

# strategy

MAY 2008 \$6.95

bold vision **brand** new ideas

## The new **GREEN**

Brands are stepping up to the water issue, hoping each drop (in the bucket) triggers eco ripples

**+ the cause +  
action winners**  
CSR brand plans that are  
changing minds. And matter



# CANADA'S BEST SPORTS WEBSITE JUST GOT BETTER

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With an average of 4.9 million unique visitors and 90 million page views per month, TSN.ca has established itself as **Canada's number one sports website**. Redesigned and revamped, TSN.ca's re-launch includes the addition of new applications enhancing the website's comprehensive sports coverage.



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### ► ELEVATE YOUR BRAND WITH THE SITE THAT BEST CONNECTS FANS TO THE SPORTS THEY LOVE.

# TSN.ca™

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When green turns to blue...



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### 15 cause + action

We asked for the best CSR brand plans from the sea of green and blue efforts out there, and reveal the winners of our second annual cause + action awards. And, since water conservation is the new green, we see how initiatives by **RBC**, **Unilever** and **Whirlpool** are involving the blue eco space.

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## Ready for a *stimulant*?

Big ideas are the most rewarding part of this business. If you need a thought stimulant, there are stellar CSR ideas throughout the magazine, as well as some new thinking from Canada's next media stars (see page 47). We also hook you up with a new source of creativity.

First, the CSR. *Strategy* started getting more interested in brands' social strategy files three years ago, when industry leaders at Cannes identified eco as important. As we delved deeper, we found so many great projects that we decided to highlight the successes by launching the cause + action awards last year. In this year's edition, entries range from raising millions to raising consciousness, and finalists were evaluated for awareness, uniqueness, brand DNA fit, legs (the ability to grow the effort, and for consumers to participate) and results.

Our winners had all that. Virgin Mobile Canada launched Flick Off to urge young Canadians to do something about global warming, and raised over \$2 million to support Heaven's Angels, Virgin Unite's health care program in Africa. This year Fairmont Hotels & Resorts partnered with the World Wildlife Fund's Climate Savers program, and the gutsy NGO hookup made it the first to win two years in a row. Pantene's Beautiful Lengths was another fave, because it triggered heartfelt grassroots results. The P&G program encourages women to donate their ponytails to make real hair wigs more accessible to cancer patients. Another jury fave was G.A.P Adventures. The Toronto-based sustainable travel company raised over \$300,000 last year to support community projects worldwide.

Our top cause + action hero is Vancity. Our judges love the way the brand integrates its social philosophy through everything it does, and cited its community-engaging efforts such as the Bike Share program. To get inspired, read the c+a special report, starting on page 15.

And to further spark inspiration and creativity (or theft), we've just added a new brand to the fold. *Stimulant* is our new e-letter and online home for all things creative. And as the subject is creativity, the approach is show more than tell.

*Stimulant* sources the best new communication ideas hitting the Canadian market. It's a filtered, focused roundup to keep agency creatives (and marketing execs) up to speed. The editorial slant is creative-oriented: top picks of the week, showcasing everything from brilliant traditional work to thought-provoking new marketing manifestations.

*Stimulant* also rounds up the latest and greatest from worlds beyond advertising. Innovation in design, gaming, toys, media, the illustrated arts – nothing is off-limits.

The idea for *stimulant* first cropped up when *strategy* relaunched as a monthly with a focus on the best ideas in the realm of Canadian marketing. While researching online industry news preferences prior to launching our daily *Media in Canada*, the need for a visually driven roundup of best creative ideas was identified. We got busy doing other things, but always came back to it. By the time we decided to make it happen, other top ad-centric creative e-products had launched, so we sought industry advice again, asking if a void remained. The answer was yes. There's lots of great Canadian creative that deserves a platform. And focus group testing revealed that the non-advertising aspect of *stimulant* is just as exciting to the creative crowd.

Check it out at [stimulantonline.ca](http://stimulantonline.ca), and if you think your ad ideas deserve the spotlight, be in touch with *stimulant* managing editor Annette Bourdeau. If you come across non-ad-related *stimulant* fodder, contact Carey Toane, whose nebulous remit is random coolness.

Kudos go to Glen Hunt and Michael Gramlow at Dentsu for creating the *stimulant* site and launch campaign, and for being both patient and demanding demo guinea pigs. And thanks as well to all the creative directors who helped out on the content development side, and steered us in ever more interesting directions. cheers, mm

Mary Maddever, exec editor, *strategy*, *Media in Canada* and *stimulant*

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### Subscription rates

STRATEGY is published 12 times per year by Brunico Communications Ltd. (12 issues per year). In Canada (GST included registration number #85605 1396 RT):  
 One year CA\$80.00 Two years CA\$144.00  
 Single copy price in Canada is \$6.95. Subscriber's name and occupation are required. Please allow four weeks for new subscriptions and address changes. ISSN: 1187-4309

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 Canada Post Publication Agreement No. 40050265  
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## Cassies and *strategy* team up

Big news from this desk. I'm delighted to announce that The Cassies and *strategy* have formed a partnership that will see our events team produce the gala, kicking off the inaugural Canadian Advertising Week in January 2009.

The Cassies are among the most highly regarded advertising awards on the calendar, and we are honoured to have been charged with elevating the profile of the event. Modelled after Britain's IPA Effectiveness Awards, the Cassies are designed to reward campaigns on the basis of a rigorous business case, and are the gold standard in the Canadian advertising industry. "We're really excited to move forward with *strategy* as our primary partner, helping to elevate the calibre of this property to a new plateau," said Dave Leonard, the Cassies' ICA chair and president of DDB Canada, Toronto.

Last year saw a record 121 submissions and 39 awards, and our goal is to beat those numbers handily this year. Information regarding calls for entry deadlines and submission guidelines will be published in next month's issue of *strategy*.

In other news, tickets for the Mobile Marketing Workshop on May 15 are going like hotcakes and we're well on the way to a sold-out event. For registration details and the full conference agenda, go to [strategymag.com/mobileworkshop](http://strategymag.com/mobileworkshop). All delegates are invited to attend "Five Years of Great Text," which marks the fifth anniversary of common short codes in Canada.

Content for this year's Understanding Youth Conference is shaping up to be perhaps the most interesting yet. Steve McCall, VP strategic marketing, Alloy Media + Marketing, will present a session on the changing face of the millennium generation, complementing a research presentation by Caroline Vogt, head of international research, Microsoft Digital Advertising Solutions, EMEA and Americas, on how young people interact with digital technology.

Mark Charkin, VP sales for Bebo International will deliver a keynote address, and Buzz Marketing Group CEO Tina Wells will also present some interesting findings from a tween research study developed just for this event. Utilizing insight gleaned from a network of 9,000 global BuzzSpotters, this session promises to deliver a clearer understanding of "why they like what they like."

This year, the 11th annual Understanding Youth Conference takes place at the Westin Harbour Castle on June 10. The full agenda's at [understandingyouth.com](http://understandingyouth.com). I hope to see you there.

'Til next month, go well. cm

Claire Macdonald, publisher, *strategy*, *Media in Canada* and *stimulant* (416) 408-0858

## UPCOMING SUPPLEMENTS

July 2008

### Integrating Interactive

Also...

## Agency of the Year 2008



**It's that time of year again.**

Your agency is the AOR or strategic lead for at least five clients, and you're determined to win the coveted Agency of the Year title this year.

If this sounds like you, send in the names and brief descriptions of your top five campaigns of the past 12 months (max. one per brand, please)

**to *strategy* special reports editor Carey Toane at [ctoane@brunico.com](mailto:ctoane@brunico.com)**

by May 16, 2008.

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Creative courtesy of Ashley Witts and Jessica Gordon,  
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# “Eco-friendly steps can’t be treated as a mere add-on”

## DDB GETS SOCIAL WITH ECOLOGY

DDB Canada has joined forces with sustainability consultancy Junxion Strategy to form DDB Echology, which will work with clients to green their brands, take on causes, develop strategic messaging, engage and educate employees and bring about positive change.

Based in Vancouver, the new national unit will coordinate the efforts of “senior ecologists” in Victoria, Edmonton, Toronto and Montreal. It is jointly led by DDB managing director Steve Kennedy and Junxion Strategy strategic counsel and client lead Peter ter Weeme.

The Echology initiative will also turn its eye inwards to ensure that the agency is itself a sustainable organization. The name, er, echoes the agency’s internal ECHO program, through which DDB is measuring and reducing its carbon footprint, reducing waste, developing sustainability-based procurement policies and improving the employee experience and the company’s community investment programs. The two companies first worked together on this program last fall. **CT**

## PICK FROM ABROAD: The U.S. TRASHY BRAND ENGAGEMENT



To get kids excited about recycling (not to mention the launch of its third season), the PBS show *Design Squad*

teamed up with Stamford, Conn.-based youth marketing agency BKFk (By Kids for Kids) for an Intel-sponsored contest to build useful items from garbage. The Trash to Treasure Competition offers a \$10,000 college scholarship from the Intel Foundation, and a Dell laptop for the best invention made of post-consumer materials.

“The competition is aligned with Intel’s mission of engaging young people’s curiosity and developing their problem-solving skills,” says Cathleen Aubin Barton, U.S. education manager at Santa Clara, Calif.-based Intel.

