

ACTRA Commercial Agreement BULLETIN



This is what happens to bad employers like Leo Burnett and Ben Tarr

Disgraceful behaviour of Ben Tarr, Leo Burnett President

Today, ACTRA members in Toronto and Vancouver rallied in front of Leo Burnett (Toronto) and Cossette (Vancouver) to call out the advertising agencies' disgraceful behaviour. [READ THE MESSAGE TO BEN TARR, PRESIDENT, LEO BURNETT BELOW](#) and [JOIN THE VIRTUAL ACTION](#)



#ACTRATakesAction

#ACTRATakesAction: You can participate virtually by visiting [#ACTRATakesAction](#). We have resources to help you share a post on Instagram, share a tweet or send an E-mail asking these bad advertising agencies to end the unlawful lockout and get back to the bargaining table.

Today, ACTRA members in Toronto rallied in front of the Leo Burnett agency with a message for Ben Tarr, President.

The message is clear:

Mr. Tarr, you are behaving like one of Canada's worst employers.

You and the Leo Burnett Agency are behaving **disgracefully**.

You have chosen to lock out performers, hoping to force them to accept deep cuts to their pay, health benefits, pensions and use fees.

You are pursuing these **exploitive demands** because you've been told – falsely – that you can get away with it.

But ACTRA performers won't let you.

In choosing to accept this poor advice, Ben Tarr isn't just undermining the brand and reputation of the Leo Burnett agency and the reputations of everyone who works there. He is putting the brands and reputations of Leo Burnett's major accounts, like **Metrolinx** and **Bell Canada**, at risk as well.

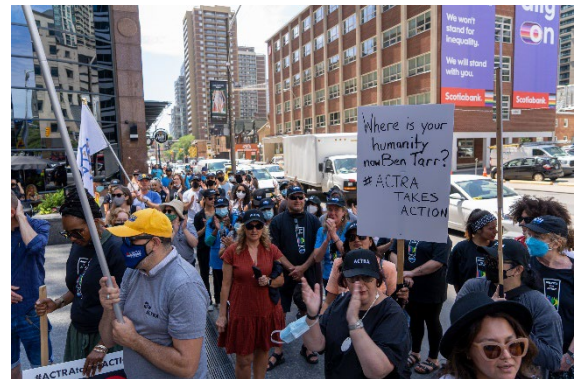
Attacking the lowest-paid and most vulnerable workers -- many of whom are from under-represented diverse communities in the advertising industry, who are supposedly Mr. Tarr's top priority -- won't solve any of the advertising industry's problems.

Renewing the agreement will lift up people from diverse communities. Inventing excuses to tear agreements apart strips them of their security and their gains. Ben Tarr risks this being his principal contribution to the cause of diversity in the advertising industry.

The people rallying today to speak to Ben Tarr were also there to say this:

It isn't too late, Mr. Tarr.

It isn't too late to join the Canadian advertising industry and your colleagues in Quebec in building on the long-standing minimum protections and wages for Canada's commercial performers – instead of tearing them down.



You don't have to read internet searches for the rest of your career calling you out as one of Canada's worst employers.

The people who work at Leo Burnett don't need that either.

Clients considering hiring Leo Burnett shouldn't have to be concerned they would be working with an ad agency that makes "exploitive demands" of vulnerable gig workers – the people who all returned to work early in the Covid pandemic; the people who set up home studios at great cost to themselves for you; the people who came to set and recorded your commercials without any personal protective devices.

Mr. Tarr, don't be one of Canada's worst employers. Tell your bad advisors to go cause chaos somewhere else. End your lockout. And rejoin the industry at the bargaining table. That's what all those vulnerable gig workers in front of your offices were there to tell you today. And they're just getting started.

#ACTRATakesAction

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