hyundai - Smart	Bensimon•Byrne	Hyundai	2010	Bronze: Recession
Bait Cars	DDB	ICBC	2005	Bronze: Sustained Success
Bait Cars	Palmer Jarvis DDB	ICBC	2003	Gold: Off to a Good Start
Ikea	Cossette	Ikea	1993	Silver: Retail
IKEA	Zig	IKEA	2006	Gold: Events & Seasonal
PAX Wardrobes	Zig [See also CP&B]	IKEA	2010	Silver: Off to a Good Start
Cruisin' to Win	Target	Irving Oil Ltd	2005	Gold: Events & Seasonal
Irving Coffee	Target	Irving Oil Ltd	2003	Silver: Off to a Good Start
Replace Furnace	Target	Irving Oil Ltd.	2002	Gold: Events & Seasonal
Benylin	JWT	J&J	2007	Silver: Best Insight
James Ready – Help us, Help you	Leo Burnett	James Ready Brewery Co.	2012	Gold: Best Use of Media Silver: Sustained Success
James Ready	Leo Burnett	James Ready Brewery Co.	2010	Gold: Events & Seasonal Gold: Small Budget
o.b. tampons	Lowe Roche	Johnson & Johnson Inc	2009	Gold: Best Insight Bronze: Canadian Success Outside Canada
Penaten	Lowe Roche	Johnson & Johnson Inc	2005	Bronze: Packaged Goods Other
Reactine – Not just allergies	JWT	Johnson & Johnson Inc.	2012	Silver: Packaged Goods Other
Tylenol	JWT	Johnson & Johnson Inc.	2010	Bronze: PGoods Other
K&G Stores	john st.	K&G Stores	2005	Bronze: Off to a Good Start
Jergens Ultra	TAXI	Kao	2005	Silver: Off to a Good Start
All Bran Buds	Leo Burnett	Kellogg	2005	Silver: Off to a Good Start
Eggo French Toast	Leo Burnett	Kellogg	2005	Bronze: Off to a Good Start
Vector	Leo Burnett	Kellogg Canada	2012	Bronze: Off to a Good Start
Koodo Mobile	TAXI	Koodo Mobile	2010	Gold: Best Launch
Koodo	TAXI	Koodo Mobile	2009	Bronze: Off to a Good Start
Philly - cooking	JWT	Kraft Canada	2010	Silver: Packaged Goods Food
Philly Cheese	JWT	Kraft Canada	2002	Silver: Sustained Success
Kraft Dinner	JWT	Kraft Canada	2001	Silver: Packaged Goods Food
TASSIMO	Ogilvy	Kraft Canada	2012	Silver: Off to a Good Start Silver: Best Integrated

Case	Agency	Client	Year	Award
Diamond Shreddies	Ogilvy	Kraft Canada	2009	Grand Prix Gold: Packaged Goods Food Gold: Best Integrated
Cadbury Caramilk	The Hive	Kraft Canada	2012	Gold: Events & Seasonal
Philly Cheese	JWT	Kraft Canada Ltd.	1997	Gold: Packaged Goods Food Silver: Sustained Success
Sponge Towels - English	john st.	Kruger Products	2012	Gold: Packaged Goods Other Gold: Sustained Success
Cashmere Bathroom Tissue	john st.	Kruger Products	2012	Silver: Packaged Goods Other Silver: Sustained Success
Cashmere (English)	john st.	Kruger Products	2009	Gold: Sustained Success
Sponge Towels – English	john st.	Kruger Products	2009	Silver: Packaged Goods Other
Sponge Towels - English	john st.	Kruger Products	2007	Silver: Off to A Good Start
Cashmere Tissue	john st.	Kruger Products	2007	Gold: Packaged Goods Other
Sponge Towels PQ	Palm Arnold	Kruger Products	2007	Silver: Off to A Good Start
SpongeTowels (Quebec)	St-Jacques Vallée Young & Rubicam	Kruger Products	2012	Silver: Sustained Success
