



### Refreshed Identity Launched

In August, Advertising Standards Canada launched a refreshed corporate identity that was developed in collaboration with Anderson DDB Health & Lifestyle. Moving forward, the organization will be known as Ad Standards and will use a new logo that features dynamic bars of transparent colour that move upwards, which symbolize that advertising standards raise industry integrity and heighten consumer confidence. [Read the media release.](#)



### New Public Service Announcement Campaign

In conjunction with the new identity launch, Ad Standards also introduced a brand new PSA campaign, which highlights our organization's 60 years as Canada's national, independent, advertising self-regulatory body. Anderson DDB was the creative partner for both the identity and PSA projects, and they created several engaging and informative spots that are available for television, radio, print, digital, and out-of-home platforms. View all the creative at: [adstandards.ca/PSA](http://adstandards.ca/PSA)



### Release of Ad Standards in Review 2016-2017

In June, *Ad Standards in Review 2016-2017* was released. It provides an overview of our activities and achievements over the past year and includes summaries of the 2016 Complaints Report, the AdChoices Accountability Program Summary Report, and the Canadian Children's Food and Beverage Advertising Initiative. See the [Review](#).

The *Review* also features information about the 2017/2018 Ad Standards Executive Committee and Board of Directors. Nancy Marcus, Kruger Products L.P., has been elected to the office of Chair of the Board. Other Executive Committee members include Gary Maavara (Vice Chair), Corus Entertainment Inc., Kevin Brady (Vice Chair), Anderson DDB Health & Lifestyle, Carol J. Ritter (Treasurer), Procter & Gamble Inc., Sandy MacLeod (Immediate Past Chair), Toronto Star/Metro English Canada, Janet Feasby (Secretary), Ad Standards, and Ron Lund, Association of Canadian Advertisers.



### Release of 2016 Complaints Report

In March, Ad Standards released its *Annual Ad Complaints Report - 2016 Year in Review*. The report provides information about consumers' complaints submitted to Ad Standards in 2016 in review under the *Canadian Code of Advertising Standards*. The following are some highlights:

- 1,639 complaints submitted about 1,237 advertisements
- 59% of pursued complaints alleged inaccurate or misleading advertising
- 225 complaints received about retail advertising – the highest by sector

## Advertising Industry News and Events

### Leading Canadian Licensed Producers Join Forces to Develop Guidelines on Cannabis Branding & Promotion

In July, 2017, sixteen of Canada's Licensed Cannabis Producers, representing approximately 90% of the current legal medical cannabis market, together with the [Canadian Medical Cannabis Council](#) and [Cannabis Canada Association](#), engaged Ad Standards to develop guidelines on the branding and promotion of cannabis. According to the Licensed Cannabis Producers' [press release](#), "the agreement to develop guidelines builds on the advocacy efforts of participating licensed producers, and their respective Associations, urging the government to ensure that cannabis regulations include allowances for responsible branding and promotion as tools required to combat the illegal market. All licensed producers agree on the need for adult-focused branding – such as coloured lettering and logos for cannabis products. They are aligned that these elements should not appeal to those under a province's designated legal age."

### Ad Standards Speaking Before the Standing Senate Committee on Social Affairs, Science and Technology

On June 14, 2017, Ad Standards representatives, Janet Feasby, Vice President, Standards and Nicole Bellam, Vice President, Clearance Services, were invited to speak before the Standing Senate Committee on Social Affairs, Science and Technology on Bill S-228, An Act to Amend the Food and Drugs Act (prohibiting food and beverage marketing directed at children). They outlined the current rigorous self-regulatory framework for advertising to children and described the significant progress made by companies participating in the voluntary Canadian Children's Food and Beverage Advertising Initiative to shift the emphasis in food and beverage advertising, directed to children under 12, to the promotion of healthier dietary choices.

### Advertising and Marketing Law: Social, Digital, Online Compliance

On October 4, 2017, Ad Standards' Janet Feasby will be presenting the Ontario Bar Association's Advertising and Marketing Law Conference. Participants will learn how to effectively advertise and market their business without running afoul of legislative and regulatory requirements. Janet will cover topics such as:

- What are consumers complaining to Ad Standards about?
- How are inter-competitor complaints handled?
- Distinguishing the roles of each body in governing advertising and marketing.

To learn more about this important event, visit [www.oba.org/pd](http://www.oba.org/pd)

### Strategic Marketing Day: Optimizing Online Research, Channels & Perceptions

On November 8, 2017, Ad Standards will present at Consumer Health Products Canada's Strategic Marketing Day. In a presentation called "Consumer Perceptions in Advertising: What are they really thinking?", Jani Yates, President & CEO, will share valuable findings from Ad Standards' annual consumer research into how Canadian consumers feel about advertising. The event will also feature marketing insights from the following speakers: Terry O'Reilly, author, radio personality, and award-winning adman; Jennifer Lee, Partner Customer Analytics, Deloitte; Erin Kelly, CEO, Advanced Symbolics; Nancy McConnell, Head of Industry, Consumer Goods, Google Canada; and Chris Phyland, CEO, Buchanan Group. To learn more about this exciting event, visit [chpcanada.ca](http://chpcanada.ca)

### IAB Golf Tournament 2017

In June, Ad Standards generated some early awareness of the refreshed corporate identity at the 2017 IAB Golf Tournament at Station Creek Golf Club. A mix of over 250 agencies, brands, media, and ad tech company representatives participated. Thanks to Sonia Carreno, President, IAB for this great event.