The contest launched last month and runs until the end of June. Daniel Gwartz, BKFk’s COO, says they’ve run similar contests for Xerox, Mattel and Tommy Hilfger, and get an average of 10,000 entries. “The engagement time is significant, because they’re actually inventing something,” he says, adding that the typical visit is 15 minutes, and that entrants usually visit the site multiple times when entering a labour-intensive contest.

Gwartz, a Canadian ex-pat, says BKFk plans to launch contests north of the border within the next year or so. **AB**

## SUNCHIPS SHINES WITH JUNIPER PARK

◀ By Annette Bourdeau ▶



Thanks to a new 10-acre solar power collection field in Modesto, Calif., many SunChips in the States are now made in a solar-powered factory. The brand is leveraging its green attribute with a playful mass campaign featuring “solar-powered” executions by new(ish) Toronto agency Juniper Park.

For example, a billboard in Oakland features a stencil-like overhang so “SunChips” appears as a shadow on the actual billboard. A newspaper ad invites

readers to hold it up to the sun to reveal the message: “This is a solar-powered ad to tell you about our solar-powered chip.” The text is printed backwards on the following page, making it legible only when held up to a light source. A magazine ad features a photo of solar collectors, with the copy: “We’re living up to our name. SunChips snacks are now made with the help of solar energy in California.”

“We ensured that we only talk about things we’ve already done,” explains Gannon Jones, VP marketing at Dallas-based Frito-Lay. “[Eco-friendly steps] can’t be treated as a promotional tactic.”

Jones says the parent company, Purchase, NY-based PepsiCo, is focused on increasing its green initiatives, and when the opportunity to tap into solar power came up, it was a perfect fit for SunChips because of its name and health-conscious target. “There’s an intersection between customers concerned with health and people concerned about the environment,” says Jones. “We’re positioned as a [green] lead. SunChips is the Prius of Frito-Lay.”

Jones worked with Juniper Park to redesign the SunChips packaging last fall, to highlight its health and eco-friendly attributes. The agency was also involved in the redesign of Frito-Lay’s corporate consumer-facing website, fritolay.com.

Juniper Park, a division of BBDO Worldwide, quietly opened in April, 2007, and is led by president Jill Nykoliati and CDs Terry Drummond, Alan Madill and Barry Quinn. It’s set up to be involved in all of a company’s marketing initiatives, and to ideally work on new products and brands from the ideas stage. The agency is made up of a cross-disciplinary team that includes a YouTube guru, a PR expert, a design team and experienced ad people. Juniper Park’s client list is eclectic: as well as the U.S. Frito-Lay business, it includes Lithuanian telco Bite, Toronto lingerie shop Secrets from Your Sister and Red Cross Canada.

# reated as a promotional tactic”

## VANCITY GREENS DOCKSIDE

Vancity is going beyond the extra mile to prove its commitment to the community.

The Vancouver-based credit union is a partner in developing a new socially responsible community, Dockside Green, in Victoria. The sustainable, mixed-use harbourfront development will include condos, affordable rental units and office space with priority given to non-profit businesses. Phase one opened this spring, with other elements set to roll out over the next seven years. Development began three years ago; when Vancity got on board, it knew it would be about a 10-year commitment.

“We do much more than just finance things,” says Detlef Beck, director of community investments for Vancity Enterprises (the company’s real estate division). “Acting on climate change, fighting poverty, growing the social economy and accountability are our key differentiators. Dockside represents a project where many aspects of the Vancity group come to play. Once you begin to align these things, it’s a very powerful business tool.”

Dockside’s eco-friendly features include energy-efficient appliances and lighting, toxin-free building materials and the ability to treat 100% of its sewage on-site to reuse as toilet and landscaping water.

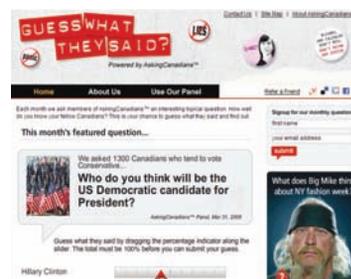


A company-wide event on May 1 will educate Vancity employees about the Dockside project, to get them excited and to help spread the word to members. Beck says Vancity is still trying to figure out how to take the Dockside story even further. “It’s getting accolades here, there and everywhere – one of my

challenges is grappling with how we leverage it,” he says.

“We’re investing members’ money, and we’re making a profit. So it really goes to show how triple bottom-line investments are good for the environment, our members and the community,” says Beck. “It resonates on all our pillars of what Vancity is, and at the same time we can leverage it for our own business for mortgages and insurance products.” **AB**

## HE SAID, SHE SAID, THEY SAID, WE SAID



When the folks at Toronto-based Delvinia Data Collection were looking for a way to promote their Asking Canadians and Qu’en pensez-vous panels of 85,000 consumers to the market research

community, they knew they’d have to go beyond the ordinary.

“We didn’t want a newsletter,” says president Adam Froman. “We wanted to create an anti-newsletter.”

Guesswhattheysaid.com features real questions answered by niche segments of the panel. Using a nifty slider interface, visitors can guess the results of the poll and then see the real answers, as well as the guesses of other users. Past questions range from the musical tastes of female Canadian hockey fans to the views of male cat owners on the Eliot Spitzer debacle. People can also submit questions, subscribe to the monthly question and share it using tools like del.icio.us and Facebook.

“It was an opportunity to engage researchers in what they do,” says Froman, whose clients include Strategic Council, Research International and Random House. “We wanted to get the point across that we have a deeply profiled panel, plus [Delvinia Interactive], which means a better experience for the panelists.”

Based on the positive response among market researchers, Froman is planning to broaden the audience to include clients of Delvinia’s interactive arm, the marketing community and even panel members. As the site develops, Froman hopes to expand the community aspect with a Web 2.0-style comment feature. **CT**

## Brilliant!

◀ By Annette Bourdeau ▶



## MCDONALD’S TRIES POP ART

A chic art opening at Toronto’s chi-chi art deco venue the Carlu, hosted by... McDonald’s?

Toronto-based McDonald’s Canada hosted a pop art-inspired retrospective for media last month to launch its latest creation, the Angus burger. “We looked at the launch of the Angus burger as the next evolution of what the hamburger has become at McDonald’s over the past 40 years,” says Louis Payette, spokesperson for Toronto-based McDonald’s Canada. “We felt it was a nice angle for this product launch.”

The event showcased various burger-inspired artifacts and artwork commissioned by McDonald’s over the years, like a burger-shaped cookie jar. Payette says most of the pieces are borrowed from the company’s headquarters in Oak Brook, IL. “We see the burger as a work of art. It’s become a part of pop culture. When people build their own burger at home, they have their own twist to it,” he says, adding that the latter insight led to the supporting mass campaign’s concept, Take the Credit.

The campaign, by Cossette Toronto, plays up the burger’s resemblance to its homemade counterparts by depicting people claiming they made the Angus burgers themselves. It entails radio, TV, OOH, print and online executions including a microsite, takethecredit.ca. Payette says the site will have a playful tone: “There’s going to be some quirky tips on how to sound more credible when you take the credit for making the Angus burger.”

# WATER COOLER

## ASKING CANADIANS



As brands fall over each other to trumpet their green records, it's not always clear whether consumers are listening and, if so, to whom. So we picked a few of the biggest national brands with eco programs and asked which of them had made the most green noise.

**Which of the following do you feel would help you the most in your efforts to be greener?**

<b>Loblaws, Superstore</b>	<b>33.8%</b>
<b>Wal-Mart</b>	<b>24.2%</b>
<b>Home Depot</b>	<b>18.4%</b>
<b>None of the above</b>	<b>23.6%</b>

This poll of 1,000 Canadians was conducted by the AskingCanadians™ online panel from Mar. 27 to 31, 2008. AskingCanadians™ is owned and operated by Delvinia Data Collection. [www.delvinia.com](http://www.delvinia.com)

## PC KEEPS GETTING GREENER



Loblaw Companies is reinforcing its rep as a leader in competitively priced, effective, eco-friendly products with its latest addition to the PC Green line: an automatic dishwashing detergent that is phosphate-free.

"I think this is a great example of us being out well ahead

of the national brands. That's what drives us," explains Elizabeth Margles, VP public relations/public affairs at Brampton, Ont.-based Loblaw. "The target is anybody who cleans their house and wants to have less of an impact on the environment but at the same time maintain their own cleaning standards."

The new detergent hit the shelves early last month, and Loblaw is making sure the addition doesn't go unnoticed. Along with in-store signage and a spot in the annual "PC Green" booklet, the detergent is plugged in the new "signature" Loblaw's TV spot featuring executive chairman Galen Weston Jr.

"He doesn't enter into those very lightly at all. All of the products that appear with Galen have to resonate not only with him, but also with the greater consumer community," says Margles, adding that just six PC products a year are highlighted in TV spots. "We really believe this demonstrates our strength in innovation and value, and that's why we're promoting it through TV."

Loblaw worked with its long-time advisor, prominent eco-activist Colin Isaacs, on developing the new detergent. Margles says they're planning to add several more products to the Green line this year. **AB**



## CASCADES LEVERAGES ITS ECO CRED

Cascades has launched a national TV campaign pushing its 100% recycled bathroom tissue and paper towel.

The Kingsey Falls, Que.-based company is riding the wave of a recent study by Ottawa-based TerraChoice Environmental Marketing on greenwashing that found its paper towels to be the only product out of 1,018 tested to really meet its green claims.