Labatt Bleue	BBDO Montréal	Labatt	2002	Silver: Events & Seasonal
Keith's Pale Ale	Downtown Partners	Labatt	2005	Silver: Packaged Goods Beverages
Bud Light	Downtown Partners	Labatt	2002	Silver: Packaged Goods Beverages
VodKice	Epoxy	Labatt	2003	Bronze: Best Launch
Budweiser	FCB (as Bozell)	Labatt	1997	Silver: Packaged Goods Beverages
Labatt Ice	Lowe Scali	Labatt	1995	Gold: Best Launch
Budweiser Quebec	Palm Arnold	Labatt	2005	Gold: Sustained Success
Labatt's Kokanee	Scali	Labatt	1993	Gold: Sustained Success
Blue Star	Vaughn Whelan	Labatt	1995	Gold: Packaged Goods Beverages
La Parisienne	Allard Johnson	Lavo Inc.	2007	Bronze: Off to a Good Start
Québec: Loi 120	Natcom	Le regroupement des fédérations de médecins de Québec	1993	Silver: Government & Advocacy
Les Rôtisseries St-Hubert	St-Jacques Vallée Young & Rubicam	Les Rôtisseries St-Hubert Ltée	2001	Silver: Sustained Success
Les Rôtisseries St-Hubert	St-Jacques Vallée Young & Rubicam	Les Rôtisseries St-Hubert Ltée	1999	Silver: Retail
Leucan	Marketel	Leucan	2005	Bronze: Not for Profit

Case	Agency	Client	Year	Award
Sunlight Laundry	Ammirati Puris	Lever Pond's	2001	Silver: Sustained Success
Sunlight Laundry	Ammirati Puris	Lever Pond's	1999	Grand Prix Gold: Packaged Goods Other
Dove Beauty Bar	Ogilvy & Mather	Lever Pond's	1999	Silver: Packaged Goods Personal Care
Dove Beauty Bar	Ogilvy & Mather	Lever Pond's	1997	Gold: Packaged Goods Personal Care Gold: Sustained Success
Lexus RX 350	Dentsu Canada	Lexus Canada	2010	Bronze: Off to a Good Start
Libro Financial Group	Tenzing Communication	Libro Financial Group	2012	Bronze: Services Financial
becel Margarine	MacLaren McCann	Lipton	1999	Gold: Sustained Success
Imperial Margarine	Ogilvy & Mather	Lipton Canada	1997	Silver: Packaged Goods Food
President's Choice	Bensimon•Byrne	Loblaw	2010	Silver: Retail
Froster Bloody Zit	Bos	Mac's Milk	2006	Silver: Packaged Goods Beverages
MTS	Cossette Vancouver	Manitoba Telecom	2003	Silver: Sustained Success
MTS	Cossette Vancouver	Manitoba Telecom	2001	Silver: Regional Success
Crescendo	Target	McCain	2005	Gold: Off to a Good Start
McCain – It's all good	TAXI	McCain Foods	2012	Gold: Packaged Good Food Gold: Best Launch
Sweet Potato Superfries	TAXI	McCain Foods	2011	Bronze: Packaged Goods Food Bronze: Best Launch
McDonald's Mornings	Cossette	McDonald's	2010	Silver: Off to a Good Start
Motrin	MacLaren McCann	McNeil	2003	Silver: Packaged Goods Other
Metro Toronto Zoo	Chiat/Day	Metro Toronto Zoo	1995	Gold: Small Budget
Metro Works	Axmith	Metro Works	1995	Silver: Government & Advocacy
Fido	Bos	Microcell	1999	Gold: Services General Gold: Best Launch
Miller for Mayor	Lowe Roche	Miller for Mayor	2004	Silver: Events & Seasonal
Get into MINI	TAXI	MINI Canada	2010	Silver: Events & Seasonal
MINI	TAXI	MINI Canada	2010	Gold: Sustained Success
