



PETER IGNAZI
Cossette Communication Inc.



CARLOS MORENO
Cossette Communication Inc.

The 17th Annual Terry O'Malley Lecture in Marketing and Advertising

Tuesday, November 21, 2017
7:30 p.m.
Sean O'Sullivan Theatre

The event is free, but tickets are required.
Please visit brocku.ca/omalley to order your tickets.

The Department of Communication, Popular Culture and Film is pleased to host this annual lecture.

SickKids VS – From Charity to Performance Brand

Peter Ignazi and Carlos Moreno are two of the most successful creative directors in Canada. Under their leadership, both BBDO and Cossette have been named Canadian "Agency of the Year" by Strategy Magazine - firsts for both agencies. As a creative team they have been twice included in the top ten list of most awarded copywriters and art directors in the world by The Gunn Report. In 2013 they were ranked #1 creative directors in Canada.

Working at agencies such as DDB, McCann and BBDO both in Toronto and New York, they have won every major creative award in the industry including 21 Cannes Lions. In 2015 they brought their skills to Cossette where they run a variety of blue chip accounts such as McDonalds, General Mills, SickKids, Campari, and TD Bank.