



CASSIES 2018 Announces Judging and Benchmarking Panels

FOR IMMEDIATE RELEASE

Canada's most prestigious awards program announced who will join the co-chairs Judy John (Leo Burnett) and Anne-Marie LaBerge (BRP) in determining the frontrunners and the winners of this year's competition.

Toronto, ON – July 13, 2017 — This year, the co-chair duo of Leo Burnett's CEO and Chief Creative Officer NA Judy John and BRP's SVP, Global Brands & Communications, Anne-Marie LaBerge will lead a panel of 16 top industry professionals, who represent clients, agencies, creative, strategic planning, research, and other disciplines from across the communications industry.

The 2018 CASSIES judging panel includes:

- Barry Campbell, VP Client Management, Marketing & Fraud Programs, Interac
- Cathy Collier, CEO, OMD
- Cheryl Grishkewich, VP Control Brand Marketing, Loblaw
- Cosmo Campbell, EVP, CCO, DDB Canada
- Denise Rossetto, CCO, BBDO Toronto
- Emma Eriksson, VP Marketing, General Mills
- Flora Horvath, Director, Marketing, Customer Communications, Experience & Brand, SaskTel
- Matt Kohler, VP Marketing, Clorox Company of Canada
- Megan Towers, Director of Strategic Planning, john st.
- Mélanie Dunn, President and CEO, Cossette Canada
- Samantha Taylor, SVP Marketing, Indigo
- Sébastien Paradis, President and CEO, Brasseurs du Nord – Boréale beer
- Simon Cazalais, President, Bleublancrouge Montreal
- Stéphanie Binette, CMO, L'Oréal
- Subtej Nijjar, Partner, Union
- Valya Kruk, CSO, Grey Group

"I am thrilled and deeply honoured to serve as the co-chair for the CASSIES 2018 with Judy," said Anne-Marie LaBerge. "The CASSIES are my favourite Canadian award program, not only because it measures the effectiveness of the campaigns, but more so because it recognizes the importance of the partnership between the agency and its client and elevates the holy grail of what a powerful duo can deliver."



“We are delighted to have assembled from across the country such a seasoned and highly qualified panel for this Canada-150 year,” added Judy John. “We are looking forward, along with the Benchmarking Panel, to reviewing another great year of results-producing advertising.”

Before the contender cases get in front of the judges, they will go through rigorous selection process by the **Benchmarking Panel**, who will evaluate the cases’ eligibility and ensure that the bar for being considered for a CASSIES award remains as high as ever.

This year’s Benchmarking Panel consists of senior industry professionals from agency, client, research and academia backgrounds, who have been CASSIES final judges in the past: Moya D Brown, Vice President of Marketing, Campbell Company of Canada; Marilyn A. Cresswell, Professor, Humber College; Florence Girod, VP, Strategic Planning, Cossette; Yann Jodoin, Senior Vice-President – Client Strategy, Marketing and Branding, National Bank; Christine Kalvenes, CMO, PepsiCo Foods; Jill King, ICA Board of Directors; David Leonard, CEO, McCann; Jo-Ann McArthur, President, Nourish Food Marketing; Stephanie Nerlich, Managing Director, Chief Marketing Officer, MDC Partners; Jill Nykolation, CEO, Juniper Park\TBWA; Serge Rancourt, Founder, No Fixed Address Inc.; Diane Ridgway-Cross, EVP, Managing Director, McCann; Valérie Sapin, Director, Marketing and Innovation, Gaz Metro; Mark Tomblin, Chief Strategy Officer, Juniper Park\TBWA; Alvin Wasserman, President, Wasserman and Partners Advertising; Manoj Raheja, Partner, Sklar Wilton & Associates.

The CASSIES is Canada’s only industry awards program that recognizes communications and advertising effectiveness based on extensive, publicly available case studies. Submissions for the 2018 competition are open until **August 30, 2017**, with the early bird rates available until **August 1, 2017**.

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