MINI Turbovision	TAXI	MINI Canada	2009	Gold: Best Integrated Silver: Auto & DIY
MINI	TAXI	MINI Canada	2006	Silver: Sustained Success
MINI	TAXI	MINI Canada	2003	Silver: Best Launch
Rickard's	TAXI	Molson	2006	Bronze: Off to a Good Start
Molson Canadian	Zig	Molson	2006	Bronze: Off to a Good Start

Case	Agency	Client	Year	Award
Molson Canadian	MacLaren Lintas	Molson Breweries	1993	Gold: Sustained Success Silver: Packaged Goods Beverages
Molson Canadian	MacLaren McCann	Molson Breweries	1997	Gold: Packaged Goods Beverages
Bubba	Bensimon•Byrne	Molson Canada	2003	Gold: Best Integrated Silver: Best Launch
Molson Canadian	Bensimon•Byrne	Molson Canada	2001	Grand Prix Gold: Packaged Goods Beverages Gold: Most Innovative
Molson Canadian 67	CP+B [See also Zig]	Molson Coors	2011	Gold: Off to a Good Start
Molson Canadian 67	CP+B [See also Zig]	Molson Coors	2012	Silver: Packaged Goods Beverages
Coors Light	DraftFCB	Molson Coors	2007	Silver: Sustained Success
Rickard's	TAXI	Molson Coors	2011	Silver: Off to a Good Start
Monster.ca	Bos, Provokat	Monster.ca	2006	Gold: Best Insight Silver: Off to a Good Start
Moores	john st.	Moores	2005	Gold: Retail
Outer Self	john st.	Moosehead	2011	Bronze: Events & Seasonal
Nautilus Plus	Marketel	Nautilus	2002	Silver: Regional Success Bronze: Retail
Crispy Crunch	Leo Burnett	Neilson-Cadbury	1993	Gold: Packaged Goods Food
Rolo Chocolate Cone	JWT	Nestlé	2005	Bronze: Off to a Good Start
Kit Kat	JWT	Nestlé	2004	Silver: Packaged Goods Food Silver: Sustained Success
Aero	JWT	Nestlé	2003	Silver: Packaged Goods Food
Stouffers Quick Casual Meals	Publicis	Nestlé	2006	Bronze: Off to a Good Start
Stouffers Bistro	Publicis	Nestlé	2005	Bronze: Best Launch
Smarties Blue Cat	JWT	Nestlé Canada	2012	Gold: Events & Seasonal
Kit Kat Chunky	JWT	Nestlé Canada	2012	Bronze: Off to a Good Start Bronze: Best Insight
Find Yourself	Target	Newfoundland & Labrador Tourism	2012	Grand Prix Gold: Sustained Success
Fresh Air	Target	Newfoundland & Labrador Tourism	2011	Silver: Government & Advocacy Silver: Success despite Recession
Fresh Air	Target	Newfoundland & Labrador Tourism	2010	Gold: Best Insight

Case	Agency	Client	Year	Award
Newfoundland	Target	Newfoundland & Labrador Tourism	2007	Bronze: Government & Advocacy
Nissan Gros Bon Sens	Tam Tam\TBWA	Nissan Canada	2010	Bronze: Automotive & DIY
Nissan SE-R	TBWA\Toronto	Nissan Canada	2011	Gold: Events & Seasonal
Nissan	Chiat/Day	Nissan Canada Inc.	1993	Gold: Automotive
Let's Talk Mucous (Buckley's)	Saatchi & Saatchi	Novartis Consumer Health Canada	2012	Bronze: Events & Seasonal
OLG - Poker Lotto	Due North	OLGC	2012	Gold: Off to a Good Start
Cash For Life	Marshall Fenn	OLGC	2002	Bronze: Best Launch
Stupid - Smoking	Bensimon•Byrne	Ontario Ministry of Health & Longterm Care	2005	Gold: Off to a Good Start
Colon Cancer	BBDO	Ontario Ministry of Health & Longterm Care	2009	Silver: Events & Seasonal
