



PRESS RELEASE

The hunt is on!

Zoom Media and the Association of Quebec Advertising Agencies team together to establish the Renard Prizes

Montreal, April 4, 2006 – Zoom Media and the Association of Quebec Advertising Agencies (AAPQ) team together to establish a new Grant for strategic counsel and announce the creation of the Renard Prizes. The Renard Prizes composed of a first grant of \$12,000 and a second of \$8,000 are intended to recognize excellence in the field of strategic communications planning and to encourage professional development through training initiatives. The hunt is on to find the most cunning communications counselors and strategic planners engaged by advertising agencies.

We are indebted for this initiative to Mr. Mario Cecchini, President of Zoom Media, who wanted to dedicate a portion of the profits generated by Zoom Agency Network to support the next generation of practitioners. “For some years now, our agency has made a commitment to the next generation of marketing communication professionals. Given their representativity and especially their involvement in the university milieu and the younger generation, it was just natural for us to team together with the AAPQ to establish such a contest,” mentioned Mr. Cecchini. He then added that, in his opinion, such an initiative blended in well with Zoom Media’s strong tradition of originality and creativity.

The Grants are earmarked for agency professionals, 35 years of age or less at January 1, 2006, who are part of the consulting or planning teams of a Quebec agency, whether that agency is a member or not of the AAPQ.

According to Mr. Daniel Demers, President of Ogilvy Montreal and Chairman of the Board of Directors of the AAPQ, “the Renard Prizes are a wonderful demonstration of the new orientation taken on by the AAPQ, in terms of skill enhancement throughout the agencies’ service offering. To retain our market savvy and also to remain competitive, both nationally and internationally, we must support the up-and-coming generation of practitioners and encourage them to enhance their professional skills.”

Deadline for registration is July 1, 2006. The winners will be known in mid-September. Please visit our Web site at www.prixrenard.com for all Renard Prizes contest details and for the Registration Form. For more information, please write us at aapq@aapq.ca or phone us at 514-848-1732. Jury members will be selected by mid-May.

The AAPQ and Zoom Media would also express their sincerest appreciation to LXB Communication Marketing for their generous and professional collaboration and involvement without whom this project could not have taken flight, as well as BMG Multimédia for their work in designing and setting up the Renard Prizes mini Web site.

In 1998, *Zoom Media* established Zoom Agency Network, a network of advertising billboards in 30 Quebec advertising, media placement and research agencies. These billboards are mainly intended for the agencies’ employees. All proceeds from the advertising on these billboards are channeled to train the next generation of practitioners, to enhance the knowledge of industry professionals and to provide direct assistance to needy professionals.

Founded in 1988, the AAPQ has a membership of more than 40 agencies who generate almost 80% of the advertising revenues of Quebec agencies. Its mission consists in enhancing the quality of advertisements and sensitizing the public to the role played by agencies in marketing communications.

The Association also invests in the training of the up-and-coming generation of practitioners in order for them to enhance their knowledge and specialized skills with a view of developing a product that is ever more creative and strategic to remain competitive on international markets.

Credits:

Clients: Association of Quebec Advertising Agencies and Zoom Media

Agency: LXB Communication Marketing

Creative Director: Pier Lalonde

Artistic Director: Martin Dessureault

Service Consultant: Richard Paquet

Photographer: Jean-François Bérubé

Interactive Service: Annie Lupien, BMG Multimédia

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