

May 13 17:21 - CP - The Canadian Press

By The Canadian Press

## **CAs account for 'nothing less' image-building campaign**

TORONTO (CP) \_ It appears it's not enough that accountants seem to run the world: they apparently want us to like and admire them, too.

The Institute of Chartered Accountants of Ontario has launched a marketing campaign "designed to enhance awareness of the chartered accounting profession, while reinforcing the integrity, independence, high standards and international recognition that distinguish CAs."

Under the theme "CA: Nothing Less," the print, outdoor and radio ads will "convey what makes the CA designation pre-eminent in the field of accounting in a way that is meaningful and yet simple," says institute president Brian Hunt.

Over the next year, the campaign "will be seen or heard by 90 per cent of the business leaders in Ontario an average of 17 times," the 31,000-CA institute promises.

Among its slogans: "CAs speak many different languages, including bank," and "Only hindsight has better vision than a CA."