Ned Buckle	Bensimon•Byrne	Ontario Lottery	2006	Silver: Off to a Good Start
ProLine	Bensimon•Byrne	Ontario Lottery	2003	Gold: Services General
ProLine	Bensimon•Byrne	Ontario Lottery	2002	Gold: Off to a Good Start
Stupid - Smoking	Bensimon•Byrne	Ontario Ministry of Health & Longterm Care	2006	Gold: Government & Advocacy Gold: Best Integrated
Emergency Rooms	Narrative Advocacy [see Bensimon Byrne]	Ontario Ministry of Health and Longterm Care	2011	Bronze: Government & Advocacy
Outward Bound	Roche Macaulay	Outward Bound	1997	Silver: Not for Profit
Oxfam Canada	Gee Jeffery	Oxfam Canada	1995	Gold: Not for Profit
ParticiPACTION	JWT	ParticiPACTION	2009	Silver: Off to a Good Start Silver: Best Insight
Gatorade	Downtown Partners	Pepsico	2006	Gold: Packaged Goods Beverages
Pepsi Max	Nolin BBDO	PepsiCo Beverages	2012	Bronze: Off to a Good Start
Quaker Oatmeal	Juniper Park	Pepsico Foods Canada	2012	Bronze: Events & Seasonal
Diet Pepsi	BBDO	Pepsi-Cola	2002	Grand Prix Gold: Packaged Goods Beverages Gold: Sustained Success
Pepsi Quebec	BBDO Montréal	Pepsi-Cola	2005	Bronze: Regional Success
Pepsi-Cola, Québec	JWT Montreal/Toronto	Pepsi-Cola Canada Beverages	1993	Grand Prix Gold: Packaged Goods Beverages
Diet Pepsi	BBDO	Pepsi-QTG	2007	Gold: Sustained Success
Listerine	JWT	Pfizer Canada	2006	Gold: Sustained Success

Case	Agency	Client	Year	Award
Viagra	TAXI	Pfizer Canada	2003	Gold: Packaged Goods Other
Erectile Difficulties	TAXI	Pfizer Canada	2002	Gold: Government & Advocacy
Reactine	TAXI	Pfizer Canada	1999	Silver: PG Personal Care
Because I am a Girl	Wunderkind	Plan Canada	2011	Gold: Not for Profit
Polaroid	BBDO	Polaroid Canada	1995	Silver: Consumer Durables
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
Never Stop. Milk.	Cossette West	Prairie Milk	2010	Silver: Sustained Success
Never Stop. Milk.	Cossette West	Prairie Milk	2009	Silver: Best Insight
Chocolate Milk	Cossette West	Prairie Milk	2007	Bronze: Events & Seasonal Bronze: Sustained Success
Never Stop. Milk.	Cossette West	Prairie Milk	2007	Silver: Packaged Goods Beverages
Prairie Milk	Cossette West	Prairie Milk	2004	Bronze: Off to a Good Start
Gain Detergent	Leo Burnett	Procter & Gamble	2010	Gold: Sustained Success
Always	DMB&B	Procter & Gamble.	1993	Silver: Sustained Success
Tackle Hunger	GEM Group	Purolator	2006	Bronze: Services General Bronze: Small Budget
Purolator	Lowe Scali	Purolator	1995	Gold: Business to Business
Quebec 6/49	Diesel [see also Sid Lee]	Quebec 6/49	2005	Silver: Services General
Lait au Chocolat	BBDO Montréal	Quebec Milk	2006	Grand Prix Gold: Off to a Good Start Gold: Small Budget
Quebec Milk	BBDO Montréal	Quebec Milk	2005	Bronze: Regional Success
Quebec Milk	BBDO Montréal	Quebec Milk	2004	Bronze: Off to a Good Start
RBC Avion Card	BBDO	RBC Financial	2007	Silver: Services Financial
