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AIG Travel Guard hires three Canadian agencies

Travel insurance company AIG Travel Guard has appointed Toronto-based Brandworks International its advertising agency of record in Canada. Brandworks pitched for the account with direct mail firm **PGE Marketing** and Paradigm Public Relations. The three agencies were selected in a competitive process that began late last year. "We selected Brandworks because of its strong online advertising expertise, its understanding of the industry and its creative approach to communicating to Canadian consumers," said Dan McGinnity, vice-president of marketing communications at AIG. "Additionally, the integrated team of Brandworks, **PGE** and Paradigm demonstrated they could deliver a solid strategic campaign under very tight timelines." The company's Canadian marketing this year will include online activities, direct mail, public relations and conventional advertising.

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