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Jury Chosen for the *Billy Bishop Toronto City Airport Creative Competition*

\$250,000 in media space given to the winning team for charitable and not-for-profit clients

TORONTO, ON (November 21, 2014) – A panel of leading Canadian creative and media professionals has been chosen to judge the *Billy Bishop Toronto City Airport Creative Competition*. The competition, which launched November 3, 2014, will award \$250,000 in media space to the winning creative team that can in turn be used for Canadian charitable or not-for-profit clients at the new pedestrian tunnel facility at Billy Bishop Airport. The winning team will also receive a trip to the 2016 One Show for the winning campaign concept.

The Competition Jury members are as follows:

- Cathy Collier, CEO, OMD Canada
- Laura Gaggi, CEO, Gaggi Media Communications Inc.
- Judy John, CEO & CCO, Leo Burnett
- Mary Maddever (Jury Chair) – VP & Editorial Director Brunico Communications
- Lance Martin, ECD & Partner, Union
- Steve Mykolyn, Chief Brand Officer, Taxi
- Randy Stein, Partner, Creative, Grip
- Deborah Wilson, VP Communications and Public Affairs, Toronto Port Authority

“Canadian charities and not-for-profit organizations often have difficulty delivering their message due to limited media budgets,” said Dean Black, President and CEO, BLACK. “This competition is a win/win. It will ensure that the tunnel opens with breathtaking creative that will showcase the leading-edge technology of our media assets at the airport, as well as providing agencies and their not-for-profit clients with an opportunity to break through with a creative campaign that will engage travellers through Canada’s ninth busiest airport.”

“We have gathered Canada’s leading creative and media minds to judge the *Billy Bishop Toronto City Airport Creative Competition* entries and are confident, based on the feedback received to date, that we will see some truly extraordinary creative coming out of this competition.”

The pedestrian tunnel at Billy Bishop Toronto City Airport will open in April 2015 with a unique place-based media opportunity that integrates DOOH with Mobile. The *Billy Bishop Toronto City Airport Creative Competition* challenges Canadian advertising/media agencies and their clients to push the envelope of creativity in the realm of Place Based Media and mobile marketing. Entries will be judged on Creative Strategy, Innovation, Interactivity and Emotional Appeal.

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The competition provides a unique opportunity for agencies to showcase their creativity and talent in this innovative media market, while supporting their NFP/charity client's objectives. The winning creative will run in various spaces in the island atrium, tunnel and mainland pavilion in 2015. Details can be found at www.black-co.com/cc

Jury Profiles:

Cathy Collier, CEO, OMD Canada

Media planning needs to evolve to communications planning. As CEO of OMD Canada, Cathy ensures her teams craft communication solutions influenced by consumer behaviour. Cathy's drive for innovation and new solutions thrives at OMD, as evidenced by OMD being the most awarded agency at the 2011 Media Innovation Awards. Over the course of nearly two decades with Cossette Media, Cathy focused on clients such as Nike, Coca Cola and Bell. Her leadership brought Cossette three gold Media Lions and an armful of other awards, including four 'Best in Show' trophies, dominating Canada's Media Innovation Awards year after year.

While Cathy has an entrepreneurial spirit, communications planning is her passion, and is what led her to launch her own agency in 2009, x connections, which later merged with CP+B Toronto. A graduate of the University of Manitoba, Cathy is well-known in the Canadian media community. She is on the board of the Canadian Media Directors Council; has judged at the 2007 Cannes Media Lions festival; and chaired the Young Media competition at the National Advertising Awards in 2009. Cathy also sits on the Canada Cannes board helping to inspire the Canadian media community to be recognized. Cathy has a very active family with two teenagers and a very patient husband.

Laura Gaggi, CEO, Gaggi Media Communications Inc.

As owner of Gaggi Media for the past 23 years, and with over 35 years of media experience, Laura's passion for the business has generated wide recognition for her creative integrated media solutions, accountability and ability to predict and adapt to the ever-changing media environment.

Gaggi Media is a highly successful and wholly owned Canadian multi-award-winning strategic media planning and buying company that plans and purchases multi-platform media campaigns in Canada and the U.S. Some of Gaggi's high profile national and international accounts include The Globe & Mail, SCENE, Kao Canada, Holt Renfrew and Mackenzie Financial.

Over the years Laura has served on numerous industry boards and innovative media judging committees. She also served as a Board of Director for the West Park Healthcare Centre Foundation for 7 years and Chair of their Innovative Fundraising Committee.

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Judy John, CEO & CCO, Leo Burnett

Judy joined Leo Burnett Toronto in 1999, as Chief Creative Officer and was promoted to CEO in 2011. Judy has guided the agency to an unsurpassed creative record.

Highlights include the first-ever Digital D&AD Black Pencil, the world's most-awarded billboard campaign in 2009, and the most awarded Canadian agency at One Show 2011 and 2012. LB Toronto won the inaugural ADCC Agency of the Year (AOY) award in 2011, then Design AOY in 2012.

The year also saw Toronto being named Leo Burnett Worldwide AOY, Canada's Marketing Magazine AOY and Young Guns Design AOY. Everything from Judy's work ethic to her management style, she learned from years of packing take-out orders at her parents' restaurant.

Mary Maddever, (Jury Chair), VP & Editorial Director Brunico Communications

Mary Maddever is publisher of Playback and *strategy* and VP, editorial director of Brunico Communications, overseeing journalistic policy and procedures for the company's editorial brands. Through a consultative process – from research, to advisory boards and focus groups – with key industry stakeholders, Maddever has led the content strategy and new product development of many Brunico brands, and recruited and trained teams for launches and refreshes.

