



# AIR CANADA

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## AEROPLAN SELECTS COSSETTE AS NEW MARKETING COMMUNICATIONS AGENCY

MONTREAL, Oct. 22 /CNW Telbec/ - Aeroplan, Canada's premier coalition loyalty program, is awarding PEOPLE FROM COSSETTE with the mandate for its marketing communications across all disciplines and channels.

Over its more than 25 year history, Aeroplan has continuously looked for ways to develop and enhance the program for its more than 4 million members. In its recently completed Agency search, Aeroplan was seeking to consolidate all marketing initiatives under a single roof to facilitate a 360 degree approach to planning and executing marketing communications programs.

"Aeroplan is constantly adjusting its marketing approach to enrich the experience of its members and ensure that the values of its brand and its products are aligned on all platforms," says David Klein, Vice-President of Marketing at Aeroplan. "The lines between channels and disciplines have blurred and members are increasingly interacting with Aeroplan across a growing list of touch points. Only through fully integrated messaging are we now able to reach the consumer in a consistent and efficient fashion."

Cossette's mandate will include branding, design, relational marketing, sponsorship, advertising and media planning, and purchasing for all communication channels.

"We understood Aeroplan's needs right from the start of the agency selection process. This is a brand that evolves and adjusts to consumer and loyalty trends and to the changes in the world of communications, just as we do," explains Gregor Angus, Executive Vice-President of Cossette. "We'll leverage our vast experience in integrated communications, our understanding of the new digital world and our experience in relational marketing to help Aeroplan drive forward with their vision."

### About Aeroplan

Aeroplan, Canada's premier coalition loyalty program, is owned by Groupe Aeroplan Inc., a leading international loyalty management corporation. Aeroplan's millions of members earn Aeroplan Miles with its growing network of over 75 world-class partners, representing more than 150 brands in the financial, retail, and travel sectors. In 2009, over 2.1 million rewards were issued to members including more than 1.5 million flights on Air Canada and Star Alliance carriers which offer travel to more than 1,000 destinations worldwide. In addition to flights, members also have access to over 600 exciting specialty, merchandise, hotel, car rental and experiential rewards. For more information about Aeroplan, please visit [www.aeroplan.com](http://www.aeroplan.com) or [www.groupeaeroplan.com](http://www.groupeaeroplan.com).

### About Cossette

PEOPLE FROM COSSETTE Inc. offers a full range of leading-edge communication services to clients of all sizes, including some of the most prestigious brands in the world. COSSETTE also offers Convergent Communications™, a unique working method that brings added value to the client by integrating various services offered by the Group, including strategic planning and research, advertising, media buying and channel planning, sales promotion, direct response, database and direct marketing, customer relationship management, interactive marketing and technology solutions, public relations, organizational communications and change management, sponsorship and alliance marketing, branding and design, ethnic marketing, business-to-business communications (B2B practices) and print and video production. COSSETTE has approximately 1,485 employees and offices in Québec City, Montréal, Toronto, Vancouver, Halifax, New York, Irvine, Los Angeles, London and Shanghai.

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