



## **IBAC helps give college ad students hands-on experience**

**May 13, 2019, Toronto, ON** - The Insurance Brokers Association of Canada (IBAC) was pleased to support the Capstone Project, a Humber College initiative that gives advertising students an opportunity to create a real-world brief in their final semester.

Over 60 students were tasked with developing a campaign based on IBAC's "Before the Quote" platform, and were briefed by IBAC's ad agency, Agency59, in mid-January. Breaking into "agency teams", fifteen presentations were made, with the final three teams presenting to Agency59 and IBAC on April 23. IBAC provided \$3,000 to the winning teams as part of the program.

"We were thrilled to be given this chance to connect to the next generation of advertising talent," says Peter Braid, IBAC CEO. "The Capstone Project is a win-win situation. We benefit from the fresh ideas and enthusiasm of the students, and they gain practical experience."

"Insurance is foreign to them at this stage of their life, and definitely not sexy," says Brian Howlett, Agency59 CCO. "It's a tough brief to crack. Plus, asking them to work on Year 2 of an actual campaign is another wrinkle in the kind of assignments that we work on."

"This is the kind of real-world assignment students thrive on," says Anna Santilli, Program Coordinator, Advertising and Marketing Communications, Humber College. "Having to work as a team, and then at the end of weeks of work, standing up to a real client and present, forces them to understand what the business will demand of them."

IBAC BeforeTheQuote campaign Year 1:  
<https://agy59.egnyte.com/dl/M4mKf7QFE6>

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*The Insurance Brokers Association of Canada (IBAC) is the national voice of over 38,000 P&C (Property and Casualty) insurance brokers, advocating for the best interests of both insurance consumers and our members to the Government of Canada.*

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