In two TV spots, Cascades asks Canadians to change their "environmentality." The ads, by Harry & Co. of Montreal, feature children whispering the line "It's time for a change" through an empty bathroom or paper towel roll. The bathroom product spot calls for consumers to "save 61,000 trees" by switching, while the paper towel spot points out

that the "ecological manufacturing process" saves seven litres of water with each roll.

The campaign expands on one that ran last year to relaunch the product line under the new name "Cascades Enviro 100% Recycled," says Jocelyne Pinsonneault, VP marketing, Cascades tissue group. "This year we say, 'It's time for a change,' so all the messages turn around that. It's time to change your roll, it's time to change your brand, it's time to change the way you act on the environment."

The spots run for six weeks this spring and another eight weeks later this summer in prime-time slots on mainstream and specialty channels to support expanded distribution outside Quebec. "In Quebec our aided awareness would be close to 80 or 90[%], but in the rest of Canada Cascades is not well known," says Pinsonneault. "We have distribution in Western Canada now and in Ontario, and the goal is to increase our awareness and, of course, sales and market share."

The TV campaign drives consumers to the existing website, [simplegreenaction.ca](http://simplegreenaction.ca), which has been updated with a blog and a contest to win one of 10 Toyota Prius hybrid cars. And on Earth Day, Cascades squads kicked off a summer-long street campaign by reaching out to mass or "light green" consumers in Wal-Mart parking lots with environmentally savvy facts and tips. **CT**



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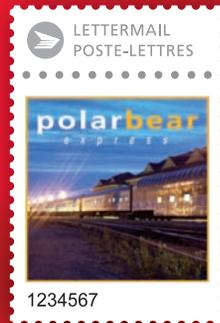


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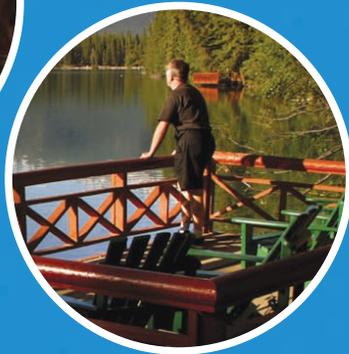
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# GOING BEYOND GREEN

◀ By Carey Toane ▶

What a difference a year makes. Since we launched the cause + action awards last year, marketers have stepped up their CSR games in ways we never could have expected. And now, green has given way to blue as water becomes the salient issue on the minds of consumers and marketers alike. To get a sense of how the sharper focus on environmental issues is changing the game, we take a closer look at how some of Canada's brands are navigating these new blue waters.

And once again we look back at the best-laid (and most effective) CSR plans for our cause + action awards. To paraphrase *strategy* columnist and c+a 2008 judge Ian Morton, the CSR space has become so saturated that it has become meaningless, and it's time for a new era of corporate social *opportunity* that goes beyond the greenwash. This year's winners show how this opportunity for change can be seized in many different ways, at home and abroad.



Clockwise from top right: cause + action 2008 winners Vancity, Virgin Mobile, Fairmont Hotels & Resorts, Pantene and G.A.P Adventures

# WATER, WATER EVERYWHERE

Blue is the new green. Wondering how brands might approach water conservation, we chose the hot-button issue as a test case to look at the strategies being adopted as brands embark on new CSR initiatives – or decide how to communicate existing efforts – knowing what they know now about greenwash backlash and eco-messaging clutter.

## Getting the house in order: RBC BLUE WATER PROJECT

Royal Bank of Canada has pledged \$50 million over the next 10 years to global, regional and community-based initiatives that tackle water conservation – the largest charitable commitment in its history.

Announced last October, the RBC Blue Water project has already pledged \$10 million to Cirque du Soleil founder Guy Laliberté's One Drop Foundation, which works with Oxfam on water conservation and awareness projects in Latin America, Africa and Asia, and \$500,000 to Tides Canada Foundation's Great Bear Rainforest campaign to fund conservation management and sustainable economic development in B.C.

Over the next few months, the advisory panel, staffed by water experts and community leaders from across North America, will develop criteria for various grants, with applications for leadership grants open as of Earth Day.

After developing an in-depth Environmental Blueprint for stakeholders in 2006, RBC director of corporate responsibility Lynn Patterson felt that, rather than trying to be all things to all people, RBC could do more good on two key issues: diversity and the environment.

"We needed a topic around which our entire company could rally," she says. "Everybody's looking at their paper and energy use right now. We wanted to find something that people aren't thinking about right now."

The links between FIs and investing might be clear, but the links between RBC's brand and water are not, Patterson acknowledges.

"When we first started talking about water, the whole world wasn't talking about water," she says. "We loved the idea because RBC is a Canadian-based company and we have more fresh water than almost any other nation in the world. We're also a water-squandering nation. We saw this big crisis coming and wanted to be making a difference at the front end of it."



RBC partnered with Unilever and the Canadian Partnership Initiative of the UN Water for Life Decade on a survey of Canadians' concerns about water. The result? We aren't concerned,

which makes the need for awareness-building more pressing. But aside from a few newspaper ads at launch and on World Water Day in March, activities have not been consumer-facing – yet.

"We have started conversations with our clients about the issue," says Maya Russell of RBC brand marketing. "But we want to feel confident that RBC employees understand the issue. We want it to be more than a corporate brand alignment; we want RBC as a corporate community to care about the cause and to embrace it as well."

So for now, RBC, whose CSR cred includes launching an environmental lending policy in 1991, is focusing on spreading the word about Blue Water among its 70,000 employees worldwide before taking it to the public.

"We're taking a phased approach, focusing on our employees first," says Patterson. "[One] thing we've learned on the environmental front is that a company needs to have its own act together before it goes out in the marketplace. It really is dangerous, and we're careful. Our environmental approach isn't a marketing campaign, it's an integrated program within the company."



## Creating a new brand: UNILEVER GO BLUE

Unilever Canada, on the other hand, is speaking directly to consumers – albeit through a mostly unbranded campaign.

Unilever launched Go Blue last month to spread awareness and change consumer behaviour around water conservation, as well as align some of its products with the cause by touting packaging and other innovations at retail.

The campaign centres on non-Unilever-branded TV, cinema, print and OOH in cooperation with media partners Corus, Alliance Atlantis, CityTV and Canal D. All advertising drives to [goblue.org](http://goblue.org), which at this stage is primarily an information resource.

Brand-building director Sharon Macleod says she considered branding the advertising as Unilever but ultimately chose not to, to preserve the simplicity of the message. "We're not doing it to raise awareness of Unilever," she says. "I wonder if that would actually take away from the message. We really want people to go blue, and it's not

about Unilever as a company. It's about helping people make a difference in terms of reducing the amount of water they use."

Consumers will make the connection at retail on May 10, when pallets of Unilever product arranged according to domestic area – kitchen, laundry and bathroom – will be displayed with the Go Blue signage in Wal-Mart stores across the country.

The display will also include brochures on how Canadians can "cut their water use in half" and a list of water-friendly Unilever brands, from which a percentage of sales will be donated to Evergreen's Aquatic Stewardship program, formed with Unilever in 2003. Part of Evergreen's Common Grounds program, the project funds Canadian orgs that work to control runoff and erosion, support new restoration techniques and educate the public.

Go Blue also includes a national youth ambassador program through which students entered a contest to be chosen to represent water issues in their communities. The winners will be announced May 8, when *Mysteries of the Great Lakes*, the Imax film of which Unilever – not Go Blue – is a major sponsor, launches.

While these efforts are unique to Canada, water has become a touchpoint for Unilever globally. The connection between Unilever and water is obvious, says Macleod: "On a practical level, two-thirds of Unilever's raw materials come from agriculture resources. As a company, we know that fresh water is crucial to a viable business."

Macleod believes the average consumer is not as skeptical about corporate greenwashing as

activists can be, and

she is confident that Unilever's track record would stand up to

inspection. Internally, the

company is working to reduce the carbon and water footprint of its facilities,

such as the Lipton

plant in Rexdale, Ont.,

which won a Green Toronto award for reducing water use by 48%.

Go Blue marks Unilever's shift to integrate social responsibility more centrally into its business plan, now that consumer and retailer appetite will support the effort, says Macleod. "As much as consumers were interested in environmental products [in the past], they didn't necessarily buy them. I think we've reached a tipping point now, where they're voting with their dollars and will purchase things that have an environmental benefit."



## Standing on independent standards: WHIRLPOOL



Meanwhile, some brands choose to navigate the environmental waters by letting their product features speak for themselves.

As the market leader for washing machines in Canada, Whirlpool adheres to the Energy Star (ES) ratings system, managed in Canada by Natural Resources Canada, rather than creating its own program or initiative. The brand actively promotes ES as part of its products' eco-attributes to convey its green commitment to consumers.

The Duet front-loading washer/dryer has become a flagship product for the brand. The technology enables water savings of up to 73%, and that message is carried forward into advertising across all media. Last May, Whirlpool teamed up with Unilever's Tide brand to offer a year's supply of Tide High Efficiency (HE) detergent with a Duet purchase.

As part of a broader awareness push, the brand advises consumers to check for rebates on efficient appliances and cross-promotes tax incentives with municipalities. It also supports ES initiatives beyond its product portfolio, ensuring, for instance, that its Habitat for Humanity projects adhere to ES standards in windows, lighting, etc., as well as fridges, washers and dishwashers.