Réno Dépôt	Diesel	Réno Dépôt	2004	Silver: Retail
Réno Dépôt	St-Jacques Vallée Young & Rubicam	Réno Dépôt	2011	Silver: Recession
Richmond Savings	Palmer Jarvis	Richmond Savings	1997	Gold: Services Financial
RiteRate.ca	JAN Kelley	RiteRate.ca	2006	Bronze: Small Budget
Royal Bank	BBDO	Royal Bank	2006	Bronze: Services Financial Bronze: Best Integrated
The ROM	Roche	Royal Ontario Museum	1993	Gold: Not for Profit
SAAQ	Amalgame	SAAQ	2007	Gold: Events & Seasonal

Case	Agency	Client	Year	Award
Vitesse 2001	Amalgame-Cargo	SAAQ	2002	Silver: Gov't & Advocacy
Québec Buckle Up	Palm Publicité	SAAQ	1993	Gold: Government & Advocacy
SAQ Taste Tags	Sid Lee	SAQ	2011	Gold: Retail Gold: Best Launch
Coricidin II	Cossette	Schering	2005	Bronze: Packaged Goods Other
Claritin	Cossette	Schering Canada	1997	Silver Packaged Goods Personal Care
Claritin	Cossette	Schering Canada	1993	Gold: Packaged Goods Personal Care
Scotiabank '2 nd Opinion'	Bensimon•Byrne	Scotiabank	2009	Bronze: Services Financial Bronze: Sustained Success
Scotiabank 'Richer'	Bensimon•Byrne	Scotiabank	2009	Silver: Sustained Success
Scotiabank	Bensimon•Byrne	Scotiabank	2006	Silver: Services Financial Silver: Best Integrated
Scotiabank	Bensimon•Byrne	Scotiabank	2002	Silver: Services Financial
Cottonelle	john st.	Scott Paper	2004	Bronze: Packaged Goods Other
Short Film Festival	TAXI	Short Film Festival	2004	Silver: Sustained Success
Sick Kids	JWT Ethos	Sick Kids	2009	Gold: Sustained Success Silver: Not for Profit
Sick Kids	JWT Ethos	Sick Kids	2007	Silver: Events & Seasonal
Sick Kids	JWT Ethos	Sick Kids	2006	Silver: Not for Profit
Crown Diamond Paint	St-Jacques Vallée Young & Rubicam	SICO Inc.	2003	Bronze: Small Budget
Sleeman Quebec	Diesel	Sleeman	2002	Gold: Packaged Goods Beverages
Sapporo. Legendary Biru	Dentsu Canada	Sleeman/Sapporo	2012	Bronze: Packaged Goods Beverage Bronze: Best Integrated
St Hubert	Bos	St Hubert	2009	Silver: Retail
STM – Montreal Transit	Sid Lee	STM	2012	Silver: Services General
2009 Subaru Forester	DDB Canada	Subaru Canada	2012	Gold: Sustained Success
2010 Subaru Outback	DDB Canada	Subaru Canada	2012	Gold: Automotive & DIY Gold: Best Launch
2011 Subaru WRX	DDB Canada	Subaru Canada	2012	Bronze: Off to a Good Start Bronze: Best Integrated
2011 Subaru Forester	DDB Canada	Subaru Canada	2012	Bronze: Off to a Good Start Bronze: Best Integrated
Subaru Outback	DDB Canada	Subaru Canada	2011	Bronze: Off to a Good Start
Subaru Forester	DDB Canada	Subaru Canada	2010	Bronze: Automotive & DIY

Case	Agency	Client	Year	Award
Subaru Impreza	DDB Canada	Subaru Canada	2010	Gold: Automotive & DIY Gold: Best Integrated
Sunkist Oranges	Bates	Sunkist	1995	Silver: Packaged Goods Food
Sunnybrook	Dentsu Canada	Sunnybrook	2011	Gold: Not For Profit Bronze: Best Insight
Suzuki	john st.	Suzuki Canada	2010	Bronze: Events & Seasonal
