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NEWS BRIEFS

**Denneboom lands Invesco Trimark**

by Katie Bailey

Toronto-based Denneboom announced this week that it has been awarded a multi-million dollar account with Invesco Trimark, a Canadian investment management company.

Denneboom declined to comment on average annual media spend for the account, but noted in a release that it will include strategy, planning and buying for all media. The move is effective immediately. Previously, the account was with MediaCom.

"Our plan in 2011 is to create awareness for the Invesco Trimark name as an investment management company while supporting specific initiatives for products such as Intactive and PowerShares," Judy Goddard, senior media advisor, Denneboom, tells *MiC*.

Denneboom is both a full-service agency and a self-service provider with a client roster including AGO, Bacardi, Dr. Bernstein Diet Clinics, Telehop, Swiss International Airlines and Mortgage Alliance.

Creative will be handled by Leo Burnett.

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