While Whirlpool.ca highlights green achievements such as the ES Sustained Excellence Award which the brand won last year, the U.S. site, whirlpool.com, includes a microsite dedicated to establishing the long history of the brand's ES partnership, as well as awards, rated products, an energy savings calculator and contests such as the Home Energy Blueprint Makeover for 10 families. Whirlpool Canada is working on a similar awareness project in Canada in 2008.

"What we want to do is elevate the consumer's awareness of how much benefit to the environment they'll be able to get from a carbon and water footprint standpoint when buying an ES product," says Patrick Cadieux, senior marketing manager, Whirlpool and value brands. "So over the years, in our marketing mix, ES is always part of our communication, whether it is online, on TV, on web, even in store."

Duet campaigns over the past few years have incorporated visual "natural" elements as part of the product personality. "That in itself is not a conservation strategy, but there's the look and feel of beautiful nature, and what we're laying on top of it is product development and CSR, plus consumer education on water conservation," says Cadieux.

Whirlpool's primary message is still productivity. "Water and energy conservation are at a secondary level," says Cadieux. "It's a question of being more single-minded in terms of messaging, and we believe there's a stronger benefit for us to leverage the productivity message."

In the U.S., Whirlpool's green credibility has been boosted by this quieter approach. According to a March 2008 Nielsen Online study, American bloggers ranked the brand higher than the competition for focusing on product development and external standards rather than PR.

"At this point, we feel comfortable that what we are putting out there meets or exceeds the consumer's expectations with regards to the environment," says Cadieux.

# CITY FOR THE PEOPLE

Vancity boasts an impressive history of social-change firsts in the financial category, from the first in Canada to offer mortgages to women in 1960 to the first socially responsible mutual fund in 1986 and the first loan for the purchase of a low-CO2 emission vehicle in 2003. So it's hardly surprising that when the Vancouver-based credit union decided to overhaul its marketing last year, the end result included a few more firsts.



## INSPIRATION

Its commitment to the community and standing as a financial institution place Vancity in a unique position to effect change, whether that be fighting climate change and poverty or growing the social economy. Vancity's current strategy focuses on those three pillars as it connects with members, staff and community.

This strategy is illustrated best with products and services such as the Shared Success program, through which Vancity members and the community all get a share of the credit union's profits, or the Bright Ideas home renovation loan, which funds renovations in accordance with a Natural Resources Canada EcoEnergy retrofit program.

The brand is built on this foundation of community leadership. Vancity conducts ongoing reputation monitoring which shows that consumers consistently rate it the most respected organization in Vancouver, the Lower Mainland and Victoria – and not just among financial institutions. And now the brand works to deliver advertising that is as effective and powerful as the “good things” it does in the community.

## EXECUTION

Vancity began leveraging green and community aspects in its marketing in 2005, with agency TBWA\ Vancouver. Prior to that, its campaigns were largely “me



too” executions similar to most FIs. From 2005 to 2007, Vancity created several campaigns, but hadn't yet truly brought its brand differentiator, “benefits to you and the community can come in the same package,” to life.

Last year, Vancity stopped worrying about what to say, and instead focused on how to say it. It wanted advertising that took a “sum of parts” approach to showcase the various elements of the brand offering, while at the same time showing how they all tie together to contribute to the larger brand identity and personality. This worked to make the individual offerings more relevant, and also provided a chance to experiment with different ways to engage the community.

All parts of the campaign were aligned with the tagline “We all profit,” which clearly states Vancity's point of difference as an FI that fundamentally believes that no one has to profit at the expense

of others, the community or the environment.

## MARKETING EFFORTS

One of the “parts” of Vancity's “sum” was a community experiment called the Vancity Bike Share program.

The idea was born out of the need to reduce car usage, a major contributor to climate change. Because habits are hard to break, Vancity wanted to see what would happen if people got a little push and, in this case, some pedals.

Vancity partnered with Better Environmentally Sound Transportation (BEST), a local non-profit that offers innovative programs to reduce greenhouse gas emissions and climate change and informs people about the environmental, health and community issues surrounding transportation.

At its annual pancake breakfast in June 2007, Vancity launched the program by giving 45 bikes to the community. Participants

OVERALL WINNER

Top right: Vancity's Bike Share program extended the brand message to the streets

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Top: transit shelter ad; above: a solar-powered billboard; right: a TV spot for the Vancity Enviro Visa



were asked to take a bike, ride it and pass it on. Vancity's online social community, ChangeEverything.ca, was the project home base where cyclists could find program information, blog about their experiences, spread the word about cycling and find the next person to pass the bike on to.

The Bike Share program was particularly emblematic of what Vancity wanted to do: touch the community, inspire people to change their habits and help them reach out to others

clear plexiglass ran the headline "Transparent business practices" to communicate the brand's corporate accountability.

These unique executions were supported with a more traditional transit shelter campaign positioning Vancity as an alternative choice with headlines such as "For hardcore environmentalists who can't stop buying shoes" and "Gay friendly. Since before marketers realized you have large disposable incomes."

Vancity carried this spirit of the unconventional into its TV advertising, which focused on two specific products from its portfolio. One commercial portrayed a couple overusing aerosol products, while talking about the Enviro Visa, from which a minimum of 5% of Vancity's

services, with links back to vancity.com – and invited visitors to submit ideas of their own.

## RESULTS

The 2007 campaign captured Vancity's unique identity and personality, helping to differentiate the brand. Share-of-mind ad awareness for Vancity was 23% higher in Q4 2007, the highest ever. The likelihood to consider Vancity also hit record highs, increasing 8% over 2006. Brand personality attributes saw an increase of 3 to 5% each quarter in 2007 over that of the previous year.

The TV ads achieved peak levels of creative breakthrough for Vancity, reaching 59% recall, well above the FI category norm of 39%. And weallprofit.vancity.com was a sticky microsite with an average visit time of 2:45 minutes.

The Bike Share program generated a positive lift on Vancity's ChangeEverything.ca site, with a 19% increase in registered users, a 26% increase in average daily visits and a 54% increase in average page views. The Bike Share program itself received over \$173,000 in earned media – 50% more than any other program to date.

## JUDGES' QUOTES

"This organization incorporates social responsibility into everything it does. The cause is brand-aligned, the execution is very well done and I love the creative. Living out here on the left coast, you really get a sense of how perfectly they understand their market and how it really works for them, but it's authentic." – Mike Krafczyk, BC Hydro

"I love the way they have created products that are innovative, imagination-provoking and utterly transparent in their dual aims (improve your life, improve the world)." – Marc Stoiber, Change

"It's clear from this integrated branding that social commitments are its business." – Pamela Divinsky, Ethos JWT

– and, in this case, get more exercise and commit to reducing their carbon footprint. At the end of the program, the bikes were donated to Pedal Energy Development Alternatives (PEDAL), a non-profit that provides low-cost transportation to low-income individuals. Several people even bought bikes of their own.

Other elements of Vancity's overall branding campaign focused on specific brand attributes, using unusual means to communicate the brand's philosophy. In an OOH execution, solar panels were placed on a billboard to light up a large LED Vancity logo and communicate Vancity's commitment to acting on climate change. At street level, a transit shelter ad made out of

profits is donated to the EnviroFund (which funds projects based on the issues voted most important by cardholders). Another showed a couple in bed talking about the Mixer Mortgage, which allows a group to take a mortgage together, and then panned out to show two more people in the bed.

Weallprofit.vancity.com was then created to extend the offline conversation, and demonstrate how everyone ends up profiting from good ideas. The focus of the site was an "idea wall," a street-level photographic collage of a city wall in Vancouver where brilliant ideas of any kind could be posted. On the wall, Vancity posted some of its ideas – that is, its products and

# TRAVELLING GLOBALLY, THINKING LOCALLY

Toronto-based G.A.P Adventures has become one of the world's largest adventure travel companies, offering group adventures with a focus on sustainable travel to over 60,000 passengers a year. As a way for the company and its travellers to give back to the people and places visited on its tours, G.A.P developed its own non-profit organization, Planeterra.



## INSPIRATION

G.A.P Adventures' commitment to sustainable travel is woven throughout all aspects of the company – from its corporate initiatives to the way tours are run. By using small-scale lodging and local transportation, supporting locally owned businesses and incorporating community-based ecotourism projects, G.A.P is environmentally, socially and culturally responsible.

Planeterra was established to take that commitment further. It supports 19 community projects worldwide, from the Salesiano Street Children Project in Ecuador to BearHealth in Svalbard on the Arctic Ocean. The projects – the number of which increases each year – focus on health, education,

community development, environmental conservation and employment skills training.

G.A.P pays all administration fees, which means that 100% of each donation goes directly to Planeterra programs. The Dollar-A-Day program gives travellers the option to donate for the duration of their tour, and G.A.P matches all individual donations.

G.A.P customers can also donate their time while on holiday. Planeterra volunteer trips give travellers a chance to experience cultural immersion and help improve the living conditions of local people. G.A.P ran eight new volunteer trips in 2007 and expanded to 15 in 2008, including delivering wheelchairs to land mine victims in Cambodia, assisting in a

medical clinic in Kenya and working with a sea turtle conservation project in Costa Rica.

G.A.P also promotes partnerships by employing local guides, suppliers and operators. This provides economic benefits and leadership opportunities for local people, supports their initiatives and encourages the preservation of natural and cultural heritage.

New for 2008 is the Planet Positive Project, which focuses on environmental sustainability. G.A.P aims to plant one million trees in the next 18 months to offset emissions, including one tree per passenger, to support regrowth projects in Africa, Asia and Latin America. The operator's existing carbon offset program has been expanded to include the footprint of tours as well as flights.