As executive editor of *strategy*, a remit she held since helming its re-launch in 2004, Maddever planned and oversaw the launch of Brunico Communication's first offshoot daily e-news/site Media In Canada, and also developed and launched *stimulant*, a creative-focused offshoot of the *strategy* brand's ad and marketing universe. She also spearheaded several new Awards programs and developed and collaborated on new event franchises.

Prior to *strategy*, Maddever was editor of RealScreen, an international non-fiction brand for which she originally developed the editorial launch plan in 1997, and oversaw a content focus redirect in 2004 as the business evolved. Maddever's background includes four years (1998-2001) as editor of international kids entertainment biz magazine KidScreen, where she was mandated to raise brand authority in top tier global production and broadcast circles, and also expand its import in ancillary areas of the industry.

Prior to that, Maddever was editor of Playback, Canada's bi-weekly TV & film industry journal and its subsidiary magazine offshoots, Video Innovation, Canada on Location and Playback International.

Lance Martin, ECD & Partner, Union

Over the past 20 years, Lance Martin has built one of the strongest creative resumés in the country, with Lions, Pencils and Clios proving he is a global force to be reckoned with. And though he's all about the work, Lance has a keen business sense that has

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helped him develop strong client relationships and foster an environment of collaboration and innovation.

During his 12 years at TAXI, Lance was integral in creating some of the most recognized and awarded work to leave the agency, including campaigns for VIAGRA, Nike and the Worldwide Short Film Festival. At the helm of TAXI 2, Lance produced work for clients such as Toronto Maple Leafs, Koodo, Burger King and MIO, as well as MINI. Lance was a key player in bringing this iconic brand to life and the work has repeatedly been recognized at Cannes.

On October 31 2012 Lance, along with Sub Nijjar and Dave Carey opened the doors of the newly formed “UNION”. One of the agency’s key philosophies is forming strong partnerships with their clients, working hand-in-hand and collaborating together to form ideas that will move brands forward in the crowded and overdeveloped Canadian marketplace.

Steve Mykolyn, Chief Brand Officer, Taxi

A writer, designer, filmmaker, and advertiser, Steve’s talents are comprehensive and wide reaching. As clients demand a more holistic approach, he provides an exceptional – and truly unique – media-agnostic, 360° perspective.

He joined TAXI in 2001 as Creative Director of Interactive and Design. Always looking forward, he focused on developing the integration model at TAXI in anticipation of massive changes to the communications industry. Today, TAXI is recognized globally for its ability to seamlessly combine advertising, interactive, and design under one roof. In his current role as Chief Brand Officer, Steve is responsible for overseeing the TAXI brand, with an emphasis on thought leadership as it pertains to the industry.

Steve’s passion for words and images has also come to life in books and film. He wrote and directed *El Dia La Noche Y Los Muertos*, an award-winning documentary about Mexico’s Day of the Dead Festival. Steve’s books include *Amusing World* for photographer Russell Monk, which he wrote and designed, as well as *Metal Leather Flesh*, an exploration of motorcycle culture. In 2008, he was co-curator of the Canadian Pavilion at the Venice Biennale for Architecture.

Randy Stein, Partner, Creative, Grip

At the age of 29, Randy was named Creative Director of Canada’s top creative agency - Palmer Jarvis DDB, Vancouver. There he led the agency to a then unprecedented three-peat as Strategy Magazine’s “Agency of the Year”. In 2002, Randy joined Grip Limited as a Partner where he helped Grip win Marketing Magazine’s “Agency of the Year” after less than three years in existence – another unprecedented feat.

Most recently, Randy was behind the first ever feature film created by a brand – Kokanee’s “The Movie Out Here”, which has been recognized internationally as a groundbreaking piece of branded content and described by *Marketing* magazine as “one of the most audacious marketing campaigns in Canadian history”. In 2014, he had the honour of judging the “Branded Content and Entertainment” category for the Cannes Lions Festival of Creativity.

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His work has been recognized by every major awards show including Cannes, One Show, D&AD and Communication Arts. Randy has had the privilege of working on iconic brands such as Honda, Acura, Bell Canada, Kokanee, Botox, McDonald's, Pizza Hut and KFC.

Deborah Wilson, VP Communications and Public Affairs, Toronto Port Authority

Deborah Wilson is Vice President Communications and Public Affairs for the Toronto Port Authority. An accomplished business strategist and communications executive, Ms. Wilson has worked in a range of industries including broadcasting, banking, professional services and technology for such companies as Astral Media, Alliance Atlantis, PricewaterhouseCoopers, Scotiabank and American Express. Having worked on some of the world's most successful and creative brands including Disney, HBO, American Express and National Geographic, Ms. Wilson possesses proven expertise in the areas of marketing, communications and brand management.

Ms. Wilson holds an undergraduate degree from The University of Western Ontario and a Master of Arts degree in Communications, Culture and Public Policy from York University. She is a past IABC Gold Quill recipient for Excellence in Communications Management and a former board member of the AV Preservation Trust, Canadian Women in Communications and Youth Media Alliance.

About BLACK (www.black-co.com)

Established in 1992, BLACK is a Canadian-owned private company which is innovating place-based media through the integration of Digital Out-of-Home (DOOH) and mobile applications. BLACK uses a user-centric approach to enhancing physical and digital environments to create uniquely effective customer and advertising experiences. Along with its digital arm, BLACKdigital Inc., it serves a broad base of Canadian and US clients in the media, financial, business-to-business and pharmaceutical sectors. BLACK has provided media sales, consulting, digital, mobile, marketing and advertising services to such companies as The Globe and Mail, Discovery Channel (US), TorStar, BMW, BMO Bank of Montreal, BMO Nesbitt Burns, Towers Watson, Trader Corp., The Toronto Port Authority, Merck, Meda and Vivus.

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