



TEMPLE DE LA
RENOMMÉE



ASSOCIATION
OF
CREATIVE
COMMUNICATIONS
AGENCIES

PRESS RELEASE

Under Embargo until November 25, 9am

Hall of Fame 2021 – Presented by CBC & Radio-Canada Media Solutions

RELEASE OF THE LAUREATES' VIDEO PORTRAITS

Montreal, November 25, 2021 – The Association of Creative Communications Agencies (A2C) releases a series of exclusive videos to mark the induction of Jacques Dorion (Builder), Thérèse Paquet-Sévigny (Beacon) and Robert Ayotte (Ally) to the A2C's Hall of Fame. This initiative, presented by CBC & Radio-Canada Media Solutions, celebrates the exceptional contribution of great communicators in our industry.

The video portraits highlighting the journey, career, and extraordinary contribution of our three 2021 laureates, through interviews conducted by Annie Desrochers (ICI Première) and testimonies of renowned professionals are available on A2C's website: a2c.quebec/en/discover-the-a2c/hall-of-fame. Our 2021 Hall of Fame inductees were selected by the A2C's Board of Directors.

"Jacques Dorion, Thérèse Paquet-Sévigny and Robert Ayotte's contribution is truly admirable. You will discover real pioneers who were motivated by the idea of growing our industry, and who have, without a doubt, left their mark. We are pleased to celebrate their great accomplishments today," said Louis Duchesne, Chairman of the A2C Board of Directors and President of Cossette, Quebec and Eastern Canada.

Next Monday, November 29, a special feature dedicated to the laureates will be published in *Grenier Magazine*.

The Hall of Fame is an initiative by the A2C, presented by CBC & Radio-Canada Media Solutions, in collaboration with *Le Grenier aux nouvelles*. Special thank you to Marie-Claude Ducas for the content development and Camden for the video and motion design production.

SUMMARY OF THE LAUREATES' CONTRIBUTION:

Builder profile – Jacques Dorion

Awarded to a senior executive for their overall contribution to the industry.

Associate producer, Match Vision

President, Media Intelligence

Former President and CEO, Aegis Media Canada

By creating the first independent Quebec media planning agency (Stratégem), Jacques Dorion elevated the fields of media planning and sponsorships in Quebec. Stratégem's growth is intrinsically linked to the growth of emerging creative agencies in the 1980s – such as Ig2 and Sid Lee (originally Diesel) – as well as the transformations of the media environment, through the booming of specialized TV channels. After successfully closing a deal for the French company Carat, a subsidiary of Aegis, Jacques Dorion became Aegis Media Canada's CEO and President. Throughout his career, he shared his knowledge by founding the *École des médias* within his company, teaching in Cegeps and Universities, writing books, and appearing several times on *Canal Savoir* and in specialized media.

Beacon profile – Thérèse Paquet-Sévigny

Awarded to a communications professional who has inspired others through their creativity and strategic thinking.

Former President and Vice-President, BCP Publicité

Thérèse Paquet-Sévigny is an authentic pioneer in the communications world, in which she was actively involved starting in the 1950s. Trained as a sociologist, she paved the way for the fields of strategic research and advertising planning within the legendary BCP agency, which she led for several years. She put her unique vision and profound understanding of Quebec society at the service of the agency's major campaigns and fueled Jacques Bouchard's landmark work *Les 36 Cordes Sensibles des Québécois*. She was a true pioneer inside and outside of the creative communications agencies' world and held leading positions throughout her career. In turn, she became Vice-President of Radio-Canada, Assistant Secretary-General for information at the United Nations, Professor in the communications department at UQAM and Co-founder of the UNESCO-Bell Chair in communications and international development, as well as of the Network of UNESCO Chairs in communications (ORBICOM).

Ally profile – Robert Ayotte

Awarded to a partner for their commitment to the industry.

Strategic consultant

Former President of Lottery Operations, Loto-Quebec

A remarkable client for his openness, risk-taking and devotion to the quality of creation, Robert Ayotte has led many campaigns at Loto-Quebec that have marked the advertising world and won numerous awards, in Quebec and abroad. Several of his campaigns' taglines are still used in our everyday language, including "Tout d'un coup" (Mini), "Ça change pas l'monde, sauf que...", "Bye, bye boss," and "Soyez toujours gentil avec ceux qui jouent au Lotto 6/49". The changes he made to Loto-Quebec's advertising practices are still implemented today, more than 20 years later, and have influenced several other advertisers. He put an end to speculative pitches, which generated huge expenses for agencies and were a source of inequity. He also split Loto-Quebec's mandates to allow smaller agencies to have access to them, and thus facilitate their expansion.

About A2C's Hall of Fame

The A2C's Hall of Fame highlights the careers of great visionaries who have contributed in an exceptional way to the excellence and vitality of Quebec's extended marketing and communications industry. For more information, visit a2c.quebec/en/discover-the-a2c/hall-of-fame.

About the A2C

The A2C is the voice of more than 80 agencies in Quebec of different sizes, configurations, and specialties, but all with one thing in common: a commitment to creative communications. Its members generate more than 80% of the industry's revenues in Quebec and contribute to the success of companies here and abroad. Our mission is reflected in various initiatives that aim to guide these agencies and ensure vitality and excellence within the entire industry. For more information, visit <http://a2c.quebec/en/>.

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