



Press Release – For immediate release

“People shouldn’t interpret these ads literally” – Dominic Cayer

Blainville, December 5, 2011 – Dominic Cayer, President of the advertising agency Tapage Communication, wanted to react to the comments made about the Motel St-Pierre 2011 advertising campaign.

“In our opinion this is a humoristic campaign developed for our client’s target group comprised of men 25 to 65 years old. This campaign is neither vulgar nor disdainful towards women. In fact we wanted to make a veiled reference to old clichés. Everyone’s remembers *La Petite Vie*, one of the most watched television series of all times in Quebec. The show portrayed a woman with a nightcap that was gullible and even a deceived wife! It didn’t mean that all women were like this character! All the same, people shouldn’t interpret these ads literally”, commented Mr. Dominic Cayer.

“The irony is that the creative concept of this campaign was developed by two women, a young mother and a young graduate”, adds Mr. Cayer.

-30-

Source:
Tapage communication
info@tapagecommunication.com