At home, the head office and five concept stores are powered by 100% green energy. The company also provides a monthly subsidy for staff members who use public transportation.

## EXECUTION AND MARKETING EFFORTS

G.A.P Adventures' marketing strategy is to raise awareness and educate consumers, customers and agents about sustainable tourism and its initiatives.

The Internet is the primary medium for providing travellers

WINNER

Above: Planeterra volunteers and children at the House of the People of the Sun shelter in Peru

with guidelines on how to minimize their impact on the environment, wildlife and marine ecosystems. Gapadventures.com generates 200,000 unique visitors and two million page views per month. The Watering Hole travellers forum has a sustainable travel category for passengers to ask questions and share tips, and over 110,000 subscribers get a monthly e-newsletter highlighting various sustainable travel initiatives.

G.A.P works to reinforce this sustainability message throughout the traveller's experience, right down to the information provided on their itinerary. Concept stores in Toronto, Vancouver, Calgary, Melbourne and New York are staffed with "adventure specialists" to provide advice and information on weekly featured trips, as well as access to the website, brochures and videos of the *Great Adventure People* TV series, which follow travellers on G.A.P trips. Each store also offers events and seminars ranging from slide shows to cooking classes and travel writing workshops.

When the holiday's over, the adventure continues at home through events and fundraising. Each April, G.A.P celebrates Earth Day. This year's "Turn your green adventures blue" promotion centred on a contest to win a volunteer trip, and G.A.P donated a dollar for every entry towards Planeterra's clean drinking

water programs. In 2007, the "Get dirty for Earth Day" campaign included trail and beach cleanups on tours from China to Belize.

Closer to home, Toronto and Vancouver store staff handed out over 500 tree seedlings. The company also offered to carbon-offset flights for people who booked during the week of Apr. 20 to 27 with its "Fly a little lighter for Earth Day" promotion last year, which was advertised in newspapers and magazines in major centres. (G.A.P ads are all done in-house.)

Relying primarily on the website, PR activities and word of mouth, Planeterra raised over \$300,000 last year – \$100,000 of which went to ease the fallout from the earthquake in Peru in August, and the rest dispersed among Planeterra projects. The annual "Jump for Charity" skydive, which raised \$20,000, regularly sells out before the team has the opportunity to advertise it.

Aside from fundraising, the company focuses PR efforts on pitching itself to media as an expert source. CEO Bruce Poon Tip is a regular interview subject in articles on sustainable travel in *National Geographic Adventure*, *Condé Nast Traveller*, *Elle*, *Canada AM*, *Breakfast Television*, the *New York Times*, the *L.A. Times*, the *Chicago Tribune*, *USA Today*, *Maclean's* and *MuchMoreMusic*. G.A.P maintains its leadership position by maintaining a presence at trade shows, sponsoring industry

awards and speaking at conferences including the inaugural UN World Tourism Organization Seminar on Ethics in Tourism and the WTO Climate Change and Tourism Conference.

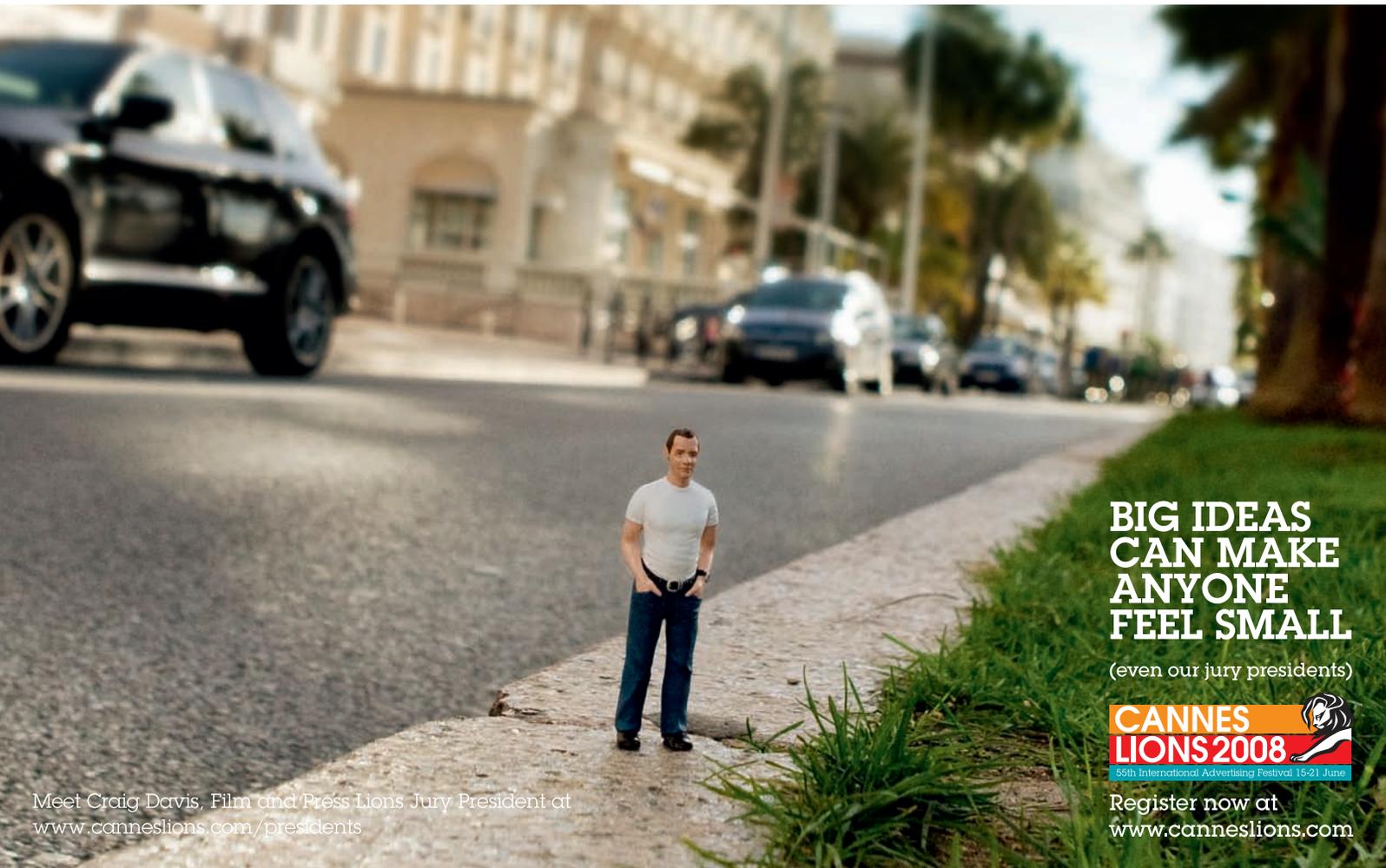
## RESULTS

Focus groups and evaluations show that G.A.P Adventures' sustainable tourism mandate is one of the determining factors for consumer loyalty. The company has received awards including the Ethics in Action Millennium Award, was named *National Geographic's* Best Do It All Operator in 2007 and was ranked on *Condé Nast Traveller's* Green List.

G.A.P is continually looking at ways to expand its reach. Planeterra and Planet Positive have large growth potential as the company continues to source out new NGOs to partner with, plan new initiatives and research new trips.

## JUDGES' QUOTES

"G.A.P. Adventures has integrated its brand into its business, and translated environmental sustainability into its approach to tourism. This enlightened extension of the travel business is transforming tourists into supporters of the Earth. While I was not aware of this, those who participate are – and are undoubtedly the best spokespeople. I suspect other travel agencies will have to follow their lead." – Pamela Divinsky, Ethos JWT



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# GOING TO BEAUTIFUL LENGTHS

Knowing how devastating hair loss can be for women undergoing chemotherapy, Procter & Gamble Canada partnered with the Canadian Cancer Society to support these women during the fight of their lives. Building on the success of an American program, P&G used Pantene, the number-one hair care brand in Canada, to help cancer patients regain some of their dignity and self-esteem.

## INSPIRATION

According to the Canadian Cancer Society and the National Cancer Institute of Canada, an estimated 77,200 Canadian women will be diagnosed with cancer in 2007, and one in three will develop some form of cancer in her lifetime. U.S. figures show that 58% of women consider hair loss to be the worst side effect of chemotherapy, and 8% are at risk of avoiding potentially life-saving treatment because of their fear of losing their hair.

After seeing these numbers, the Pantene team knew they had an opportunity to help. Since wigs made of real hair can be expensive, Pantene Beautiful Lengths was born. The initiative enables women to contribute to the solution by donating their ponytails and help make wigs more accessible to those who need them.

## EXECUTION AND MARKETING EFFORTS

Pantene Beautiful Lengths kicked off in Canada in October 2007 with a \$100,000 donation to the Canadian Cancer Society (CCS). Winning the CCS's support and partnership was a great indicator of the value the society saw in the program. Media partners included Cineplex, CanWest, Sun Media and Metro.

Hilary Swank was asked to be the North American spokesperson and lead the campaign by inspiring women everywhere to donate their

hair to the cause. To get the ball rolling, the actress cut her own ponytail off live on *Oprah* on Nov. 2. A print ad by Grey NYC featuring Swank and asking women to consider donating their hair ran in beauty and fashion mags and national papers, as well as *Metro*, *24 Hours* and *Reader's Digest*.

