Press Release
For immediate release

CLAUDE LESSARD, JEAN MORIN, AND BRUNO GAUTIER
INDUCTED INTO THE A2C HALL OF FAME

Montreal, May 10, 2016 — The Association of Creative Communications Agencies (A2C) is pleased to announce that three inspiring leaders — Claude Lessard (Builder), Jean Morin (Beacon), and Bruno Gautier (Ally) — were inducted into the A2C Hall of Fame this morning during the special event Les grandes entrevue du Temple de la renommée de l’A2C. Every year, the A2C Hall of Fame celebrates the exceptional careers of outstanding visionaries who have, each in their own way, made exceptional contributions to the excellence and vitality of the marketing communications industry in Quebec.

The A2C Hall of Fame celebrates professionals from different backgrounds in the following three categories:

- **Builder**: awarded to a senior executive for their unique achievements
- **Beacon**: awarded to a communications professional who has inspired others through their creativity and strategic thinking
- **Ally**: awarded to a partner for their commitment to the industry

In line with the association’s repositioning and in order to highlight various professional profiles, the A2C Hall of Fame **now replaces the Prix Hommage**, awarded since 2013. Past recipients — Madeleine Saint-Jacques (2013), Paul Lavoie (2014), and Nicole Dubé (2015) — have automatically been inducted into the A2C Hall of Fame.

**Builder: Claude Lessard**
Chairman of Cossette
One of Cossette’s founding partners

*Through his visionary spirit and leadership, Claude Lessard has guided Cossette throughout the years and transformed it into one of the most prominent agencies in Quebec.*

Claude Lessard has worked at Cossette for more than 40 years and throughout the agency’s different eras has played a vital role in sustaining its growth. An outstanding leader, he sought to develop the organization’s strengths and skilfully surrounded himself with people of talent, thereby always ensuring the presence of emerging leaders within his team. Cossette is a major figure in the history of the marketing communications industry in Quebec; it has been a pioneer on many fronts, has become an incubator of talent and a powerhouse that has made its mark on the industry here and abroad.

**Beacon: Jean Morin**
President of the Executive Committee, Diesel (now Sid Lee) from 2000 to 2003
Vice-President, strategic planning and product thinking, Cossette from 1972 to 1999
Through his sense of innovation, Jean Morin has influenced the best practices in our field and has also contributed to the development of numerous professionals and companies in Quebec.

Jean Morin leaves an immense legacy to our industry: he built the foundations for strategic planning in Quebec and developed an approach and terminology that are still being used in the industry today. He also greatly shaped the DNA of prominent agencies in Quebec, allowing them to make their mark in their field. First with Cossette, where he established the "product thinking" culture, then at Diesel, where he helped restructure the agency now known as Sid Lee. He is a source of inspiration for many marketing communication professionals who describe him as a mentor who has guided their practices.

**Ally: Bruno Gautier**
Founder of Infopresse

Through his commitment to the industry and impressive business acumen, Bruno Gautier has made Infopresse a positive force for the dynamism of our business community.

Thirty years ago, Bruno Gautier bet on our industry as a nesting ground for his company. This provided him with a voice in our field and created a place where the industry's professionals and companies could shine, interact with each other, and grow. His business know-how has made Infopresse a successful company that has been able to reinvent itself by rethinking and improving its offer over the years while remaining independent despite a competitive market.

The A2C wishes to thank its partners for the event, during which the 2016 recipients were inducted. The event *Les grandes entrevues du Temple de la renommée* was presented by Bell Media in collaboration with Infopresse and Sud-Ouest productions.

**About the A2C**
The A2C, previously known as the Association of Quebec Advertising Agencies (AAPQ), is the voice of almost 70 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 75% of the industry's revenues in Quebec and contribute to the success of companies here and abroad. Our passion is reflected in various initiatives that aim to guide our member agencies when facing issues of an economic, technological, or social nature and in this way we aim to ensure vitality and excellence within the entire industry. For more information, visit [www.a2c.quebec/about](http://www.a2c.quebec/about).

Information:

Romy Belzile-Maguire
Advisor, communication marketing
Association of Creative Communications Agencies (A2C)
514-848-1732 ext. 201 B.BMaguire@a2c.quebec