



## Press Release

---

### **DDB Canada: *Strategy's* Agency of the Year**

Agency wins coveted industry award for 4<sup>th</sup> time

---

**Date**      **November 2, 2007**

**Location** **Toronto and Vancouver**

---

Achieving a remarkable milestone, DDB Canada was named Canada's Agency of the Year (AOY) by *Strategy* magazine last night, becoming the "winningist" agency in the history of the country's most esteemed advertising award competition.

Winning *Strategy's* celebrated Agency of the Year title for the fourth time, DDB has been on the magazine's award podium in this competition an unprecedented 10 times since 1996. Notably, the agency earned AOY status three years running from 1999 to 2001.

"We're very honored to be awarded this prestigious title by *Strategy* again. It proves why DDB is still the most consistent and creative force in Canadian advertising," says Frank Palmer, Chairman and CEO of DDB Canada. "Being named Agency of the Year reflects the fact we're successfully engineering our company to be the most influential communications and marketing company that delivers sales and awareness on behalf of our clients."

The annual industry competition held by *Strategy*, a leading national trade publication for advertisers and marketers, looked at five marketing campaigns completed over the past year from 14 different agencies. DDB's outstanding strategic thinking and creative execution out shone the competition and earned top marks from this year's judging panel.



DDB's submission showed the depth and scope of the agency's creative prowess in both Vancouver and Toronto operations. *Strategy* judged the agency's integrated campaigns for Subaru Canada; BC Hydro; Canadian Blood Services; Captial One; and A Community that Cares.

Palmer adds: "Year after year, this agency continually demonstrates a strong sense of teamwork, innovative thinking, and a relentless passion to do great work for our clients."

The much sought after title was awarded to DDB, by *Strategy's* 12-member independent panel of marketers and agency leaders from across Canada, as well as an international judge from the UK. For full coverage of *Strategy's* Agency of the Year award ceremony refer to the November 2<sup>st</sup> issue of *Strategy* or online at [www.strategymag.com](http://www.strategymag.com).

### **About DDB Canada**

DDB Canada ([www.ddbcanada.com](http://www.ddbcanada.com)) is the most creatively acclaimed, internationally recognized marketing communications agency in Canada. Ranked the #1 creative agency in Canada by *Strategy* magazine for nine years in a row, and among the top 15 best agencies in the world in *The 2006 Gunn Report*, DDB Canada is recognized for award-winning advertising that generates significant results for clients. A "total communications company," DDB believes creativity is the strongest business tool. With offices in Victoria, Vancouver, Edmonton, Toronto and Montreal, DDB Canada was named one of the "Best Small and Medium Employers in Canada" in 2007 by the Queen's University School of Business.

- 30 -

### **For more information, visual materials, or interviews please contact:**

Robert MacLean  
VP Corporate Communications and Public Relations  
DDB Canada  
(416) 972-5831  
[robert.maclean@ddbcanada.com](mailto:robert.maclean@ddbcanada.com)