



FOR IMMEDIATE RELEASE

Canadian Songwriters to be honoured in national ad campaign

***DDB Canada and OMD generously donate time, resources and creativity
in support of The Canadian Songwriters Hall of Fame***

Toronto, Wednesday, January 17, 2007 – The enormous impact of Canadian songwriters on the Canadian and international music scene will be highlighted in a national, bilingual advertising campaign to launch on Monday, January 15, 2007. The campaign, set to hit five Canadian cities, was developed to maximize awareness of the Canadian Songwriters Hall of Fame (CSHF) / Le Panthéon des Auteurs et Compositeurs Canadiens (PACC) 4th Annual Gala which will take place at the Metro Toronto Convention Centre on Sunday, January 28, 2007.

Developed and donated by top creative agency DDB Canada and international media-buying agency OMD Canada, the bilingual campaign is estimated to be worth over \$700,000 in donated creative development, production and media placement. Targeted at Canadians who are well-read music enthusiasts with an interest in the arts, the campaign combines out-of-home, newspaper and radio media in Toronto, Montreal, Vancouver, Halifax and Calgary until March 4.

The campaign's creative concept highlights the importance of the sometimes forgotten Canadian songwriter by replacing a well-known artist's name with the Canadian songwriter behind the song on a familiar album cover.

"Working with an agency as creative as DDB has given us a real opportunity to explore who we are as an organization and how we should be communicating with our audiences. They have challenged us and the result is a clever, creative campaign with innovative messaging that really cuts through and differentiates us from other music properties." said Dominic Denny, communications director for the Canadian Songwriters Hall of Fame.

"Songwriters are often overlooked, but are a very important part of music. We wanted the campaign to shift the spotlight and give them the recognition they sorely deserve," says David Leonard, president of DDB Canada's Toronto office.

The tagline “*Behind every great singer is a great songwriter*” captures attention, driving Canadians to tune into the 4th Annual Gala radio and/or television broadcasts which will take place the day after the event (January 29) on CBC Radio One, CBC Radio Two and Radio-Canada’s Espace Musique and on CBC Television on March 5.

Four executions produced for English Canada feature Pat Benatar and songwriter Eddie Schwartz, Frank Sinatra and songwriter Ruth Lowe, Johnny Cash and songwriter Ed McCurdy, Céline Dion and songwriter Stephan Moccio. Two executions produced for French Canada feature the artists/songwriters Ginette Reno and Diane Juster, and Garou and co-writers Diane Cadieux /Tino Izzo.

The Radio campaign takes the creative idea in a slightly different direction by demonstrating what life would be like without songwriters. Two radio spots “Commercials” and “DJ” humorously illustrate how boring it would be to listen to a radio station that plays nothing but updates on the time and endless commercials. The tagline “*Without songwriters there would be no music*” is the payoff to the idea.

Media space in various types of Out-of-Home media, ranging from LCD screens to subway posters, were donated by CBS, Pattison, Astral Media, Wild on Media, New Ad, IMA Outdoor, OBN and Streetseen. OMD will use multiple radio stations in each market to air the :30 ad, thanks to the generosity of Rogers Broadcasting, Standard Radio, Chum, CHWO, CJRT FM, Milestone Radio, Maritime Broadcasting, NewCap Radio, Astral Media Radio, Corus Entertainment and Jim Pattison Broadcast Group.

Limited tickets are available to The Canadian Songwriters Hall of Fame 4th Annual Gala, featuring performances by artists such as Chaka Kahn, James Taylor, and Michael Bublé, as well as the induction of legendary songwriter Joni Mitchell: visit www.cansong.ca or call 416-469-9619.

About The Canadian Songwriters Hall of Fame

The Canadian Songwriters Hall of Fame (CSHF) /Le Panthéon des Auteurs et Compositeurs Canadiens (PACC) is a bilingual, a-political, non-profit organization which is a partnership of the Canadian Music Publishers Association (CMPA) and the Songwriters Association of Canada (S.A.C.) with the assistance of the Société professionnelle des auteurs et des compositeurs du Québec (SPACQ). The CSHF’s generous core-funding partners are: the CMPA, EMI Music Canada, the Foundation Assisting Canadian Talent on Recordings (FACTOR), SOCAN, Sony BMG Music Canada, Universal Music Canada, and Warner Music Canada. The CSHF acknowledges the financial support of the Government of Canada through the Canada Music Fund for this project.

About DDB Canada: Better Ideas. Better Results

DDB Canada (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 the past nine years, and among the top 15 best agencies in the world in *The 2006 Gunn Report*, DDB Canada is recognized for award-winning creative advertising that generates significant results for clients. With offices in Vancouver, Edmonton, Toronto and Montreal, DDB Canada is a “total communications company” that believes

creativity is the strongest business tool. The agency's integrated divisions include: DDB Kid Think (youth marketing), DDB Public Relations, Tribal DDB (online and interactive), Karacters Design Group, and Rapp Collins (Direct).

About OMD Canada (omd.com):

OMD is Canada's leading media management company, named Media Agency of the Year at the 2006 Marque Awards and the dominating agency at the 2006 Media Innovation Awards. OMD Canada has offices in Toronto, Montreal and Vancouver to deliver our corporate promise of Insights, Ideas and Results to clients.

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The new campaign can be viewed and downloaded – cut and paste the following site address in your web browser:

https://qp.ddb.ca/QuickPlace/pr/Main.nsf/h_Toc/505538F1EB2B9DBF0525670800167214/?OpenDocument&Form=h_PageUI

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