

# Cossette Makes ‘Transformative’ Changes

## *Glen Hunt joins as Chief Transformational Officer; Dave Lafond becomes President of Cossette in English Canada*

Toronto, September 9, 2013: Communications agency Cossette has announced a bold restructuring of the top rank of its leadership team with the addition of two of the biggest names in Canadian advertising – multi-award-winning creative director Glen Hunt and leading digital agency executive Dave Lafond.

Hunt, who has been the creative driving force behind some of Canada’s most influential integrated communications campaigns, is Cossette’s new Chief Transformational Officer. In this role, Hunt will have overall responsibility for inspiring creativity, innovation and transformation within the Cossette organization.

And Lafond, the dynamic agency executive who as President of Proximity Canada helped the agency become *Strategy* magazine’s Digital Agency of the Year in 2011, becomes President of Cossette in English Canada. He assumes executive leadership for Cossette offices in Toronto, Vancouver and Halifax. Lafond is President alongside Melanie Dunn, who was appointed President of Cossette in Quebec in April.

“Hiring either Glen Hunt or Dave Lafond alone would be major news for any agency,” said Cossette CEO Brett Marchand. “Being able to announce two new leaders of such high calibre and industry prominence at the same time is transformative. These strategic changes are a very clear statement that we intend to make Cossette the undisputed leader in the Canadian market, and we intend to achieve this through the best in creative, executive and digital leadership.”

Both Hunt and Lafond have already made indelible marks on the Canadian advertising communications scene.

Hunt’s award-winning work has spanned a broad range of business categories and brands. The Lexus “Moments” campaign that Hunt helped develop for the luxury car brand not only successfully positioned Lexus as a leader in its category, but also helped draw industry attention to a revitalized Dentsu agency brand. And his work on Sapporo “Legendary Briu” continues to win international acclaim.

In addition to long-running campaigns such as the Robaxacete “Helping you walk away from back pain” TV spots, Hunt has also helped create memorable print for men’s clothier Harry Rosen “Whatever Suits You”. As well, Hunt was responsible for Labatt’s “Out of the Blue” Street Hockey spot and, literally, moved the nation with the integrated I Am Canadian “Rant” campaign for Molson Canadian beer, a campaign where he partnered with his then Molson client, Brett Marchand.

Lafond spent 11 years in traditional advertising account service at Publicis in Toronto before moving into the digital/crm realm in 2007 when he launched Publicis Modem in Canada as VP Managing Partner. Over the next four years under Lafond’s leadership, Modem grew

exponentially from a team of 20 to over 120+ experts working across a range of clients including LG, PayPal, Metro, Rogers, Axa Insurance, Nestle, Purina, Indigo and Air Miles.

In 2011, Lafond joined Proximity Canada as President and that year Proximity was named Digital Agency of the Year by *Strategy Magazine* and Interactive Agency of the Year by the Advertising & Design Club of Canada.

Building on that foundation, Lafond was instrumental in quickly turning Proximity into a digital powerhouse in Canada. Since 2011, the agency has distinguished itself with multiple domestic and international awards and was recently acknowledged as the leader in its field, having been ranked, along with partner agency BBDO, as #1 on *Strategy* magazine's 2013 Agency Creative Report Card.

Proximity and BBDO further added to their recognition on the global stage by winning the first-ever Canadian Titanium Lion as the prestigious Cannes Lions International Festival of Creativity for "Social Smoking" a breakthrough anti-smoking campaign for the federal Ministry of Health.

Both Hunt and Lafond will be based in Cossette's Toronto office where, in another recently announced high-level executive shuffle, former Cossette EVP Andrew Bergstrom was tapped to head up Aperture1, a new strategic consultancy that will service Cossette and its sister agencies Dare, Elvis, Jungle Media and Citizen Optimum.

Also based in Toronto, Aperture1 will operate as a consultancy, servicing a broad spectrum of client business and brand needs.

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