### Meet Our New Analyst

In September, Ad Standards welcomed a new Clearance Services analyst, Alexandra Carambelas is a fluently bilingual, registered dietitian who holds a Bachelor and a Masters degree in Applied Human Nutrition. Filling in for Sandra Gharbi, who will soon be on maternity leave, Alexandra will be working in the food, cosmetics and drug advertising areas.



### Robert E. Oliver Scholarship Award Winner

In 2017, Ad Standards awarded the Robert E. Oliver Scholarship to Joel Johnson, a third year student in the Bachelor of Business Administration program at Mount Saint Vincent University in Halifax. Joel is pursuing a major in Marketing and intends to work as a marketer for a socially-responsible corporation, where he hopes to positively impact his community. Joel has demonstrated his passion for both marketing and social responsibility by starting his own clothing brand, which donates five percent of all sales to green initiatives.



### Advertising and Marketing Law Conference – Discounted Fee

Ad Standards is a proud to support The Canadian Institute's [Advertising & Marketing Law Conference](#), being held on January 22 and 23 at the Marriott Bloor Yorkville, Toronto. Thanks to this partnership, Ad Standards members will receive a **10% discount** off the conference fee. To take advantage of this offer, use this special code during the online registration process: **D10-385-385CX02**

The advertising law landscape is constantly changing, and navigating it has become complex. Join a faculty of leading practitioners, including Ad Standards' Janet Feasby, VP, Standards, to learn about recent changes and how to adapt your practices.

#### Conference Highlights:

- INSIGHTS from the Competition Bureau and the Federal Trade Commission
- OVERVIEW and ANALYSIS of this year's top advertising law decisions
- BEST PRACTICES for social media marketing, user-generated content, and contesting
- DEEP DIVE into the privacy landscape, issues, and legislation
- DISCUSSION with an award-winning advertising agency on the role of innovation

Register today to secure your seat! For more info, call 1-877-927-7936; email [customerservice@canadianinstitute.com](mailto:customerservice@canadianinstitute.com); or visit [www.CanadianInstitute.com/AdLaw](http://www.CanadianInstitute.com/AdLaw)

## Welcome to New Ad Standards Members and Official Representatives



### Brunico Communications Ltd.

Official Representative: Mary Maddever, SVP, Editorial Director

Founded in 1986, Brunico, is a privately-held company based in Toronto, Ontario. They are well known in the industry for their publications which include Playback, Strategy and Media in Canada. Brunico also produces entertainment and marketing conferences in Canada and the U.S.



### Canadian Health Food Association (CHFA)

Official Representative: Helen Long, President

Formed in 1964, the Canadian Health Food Association is a trade association dedicated to natural health and organic products which can include foods, vitamin and mineral supplements, herbal products, homeopathics, sports nutrition products, health and beauty aids and more. CHFA now represents over 1,000 member businesses across Canada including manufacturers, retailers, wholesalers, distributors, and importers of natural and organic products.



### Fallsview Casino Resort

Official Representative: Jennifer Ferguson, Director of Marketing Services

Fallsview Casino Resort is a gaming resort facility owned by the Government of Ontario and operated by a consortium of five companies, the Falls Management Group LP. It features a casino, luxury hotel, spa and fitness centre, dozens of shops and restaurants, the Avalon Theatre and over 30,000 sq. feet of meeting and convention space.



### GlaxoSmithKline Inc.

Official Representative: Tracy Pike, Brand Manager

GSK Inc. is a global healthcare company with 11,000 people working in research and developing a broad range of Pharmaceuticals, Vaccines and Consumer Healthcare products. They have commercial operations in more than 150 countries, a network of 90 manufacturing sites, and large R&D centres in the UK, USA, Belgium and China.



### Interactive Advertising Bureau of Canada (IAB Canada)

Official Representative: Sonia Carreno, President

The Interactive Advertising Bureau of Canada (IAB Canada) is a trade association dedicated to the development and promotion of the digital marketing and advertising sector in Canada. IAB Canada represents over 250 advertisers, ad agencies, media companies, service providers, educational institutions and government associations. They create ad guidelines, in-depth research, offer training, events and are the national voice and thought leader of the Canadian interactive marketing and advertising industry.



### London Drugs Ltd.

Official Representative: Dennis Dong, Asst. General Manager, Marketing

Founded in Vancouver in 1945, London Drugs is 100% Canadian owned. Across Alberta, British Columbia, Manitoba and Saskatchewan, London Drugs' 78 stores employ more than 7000 staff and serve over 45 million customers each year.



### Made in

Official Representative: Aurélie Sauthier, CEO

Made in is a multi-platform content and influence marketing agency. They develop and implement marketing strategies and campaigns for brands through the power of digital influencers. Made in opened a European office in Paris in 2016.