Touchdown Sticks	Bos	Syngenta Canada	2009	Silver: Business to Business Silver: Best Use of Media
TD Canada Trust	DraftFCB	TD Canada Trust	2007	Bronze: Sustained Success
Telus Go Pink	TAXI	Telus	2012	Bronze: Events & Seasonal
Telus	TAXI	Telus	2007	Gold: Sustained Success
Clarnet PCS	TAXI	Telus Mobility	2001	Gold: Services General Gold: Sustained Success
Tetley Herbal Teas	john st.	Tetley Canada	2012	Silver: Events & Seasonal
Tetley Infusions	john st.	Tetley Canada	2012	Silver: Off to a Good Start
Tetley Tea	john st.	Tetley Canada	2009	Silver: Packaged Goods Beverages
toronto.com	Round Table	toronto.com	2003	Bronze: Quebec & Regional
toronto.com	Round Table	toronto.com	2002	Bronze: Off to a Good Start
Tourism New Brunswick	lg2 Montreal	Tourism New Brunswick	2001	Gold: Services General Gold: Regional Success. Silver: Sustained Success
Montreal Tourism	Sid Lee	Tourisme Montreal	2011	Bronze: Events & Seasonal
Lexus "h" Hybrid	Dentsu Canada	Toyota Canada	2009	Silver: Automotive & DIY Silver: Sustained Success
Toyota Corolla	Dentsu Canada	Toyota Canada	2009	Bronze: Off to a Good Start
Toyota Highlander	Dentsu Canada	Toyota Canada	2009	Silver: Off to a Good Start Silver: Best Use of Media
Toyota Tundra	Dentsu Canada	Toyota Canada	2009	Gold: Automotive and DIY
Lexus LS Moments	Dentsu Canada	Toyota Canada	2007	Bronze: Best Insight
Lexus LS 460	Dentsu Canada	Toyota Canada	2007	Bronze: Off to a Good Start
Toyota Tacoma	Dentsu Canada	Toyota Canada	2006	Bronze: Automotive & DIY
Toyota Tacoma	Dentsu Canada	Toyota Canada	2005	Bronze: Off to a Good Start
Toyota Sienna	Dentsu Canada	Toyota Canada	2004	Bronze: Automotive and DIY
Corolla	Saatchi & Saatchi	Toyota Canada	2006	Bronze: Automotive & DIY
Toyota Matrix	Saatchi & Saatchi	Toyota Canada	2003	Silver: Best Launch Bronze: Auto & DIY

Case	Agency	Client	Year	Award
Yaris	Saatchi &Saatchi	Toyota Canada	2006	Gold: Off to a Good Start
Toyota Prairies	Venture	Toyota Prairie Dealers	2009	Silver: Sustained Success
Trade Freedom	Gee Jeffrey	Trade Freedom	2006	Bronze: Off to a Good Start
Auto Trader	john st.	Trader Corporation	2007	Silver: Off to A Good Start
Tree Foundation	Weaver, Tanner	Tree Foundation	1995	Silver: Not for Profit
Mono Foam	Kelley Advertising	Tremco Ltd.	1995	Silver: Automotive & DIY
Recycle Me.org	Narrative Advocacy	Trillium Network	2010	Gold: Events & Seasonal
U de Montréal	Cossette	U de Montréal	2003	Silver: Not for Profit: Silver: Sustained Success
Source Yogurt	Bos	Ultima Foods	2003	Bronze: Best Launch
Becel Heart Truth	Capital C	Unilever	2009	Bronze: Events & Seasonal
Knorr "Salty"	DDB Canada	Unilever	2011	Gold: Off to a Good Start Gold: Best Integrated
Knorr Soup	DDB Canada	Unilever	2010	Bronze: Packaged Goods Food
Hellman's	Ogilvy	Unilever	2011	Grand Prix Gold: Sustained Success Gold: Best Integrated
Lipton Sidekicks	Ammirati Puris	Unilever Canada	2002	Bronze: Packaged Goods Food
