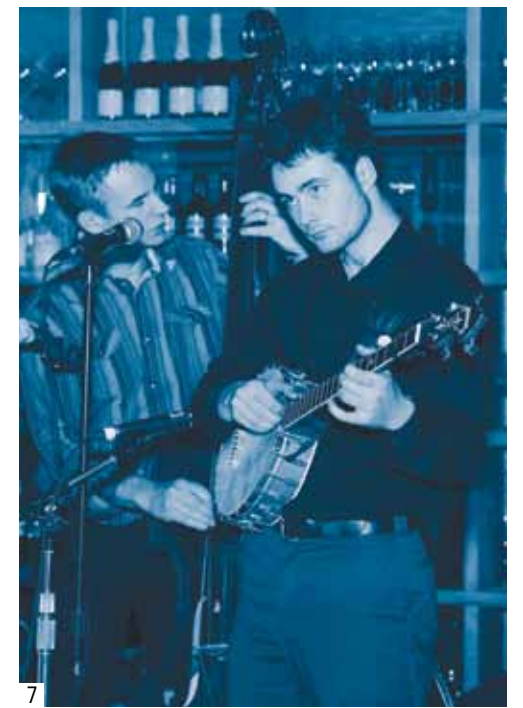
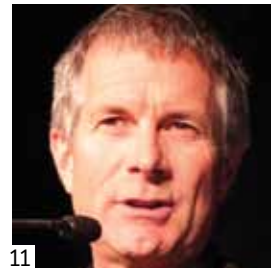




Agency of the Year 2011, held Nov. 10 at 99 Sudbury, was *strategy's* biggest yet, with a sold-out crowd, a celebrity guest (UFC champion Georges St-Pierre) and a brand new award to hand out. Digital Agency of the Year winners joined their creative and media counterparts on stage, along with Brand of the Year winners and plenty of hijinks courtesy of a few interactive AOY shortlist videos. In the end, BBDO took top AOY honours with Proximity and MediaCom also nabbing Golds in their respective categories. And what a victory party it was!



1. Georges St-Pierre, UFC champion and celeb Brand of the Year | 2. Mary Maddever, executive editor of *strategy*, and Judy John, CEO & CCO, Leo Burnett | 3. Gerry Frascione, president & CEO, BBDO North America, hit the podium four times | 4. Russell Goldstein, executive publisher of *strategy*, with BIG winners ECD Darren Clarke, CCO Steve Mykolyn and CD Nathan Monteith of Taxi | 5. Frascione and the BBDO team accept their Gold AOY award | 6. MediaCom president Jamie Edwards (third from left) and his team accept MAOY Gold from Andrew Saunders (third from right), VP advertising sales, the *Globe and Mail* | 7. Kitgut Stringband provided pre-show entertainment | 8-11. Brand of the Year winners Jim Little, chief brand and communications officer, RBC (the overall winner); Lindsay Cook, director of marketing, Joe Fresh; Mackenzie Davison, director of chocolate and candy marketing, Kraft Canada; Claude Foisy, VP, brand and interactive media, Vidéotron | 12. Maddever with AOY Bronze winners Mykolyn, ECD of Taxi 2 Lance Martin and Clarke | 13. Hilary Lloyd, deputy marketing manager, Ikea Canada with the night's host, Fiona Stevenson, category brand manager, P&G | 14. John St. partners CD Stephen Jurisic, strategic planning director Emily Bain and president Arthur Fleischmann accept Digital Agency of the Year Bronze. | 15. Hip-hop dancers performed during Leo Burnett's rap-themed shortlist video | 16. SVP/ ECD John Gagné (centre) and the Proximity team accept Digital Agency of the Year Gold.