### Mintel Group Ltd.

Official Representative: Jill Saucier, Senior Marketing Manager

Founded in 1972, Mintel is a market intelligence agency, with offices in London, Chicago, Shanghai, Belfast, Kuala Lumpur, Mumbai, Munich, New York, São Paulo, Singapore, Sydney, Tokyo and Toronto. Mintel offers clients insights and recommendations on the consumer landscape through market analysis, competitive intelligence and product intelligence.



### Out-of-Home Marketing Association of Canada (OMAC)

Official Representative: Rosanne Caron, President

Created in 2005, the Out-of-Home Marketing Association of Canada is responsible for promoting the benefits and effectiveness of out-of-home media to advertisers and advertising agencies.



### PR in Canada/Profectio

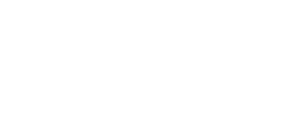
Official Representative: Dave Forde, Founder

PR in Canada is an independently-owned publication for the Canadian public relations industry that shares best practices, opinions, success stories and research. [www.princanada.com/about](http://www.princanada.com/about)



### Profectio

Profectio delivers top stories, news, trends, and tip about the Canadian online advertising and marketing industry. [www.profectio.com](http://www.profectio.com)



### Sanofi Consumer Health

Official Representative: Tamara Lovi, Group Product Manager

Sanofi entities in Canada include the Diabetes and Cardiovascular Care Business Unit, the General Medicines and Established Products Business Unit, Sanofi Pasteur (vaccines), Sanofi Genzyme (specialty care) and Sanofi Consumer Health. Together they employ close to 1,900 people. In 2015 Sanofi companies invested \$133.3 million in R&D in Canada.



### Shine Influencers

Official Representative: Jess Hunichen, Co-Founder

Shine Influencers is a Toronto-based talent management agency for digital influencers that works with brands and agencies to engage influencers.



### The Canadian Institute

Official Representative: Jess Hunichen, Co-Founder

Based in Toronto, The Canadian Institute is responsible for the creation of over 1,700 conferences since its inception in 1985.

## Welcome New Official Representatives of Ad Standards Members

An Official Representative (OR) is the person designated by an Ad Standards member company as its principal liaison to Ad Standards. The following member companies have identified a new OR:

- **Dani Bastien**, Senior Manager, Brand Planning and Integration, Air Canada
- **Kevin O'Brien**, Executive Director Medical Aesthetics, Allergan Inc., Canada
- **Liz Buttigeig**, Administrative Manager, Allied Beauty Association
- **Rohith Redd**, Commercial Marketing Director, Bacardi Canada Inc.
- **Carmen Martinez**, Head of Canada, Bandai America Inc., Canada Division
- **John Pitt**, President, Brickwads Communications Inc.
- **Dave Clark**, Vice President, Canadian Health Food Association
- **Jennifer Hay**, Director, Brand Strategy & Marketing, Capital One
- **Anne Martin**, Vice-President, Marketing, Corby Spirit and Wine Limited
- **Lory Skara**, National Marketing Coordinator, E. & J. Gallo Winery Canada Ltd.
- **Priya Bhasin-Singh**, Team Lead Customer Engagement and Retention, Edmonton Triis System
- **Tyler Turnbull**, CEO, FCB Canada
- **Rudy Sequiera**, Managing Director, Ferrero Canada Ltd.
- **Sharon Nishi**, Retail Integration Director, General Motors of Canada
- **Caroline Mitchell**, Director, Marketing Division, Government of Canada
- **Kevin Blazaitis**, Executive Director, Client Development, IZEA, Inc.
- **Lorri MacDonald**, Managing Director, kbs+ Canada LP
- **Tony Chow**, SVP, Marketing and Sales, Kellogg Canada Inc.
- **Samantha Redman**, CMO, Kentucky Fried Chicken Canada Company
- **Nadia Petrolitto**, Vice-President, General Counsel & Chief Communications Officer, L'Oréal Canada Inc.
- **Casey Howe**, General Manager & VP Sales, Mark Anthony Group
- **Chris Lamb**, Marketing Director – Retail Brands, McCain Foods (Canada)
- **Dan Glover**, Partner, McCarthy Tétraut LLP
- **Robert Loj**, General Manager, Mead Johnson Nutrition
- **Stephanie Minna Cass**, Corporate and Government Affairs, Mondelēz International
- **Chantale Coulombe**, Business Development Manager, Nielsen Media, Canada
- **Catherine Rocher**, Vice President, Marketing, PAC Health (Canada) Inc.
- **Catherine Newman**, Vice President, Marketing Strategy and Services, Parmalat Canada Inc.
- **Ryan Brown**, Product Manager, OTC/Business Development, Purdue Pharma Canada
- **Daniel Pilas**, Head of Marketing, S.C. Johnson Canada
- **Betsy Chung**, SVP and Chief Marketing Officer, TD Bank Group
- **Kelly Hobson**, Head of Market Research, Canada, The Reader's Digest Association (Canada) Ltd.
- **Trish Tham**, Vice President Integrated Marketing, Tim Hortons Advertising & Promotion Fund (Canada) Inc.