To drive broad-scale awareness, P&G aired a 45-second TV commercial called "Dolls," in which a little girl cuts off her dolls' hair to give to her mother, who has lost her own due to cancer treatments. The spot ends by inviting viewers to go online for information on how to donate their ponytails. Created by Grey NYC, "Dolls" ran on traditional and specialty TV stations, and also aired on Cineplex screens and in thousands of doctors' offices across the country.

At retail, from October to December, 2,000 Pantene displays featured the program message – more than any other Pantene initiative in the past year. Shoppers Drug Mart created a program in which consumers received extra Optimum points for purchasing Pantene products and then donated the points to charity. Wal-Mart showed "Dolls" in-store on its shelf screens and distributed information about the program to shoppers.

An extensive PR campaign by Manning Selvage & Lee for magazines and dailies was exceedingly well-received. Juliette

Lie of *Flare* donated her hair as part of an article that ran in the magazine. An internal launch at P&G that saw 16 employees make the cut amid tears and cheers was covered by media including the *Toronto Sun*, CBC News and CityTV.

To tie it all together, P&G launched [pantenebeautifullengths.ca](http://pantenebeautifullengths.ca), a site made by Bam Strategy containing information as well as a community where hair donors could interact. Visitors could learn where the hair goes and how the wigs are created, as well as more about the charity and media partners. A downloadable donation kit contained instructions for cutting and sending in ponytails, as well as tips on growing and caring for long hair, and how to style a new, shorter hairdo.

After cutting their hair, donors could submit their stories or upload pictures to the Million Inch Chain, a virtual chain of donors' photos, with the goal of reaching a million inches of hair. They could also download an information kit on how to host "cutting parties," where groups got together to cut their hair.

Those who couldn't donate their hair could make a donation online, or spread the word about the initiative by putting a banner on their blog or forwarding the "Dolls" ad to friends.

All funds donated went directly to the CCS for use in wig distribution or cancer research and prevention programs.



WINNER

Opposite: P&G Canada employees cut off their ponytails to be donated to Pantene Beautiful Lengths

## RESULTS

P&G surpassed its first-year goal of 1,000 ponytails within three months, receiving over 1,300 ponytails in Canada. Across North America, that number has reached over 25,000, creating more wigs in a year than other charities do in 10.

The Canadian Cancer Society credits the program with not only creating wigs for women in need, but also raising overall awareness of cancer and cancer prevention.

The program received a tremendous outpouring of support from agency and media partners, who donated \$1.5 million in services and media space, including the creation of the website, and space in newspapers and theatres. Further, P&G quadrupled its original goal of 10 million PR impressions.

The most amazing support, however, was at the grassroots level. Women set up cutting parties at schools, hair salons, women's organizations, etc. People talked about the program in their blogs, emails and Facebook groups in a flood of support. Consumers felt more affinity for the TV spot than for any other P&G commercial ever created.

P&G's biggest initiative from July to December 2007, the program was also key in driving a share growth of 0.7%, from 15.2% to 15.7%, during the period the program was executed.

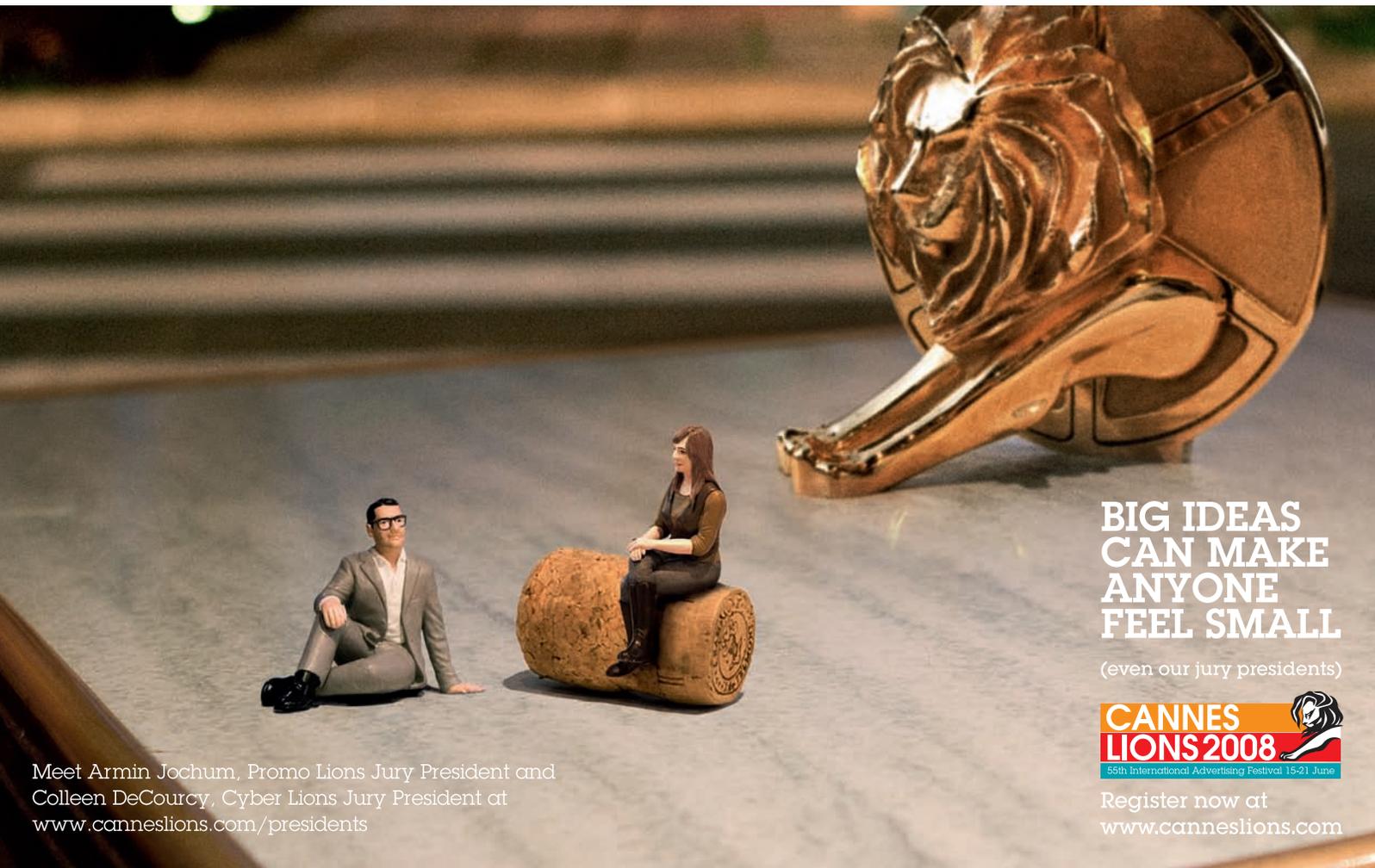


Not surprisingly, pride in the program has been great for internal morale, and Beautiful Lengths has become a key part of the Pantene brand.

## JUDGES' QUOTES

"Pantene stood out because of the wonderful fit with its brand DNA. Hair care is about self-esteem,

but also vanity. That's OK. But when a brand steps up to the plate with ideas like collecting hair for cancer patients, the brand gets vaulted to a higher plane. Will this cause have legs? Sadly, yes. But maybe some day it can celebrate having helped to eliminate the root of the problem." – Philippe Garneau, GWP Brand Engineering



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# Fairmont raises the bar



The Fairmont Chateau Lake Louise has been getting 50% of its power from wind and free-flowing rivers since 1999, cutting greenhouse gas emissions by 11,000 tons in the first five years.

In 1990, Fairmont Hotels & Resorts pioneered the Green Partnership, a comprehensive commitment to minimizing the impact of its hotels on the planet. In another first, this January Fairmont partnered with the World Wildlife Fund's Climate Savers program. The only hotel chain in the program, Fairmont is benchmarking its greenhouse gas emissions and aims to establish a target reduction by late June. In the interim, WWF and Fairmont will work closely to refine the brand's climate change strategy, and raise awareness among policy makers, consumers and employees.

Once a target is set, the two companies will have the rights to use each other's logos on communication materials. Fairmont is keeping VIP customers up to date through its newsletters, and a new

Green Partnership brochure will be released in June.

As Fairmont's primary CSR platform, the Green Partnership has become an essential part of the company's DNA. From improvements in the areas of waste management and energy and water conservation to a strong element of community outreach through local groups and partnerships, Fairmont's program focuses on sustainability. It covers recycling and organic waste diversion in hotel kitchens, retrofitting energy-efficient lighting, redistributing household goods and food to those in need, converting used kitchen oil to biodiesel and working with local populations to share the benefits of tourism.

In May 2007, Fairmont released the third edition of the *Green*

*Partnership Guide*. With a foreword by David Suzuki, the guide presents a step-by-step process to greening the hospitality industry. Used in rolling out the Green Partnership program to new acquisitions, it can be easily adopted by any organization. It is considered the industry standard for greening practices, and is used as a textbook in hospitality schools and as the sustainability model for brands looking to initiate green programs.

## JUDGES' COMMENTS

"Fairmont took an incredible program and added a new dimension. This is hard, considering so few corporations have got to the 'green internal program' stage. What Fairmont continues to do is blaze trails. They aren't resting on their laurels." – Marc Stoiber, Change

WINNER



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# VIRGIN BRINGS TRIPLE THREAT

As Virgin's only brand in Canada, Virgin Mobile is responsible for bringing its parent company's Pro Social strategy to life here. Under the umbrella of the employee charity Virgin Unite and with a focus on the environment, youth in need and the "big three" preventable worldwide diseases – HIV/AIDS, malaria and tuberculosis – Virgin Mobile's Pro Social purpose is to drive its charitable movement in Canada and inspire grassroots change.