Lipton Chicken Noodle	Ammirati Puris	Unilever Canada	2001	Gold: Packaged Goods Food
Dove	Ogilvy	Unilever Canada	2007	Grand Prix Gold: Canadian Contribution to Global or Multi-Country
United Way (Tor.)	Arnold Worldwide	United Way (Tor.)	2005	Gold: Not For Profit/Sustained Success
United Way (Tor.)	Arnold Worldwide	United Way (Tor.)	2003	Silver: Not for Profit
Vancity	TBWA\ Vancouver	Vancity Credit Union	2006	Silver: Services Financial
Videotron	Sid Lee	Videotron	2011	Silver: Services General
Naked Grape	Bos	Vincor	2006	Bronze: Off to a Good Start
Vex	GJP Advertising	Vincor	2007	Bronze: Sustained Success
Athens Olympics	Palm Arnold	VW	2005	Silver: Events & Seasonal
Buckley's	Bensimon•Byrne	W. K. Buckley	1997	Silver: Packaged Goods Personal Care Silver: Sustained Success
Walt Disney World	Saatchi & Saatchi	Walt Disney	1997	Silver: Retail
Child Soldiers	john st.	War Child Canada	2010	Bronze: Not for Profit
Camp Okutta	john st.	War Child Canada	2009	Gold: Not for Profit Gold: Small Budget

Case	Agency	Client	Year	Award
Certs Minis	Bates	Warner Lambert	1993	Gold: Best Launch Silver: Packaged Goods Food
Listerine, Quebec	JWT	Warner Wellcome Canada Inc.	1995	Grand Prix Gold: Packaged Goods Beverages
Listerine	JWT	Warner-Lambert	2002	Gold: Packaged Goods Other
Weather Network	Holmes and Lee	Weather Network	2001	Gold: Small Budget Silver: Services General
Western Union	Lowe Scali	Western Union	1995	Gold: Services General
WestJet	TAXI	WestJet	2007	Bronze: Services General
WestJet Owners	TAXI	WestJet	2006	Silver: Events & Seasonal Bronze: Best Insight
Wonderbread	Bensimon•Byrne	Weston Bakeries	1999	Gold: Packaged Goods Food
Gadoua Moelleux	Headspace Marketing	Weston Bakeries	2011	Bronze: Packaged Goods Food
Gadoua MultiGo	Headspace Marketing	Weston Bakeries	2011	Bronze: Off to a Good Start
Moelleux Plus	Headspace Marketing	Weston Bakeries	2006	Bronze: Off to a Good Start
Wonder Plus	Round Table	Weston Bakeries	2007	Bronze: Packaged Goods Food Bronze: Best Launch
Wonder Plus	Round Table	Weston Bakeries	2006	Silver: Off to a Good Start
workopolis.com	Due North	workopolis.com	2006	Bronze: Events & Seasonal
Workopolis.com	one company inc.	workopolis.com	2001	Silver: Best Launch
Juicy Fruit	BBDO	Wrigley	2005	Silver: Sustained Success
Hubba Bubba	Leo Burnett	Wrigley	2005	Bronze: Packaged Goods Food
WWF Canada	DraftFCB	WWF Canada	2007	Silver: Not for Profit
Yellow Pages B2B	TAXI 2	Yellow Pages	2012	Bronze: Events & Seasonal

Notes:

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. Cases designated by 2009, 2010, 2011, 2012 etc reflect cases that were honoured at the Award Show in January of that year. The cases would have been submitted in the prior year.
4. Please contact Jani Yates at [jyates@icacanada.ca](mailto: jyates@icacanada.ca) if you see errors or omissions.