

Linda Nagel,
President and CEO

Search Launched for ASC CEO

Last November, ASC announced that Linda J. Nagel will resign from her position as ASC's President and CEO in June 2016. Boyden global executive search has been retained to conduct a national search for a new CEO.

[Click here for more information about the opportunity.](#)

Raymonde Lavoie,
Chair, Standards Council (Montreal)

Profile: Raymonde Lavoie, Chair, Standards Council (Montreal)

A passionate advocate for advertising self-regulation, Raymonde Lavoie, Consultant, Strategy and Development, Cundari Montreal, has been at the helm of ASC's [Montreal Standards Council](#) for 15 years. ASC Councils rely on volunteers from across the advertising industry and the public to be effective, and Ms. Lavoie's longstanding commitment to ASC has contributed greatly to the continued effectiveness of the Standards Council in Montreal. "Through the Council review process, advertisers and agencies gain valuable insight into consumers' concerns and societal issues" commented Ms. Lavoie. "Advertising standards should not be viewed as being an obstacle to creativity, but rather as a creative stimulant."

Having led several strategy and development groups, Ms. Lavoie has extensive experience in marketing communications, which she is using to support her new colleagues and clients at Cundari, the Montreal agency she recently joined. Along with her partner Maxime Rosselin, she also recently created a new agency called [BIENVENUE International](#), whose mission is to help companies and brands move into new geographic markets. Ms. Lavoie is also a tireless supporter of organizations such as the [Partnership for a Drug-Free Canada](#) (PDFC), where she serves on the Board of Directors, and the [International Women's Forum](#), where she is a member of the Steering Committee (Montreal Chapter).

Peter White,
Sr. Vice President,
Operations Director,
AdChoices Accountability Program

ASC Releases 2015 AdChoices Compliance Report

On December 16, 2015, Advertising Standards Canada (ASC) released the [ASC AdChoices Accountability Program: 2015 Compliance Report](#). The report highlights the progress made by the companies participating in the Digital Advertising Alliance of Canada (DAAC) [AdChoices Program](#) (DAAC Program). ASC is responsible for the accountability component of the DAAC Program. For this first review, ASC assessed the websites of companies participating (Participants) in the DAAC Program to determine whether the structures were in place to ensure Canadians are aware of, and have control over, the use of their browsing activity for online interest-based advertising (IBA). ASC's review encompassed over 200 websites, representing almost 80% of the DAAC Program's Participants.

"For a new program with a steep learning curve, the degree of compliance was quite high," noted Peter White, ASC's Senior Vice President, Operations and Director of the AdChoices Accountability Program. "And when ASC identified compliance concerns, Participants have moved quickly to take corrective action."

To learn more, read the [media release and the full report](#).

Clearance Services Updates

- In light of Google Play's changes to its terms of service, providing the commercial states in audio and video super that children should get parental permission before using Google Play, the Children's Clearance Committee will now approve children's commercials that mention this service or include its logo.
- ASC Clearance Services now offers preclearance of beer advertising by grocery stores to ensure compliance with the new [AGCO guidelines](#).

To learn more about these changes, read the latest [ASC Clearance Services eFlash](#).

2015 Consumer Complaints are Now Online

ASC has recently published the [Consumer Complaints Case Summaries](#) through to the end of 2015. Watch for the [Ad Complaints Report – 2015 Year in Review](#) coming in Spring 2016 on [adstandards.com](#).

Welcome New Official Representatives of ASC Members

An ASC Official Representative is the person designated by an ASC member company as the company's principal liaison to ASC. The following ASC member companies have identified a new Official Representative.