On the eco-frontier, Virgin Mobile Canada brought MuchMusic, Roots, Key Gordon Communications, Environmental Defence and the province of Ontario together in April 2007 to develop Flick Off, a cross-country initiative designed to educate young Canadians about global warming and motivate them to do something about it.

The program included a competition in which the Canadian city or town with the most pledges to reduce carbon emissions won a free, carbon-neutral music festival. In its first year, the program attracted over 200,000 hits on flickoff.org, and target-group awareness was over 50% in Ontario and just under 40% countrywide. The winner among over 300 entries, Estevan, Sask., was announced in November.

Top right: Sir Richard Branson announces the launch of Flick Off in Toronto



WINNER



To support the fight against HIV and AIDS, Virgin Mobile joined forces with UNICEF and Vancouver laboratory BioLytical in October to educate young Canadians on the importance and ease of HIV testing. The campaign included three groundbreaking public testing events in Toronto, Vancouver and Montreal. More than 5,000 people (including local celebs) were tested with a unique diagnostic kit that delivers results in 60 seconds.

Set up in high-traffic areas with bright colours and provocative slogans, the campaign aimed to replace the negative stigma of HIV testing with a more positive image. BioLytical also donated 100,000 Insti HIV tests for use in South Africa.

Also on health, Virgin Mobile orchestrated November's Midnight

Magic fundraising gala for Virgin Unite's Heaven's Angels, an army of health care workers who deliver medical supplies by motorcycle into remote areas of sub-Saharan Africa. A live auction offering a guitar signed by Elvis Costello, meet and greets with Elton John and Criss Angel and a week on Sir Richard's private island raised over \$2 million in cash and medical supplies. Over 54 million media impressions were generated, including \$5.8 million in PR.

## JUDGES' COMMENTS

"Virgin has seamlessly tied the philosophy of its founder to the environmental attributes of its products to its social causes with inimitable style and a cheeky, irreverent attitude." – Marc Stoiber, Change

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**MARIO D'AMICO**  
SVP marketing, Cirque du Soleil, Montreal

Mario D'Amico oversees brand development, sponsorships, web and graphic design, public relations and marketing for Cirque du Soleil.

He has over 20 years of experience in a career that began at Culinar. He then segued to the agency side, working on Apple and Labatt at Scali, McCabe and Sloves Canada, followed by a stint at Publicis/BCP Canada as VP and director of the Montreal office before joining Cirque in 1999.

His team is involved in promoting Cirque's numerous "social arts" programs, from Cirque du Monde, which trains street kids in the arts, to Guy Laliberte's One Drop Foundation, which funds water conservation and awareness programs around the world.



**PAMELA DIVINSKY**  
VP, Ethos JWT, Toronto

Pamela Divinsky leads the Ethos JWT team in developing social strategies that align and integrate the social dimension of an organization with its business and brand objectives.

She has over 15 years of experience in strategic planning, communications and management consulting, with expertise in financial services, telecommunications, consumer products and health-related organizations. Before entering corporate strategy consulting, she was a professor of economics and history.



**PHILIPPE GARNEAU**  
Partner/ECD, GWP Brand Engineering, Toronto

Philippe Garneau began his career in advertising in the pre-YouTube early '80s, working for agencies like Doyle Dane Bernbach and Chiat Day. His work for Volkswagen, LifeSavers, Mr Big, Rubbermaid and Canadian Airlines earned

him a closet full of international awards before he co-founded GWP Brand Engineering in the early '90s. Since then he has been instrumental in the creation of new brands such as ING Direct, Expedia.ca and Grocery Gateway.com, working to set a new tone for transparent branded communication.



**MIKE KRAFCHYK**  
Manager, customer communications, BC Hydro, Vancouver

Mike Krafczyk is responsible for BC Hydro's advertising, Internet, sponsorships and outreach programs for the company's Power Smart program, which works to conserve energy in homes and businesses.

Recently, he has been seconded to lead BC Hydro's activation of its partnership with the 2010 Winter Olympic Games.

Prior to joining BC Hydro in 2001, he spent 11 years on the ad agency side, and his last agency gig was as BC Hydro's group account director with Lanyon-Phillips Communications in Vancouver.

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**ELIZABETH MARGLES**  
VP communications,  
Loblaw Companies, Toronto

Elizabeth Margles is responsible for external communications across all lines of business, including the country's

number one and two national brands, No Name and President's Choice.

She started her career with Ontario Hydro in the Energy Management and Corporate Relations branch, combining her education in communications and environmental studies. She has over 18 years of experience in marketing communications in pharma, packaged goods, financial services and natural resources.

Among Loblaw's green activities is the reusable PC Green Bag program, which has sold more than 10 million bags since its inception last year.



**IAN MORTON**  
Founder, Summerhill  
Group, Toronto

At Summerhill Group, Ian Morton works with companies such as The Home Depot,

Union Gas, Toronto Hydro and the

LCBO, providing them with creative, market-based solutions that achieve measurable improvements to the environment and the economy. He was instrumental in the creation of the Clean Air Foundation and Healthy Indoors Partnership and has won several awards in honor of his work.

A regular *strategy* columnist, he recently was appointed to an advisory panel to advise the Government of Canada at the upcoming United Nations Framework Convention on Climate Change (UNFCCC) conference in Indonesia.



**MARC STOIBER**  
Founder/president,  
Change, Vancouver

Since founding Change in 2005, Marc Stoiber has helped companies build green innovation into their brands,

and lever that innovation into brand advantage.

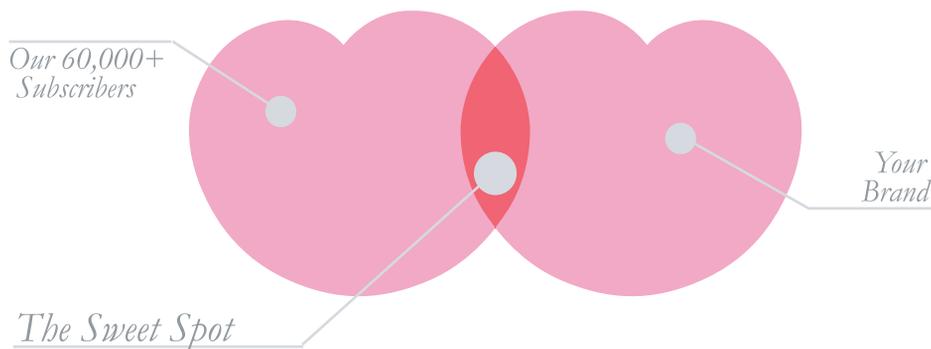
Previously he was the national CD of Grey Canada, where he revitalized the Mr. Clean brand, and at PJDDB in Vancouver and Toronto, during which time the agency won *strategy's* Agency of the Year award four times. He's also worked at Grey Hong Kong and BBDO Germany.

He is a member of the Vancouver Board of Trade, sitting on the Community Action Committee and Sustainability Committee.

**HOW WE DID IT**

To kick off our second annual cause + action awards, we put out a call to marketers to submit a case outlining their brand's successful CSR program, with a focus on the 2007 calendar year. After an internal editorial round, we forwarded the top 10 entries to our judges, who ranked them on brand DNA, uniqueness, awareness, legs and overall do-gooder cred, and identified our five top scorers.

**Fig. 1: Marketing to Canadian Women**



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# PURINA'S PET ADVOCATE

Mary Siemiesz's insider intel has inspired a litter of innovative projects for the cold-nosed consumer, including giving pets a voice

◀ By Lucy Saddleton ▶

community and discovery centre which will focus on encouraging responsible pet ownership. Scheduled to open in June at Toronto's Harbourfront Centre, the facility will feature dog- and cat-related exhibits, events and activities for pet owners. The discovery centre will not be selling pet food; the intention, Siemiesz says, is purely to enrich the lives of pets. "We want pet owners to understand that we truly care about the relationship they have with their pets," she explains.

Marketing for the new centre will incorporate PR as well as mass. "We know

I know first-hand the **joys and anxiety associated with having dogs**, and this gives me key consumer insight

that pet owners look to friends and family for information, so word of mouth will play a critical role," says Siemiesz.

Purina will be giving presentations at breed clubs, training schools and tourism boards to help spread the word. The company has already leveraged its existing partnership with Flamborough, Ont.-based McCann Professional Dog Trainers by participating in an orientation night to promote the initiative.

Traditional newspaper and OOH advertising will launch imminently, and Siemiesz is working on communication messaging with one of Purina's agencies, Toronto-based Lowe Roche.

"Rrruhow, ruff, ruff, woof-woof, ruff."

According to the company website, this is how Mary Siemiesz, director of product strategy and consumer communications for Nestlé Purina PetCare Canada, might introduce herself to her target consumer and describe her role. (Translated from dog as, "Hi, I'm a Purina pet ambassador.")

Purina currently boasts 22 brands and nobody subscribes more to its corporate promise – "Your Pet, Our Passion" – than Siemiesz. During her 18 years with the Mississauga-based pet food and care company, Siemiesz has led the marketing team in many successful product launches (including Pro Plan, Purina ONE and Beneful, which are now sold internationally). Though some work is adapted for Canada from the U.S., more than 70% of the company's marketing is produced by Siemiesz and the rest of the 28-strong marketing team here in Canada.