- Casey Howe**, Commercial Marketing Director, Bacardi Canada Inc.
- Wally Hill**, SVP, Government and Consumer Relations, Canadian Marketing Association
- Caron Watt**, Senior Manager, Strategic Marketing, Coca-Cola Ltd.
- Derek Gordon**, General Manager, Colgate-Palmolive Canada Inc.
- Kelly Friedman**, Partner, DLA Piper (Canada) LLP
- Kwabena Apomah**, Non-Fare Revenue Programs Strategist, Edmonton Transit Systems
- Lou Kotsopoulos**, Marketing Manager, Men's Health – Urology, Eli Lilly Canada Inc.
- Amanda Rengel**, Traffic Manager, Feld Entertainment Inc.
- Casey James Lawton**, Manager, Self Medication Business Unit, Galderma Canada Inc.
- Nicki Gravina**, Director of Marketing & Operations, GSK Consumer Health Canada Inc.
- Riza Javellana**, Interim Director, Marketing, Mattel Canada Inc.
- Andrew Foust**, Vice President Marketing, McCormick Canada Inc.
- Deborah Neff**, Interim General Manager, Revlon Canada Inc.
- Alyson Kerr**, Manager, Marketing Communications, Tim Hortons Advertising & Promotion Fund (Canada) Inc.
- Andrea Hunt**, Vice President, Marketing, Weston Bakeries Limited

ASC Wins Bronze in EASA Best Practice Awards



2015 Best Practice Award Recipients
(left to right) K.Drozdzowski (Pologne), A.Stoidl (Autriche), M. Straberger (Autriche)
C. Fernando (Espagne), J. Domingo-Gómez (Espagne), L. J. Nagel (Canada)

In October 2015, ASC was awarded Bronze in the 2015 European Advertising Standards Alliance (EASA) Best Practice Awards. ASC was recognized for its 2014 Student PSA Creative Competition, which offered post-secondary advertising and marketing students the opportunity to create a PSA that creatively conveyed the message that "Truth in advertising matters".

"We were thrilled with the results from our Creative Competition, which was new territory for ASC. EASA's recognition of the value of this initiative in raising student awareness of advertising self-regulation is an added bonus," commented Linda J. Nagel, President and CEO, ASC. "Thank you to EASA and congratulations to fellow award recipients, Rada Reklamy (Poland) and Werberat (Austria), who tied for the gold, and AUTOCONTROL (Spain), who received silver, for their exceptional programs."

Christian Campbell,
Communications Coordinator

ASC Sponsors AdWeek's Next Generation Day

In January, ASC was pleased to sponsor and participate in Advertising and Marketing Week's Next Generation Day for the third consecutive year. This flagship session provides post-secondary advertising and marketing students with a hands-on experience working alongside industry experts at participating advertising agencies. Christian Campbell, ASC's Communications Coordinator, introduced the audience of about 300 students to ASC's role as Canada's advertising industry self-regulatory body and showcased ASC's consumer PSA Campaign. He also encouraged students to apply for the annual \$1,500 [Robert E. Oliver Scholarship](#) before this year's February 26 deadline.

ASC would like to thank the organizers of Next Generation Day for the opportunity to participate in this exceptional event.



2016 ASC Membership Renewal

ASC would like to send out a big "thank you" to all of our members who have renewed their 2016 membership to support responsible and effective advertising self-regulation. If you have any questions about membership renewal, please contact Randy Sageman, Member Relations, at randy.sageman@adstandards.com or 416 961-6311 x 241.



ASC on Twitter

Follow us in English @AdStandardsCan
Follow us in French @NormesCanPub

Welcome Aboard! New ASC Members and Official Representatives



PAC Health Canada Inc
Official Representative: John Slaughter,
VP Canada



Sanofi Pasteur Limited
Official Representative: Antigona Tomovici,
Director, Medical Affairs



E&J Gallo Winery
E&J Gallo Winery Canada Ltd.
Official Representative: Alyssa De Bartolo,
Associate Marketing Manager



ViiV Healthcare
Official Representative: Sara Leclerc,
Marketing Director



Fogler, Rubinoff LLP
Official Representative: Bill Hearn,
Partner



IZEA, Inc.
Official Representative: Patrick Forestell,
Account Director

Mark Your Calendars

May 5th - ASC Annual General Meeting & Keynote

The ASC AGM will be held in Toronto. Watch for more details in the coming weeks.