Clearly the hard work is paying off: Purina is the number-two pet food company in Canada in terms of retail sales, and Siemiesz says the

company has experienced double-digit growth since this time last year.

As the owner of two black Labrador retrievers – Indy and Oakley – Siemiesz believes that her passion for pets inspires her career.

"It gives me a deeper understanding of the human/animal bond which really is at the core of everything about our business," she says. "I know first-hand the joys and anxiety associated with having dogs, and this gives me key consumer insight."

Siemiesz previously worked at packaged goods companies Carnation Foods and ED Smith, but found her vocation when she joined Purina. "Knowing that I've helped improve the lives of pets is what gets me up in the morning," she says.

To that end, Siemiesz has been appointed executive director of the Purina PetCare Legacy, a fund which was announced in September 2007 to support initiatives in the pet community.

Through the new fund, Siemiesz's biggest venture is the creation of PawsWay, a pet

(Publicis in Toronto handles work for the Purina.ca website, and was also responsible for the pet care sites mypuppy.ca and mykitten.ca.)

Another focus for the Purina PetCare Legacy is service dog training programs. Led by Siemiesz, the fund provides support for programs like the Oakville, Ont.-based Dog Guides of Canada. In fact, Purina sponsors more than 200 annual walks across Canada, through which more than \$750,000 is raised each year for the charity.

On the big-picture branding side, Siemiesz oversaw the launch of Purina's master brand campaign in 2006, featuring print, radio, online and in-store initiatives all aimed at giving a voice to the 100-year-old company as a whole. Siemiesz says the campaign was based on the insight that nearly every pet owner has said: "If only my pet could talk." Purina positioned itself as "the voice of pets," providing pet owners with nutritional information and facts in a fun way.

As part of the campaign, Siemiesz spearheaded the launch of the talkingpets.ca microsite with Lowe Roche. The site invites pet owners to upload photos, calculate their pet IQs and send "purr" and "woof" mail. While Siemiesz will not disclose numbers, she says traffic has increased by 200% since this time last year.

Lowe Roche's CCO, Geoffrey Roche, says of the microsite: "That effort has given Purina a strong voice, as a result of Mary pushing that through and keeping us on message."

## FIVE QUESTIONS

### Favourite ad on TV?

I love the Mac vs. PC campaign. Mac can do little wrong when it comes to product innovation and marketing efforts. From their digital work to the outdoor, TV and in-store, everything seems to have a consistent look, feel and message.

### Book that most informs your strategic insights?

I'm pretty stuck on Kevin Roberts' *LoveMarks*. He hits the nail on the head

when he says that if consumers are emotionally connected to your brand, you will have "loyalty without reason." I certainly agree with this. Especially in the pet business.

### Three words to describe your management style?

Open, collaborative, mentoring.

### Favourite TV dog?

Lassie wins, hands down. When I was very young, I was glued to the TV set at every

*Lassie* episode and would read the credits over and over because I wanted to know more about the trainer, Rudd Weatherwax. I never had a collie of my own, although I always wanted one.

### Favourite animated dog?

I am a big Disney fan, so Goofy wins here. Disney is the best at creating memorable experiences, so I'm trying to take a page out of their book. I hope our guests at PawsWay will have a "magical day."



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Purina is leveraging the insight that pet owners wish their animals could talk

And Siemiesz continues to expand the company's use of interactive marketing. In February, Purina and Lowe Roche launched a one-day banner ad on Yahoo.ca which linked to a dog-communicator tool on talkingpets.ca. The tool invites browsers to type in a command which is demonstrated by dog actions. As many as 45,000 people interacted with the banner (a CTR from Yahoo of 1.18%), and approximately 100,000 words were entered on that day.

As well, visitors to talkingpets.ca during Valentine's week were able to send an online rose

and customized message, delivered by a virtual dog. Siemiesz says plans are in the works for a new online campaign around puppy and kitten food brands, using real animals that will interact with the cursor. "Our business is emotion-driven,

so it's great to engage the consumer with real animals," says Siemiesz. "We need to test and learn our way into the digital world, but I believe it will be an important touchpoint for us."

During her 60-hour work week, Siemiesz also finds time to wear the hat of spokesperson for the Purina Animal Hall of Fame, which was established 40 years ago to pay tribute to animals that have helped save human lives. Last year's Toronto-based induction ceremony for the pet recognition program was televised

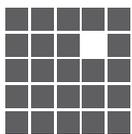
on CTV's *Animal Planet* show, a partnership that Siemiesz plans to repeat this year to further increase the visibility of the initiative.

Also a friend of the environment, Siemiesz is keen to bring more eco-efforts to the organization, adding that Purina plans to reduce packaging for some of its products later this year as well as use recyclable materials.

"She has poured her heart and soul into Purina, and she gets the dog and cat food business," says Roche, who's worked with Siemiesz for more than 10 years. "When we give presentations, Mary is always there with constructive feedback, and she's a champion of the work. We can't ask more of a client than that."

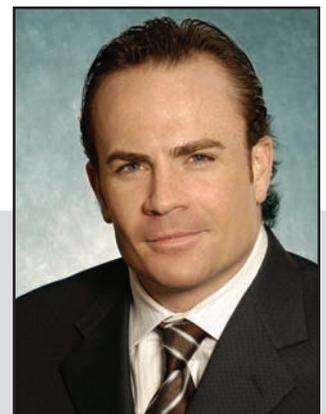
Purina's VP of product strategy and communications, Susan Molenda, says of Siemiesz: "Mary has an unrivaled passion and dedication to ensuring simple, consistent and integrated messaging across all Purina communication platforms. She keeps our internal teams and agency partners fired up by challenging them to push harder for the next idea."

After the opening of the pet centre, Siemiesz's next project will be the launch of a new cat food product. All she can reveal without tipping off competitors is that the product will have cats lining up at stores across Canada very soon. ■



# RAY & BERNDTSON

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## Joel Irving Fatum

**Joel Fatum** has built the leading consumer, retail and media practice in Canada and is active in other key sectors of the business including private equity. His exceptional business development capabilities and his relentless drive in serving clients are recognized across the Ray & Berndtson organization and the search industry.

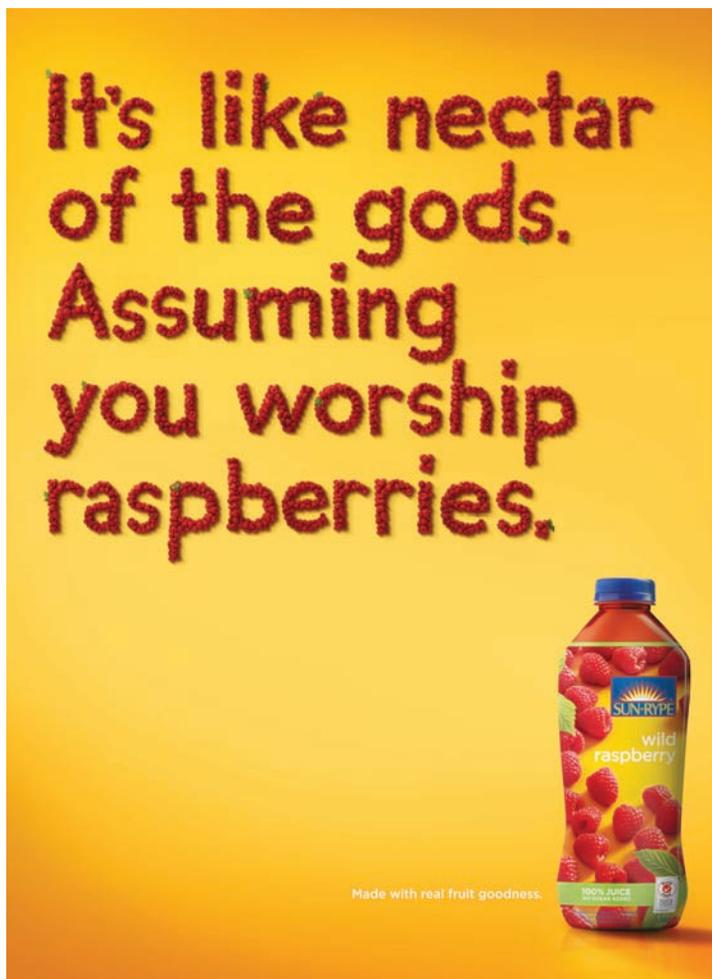
The national leadership team at Ray & Berndtson Canada is comprised of managing partners from each of the firm's offices across Canada. The firm has been built on a balance of strong representation in both the private and public sectors. With Joel Fatum joining the managing partner group we are

reinforcing our leadership in the private sector side of the business.

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# OUTSTANDING NEW CAMPAIGNS



Made with real fruit goodness.



◀ By Annette Bourdeau ▶

## SUN-RYPE KEEPS IT REAL

What better way to reinforce that a product is made of real fruit than by animating a commercial using real fruit?

Kelowna, B.C.-based Sun-Rype's latest commercial plays on stop-motion animated fruit scenes to introduce its new packaging: 1.36-litre contoured bottles that are quite different from its typical one-litre Tetra Pak format. The new packaging is getting an extra push in Ontario, which Sun-Rype sees as a big growth market for its good-for-you, all-natural juices.

The colourful 30-second spot – featuring music by indie band Her Space Holiday – depicts fruit-based people enjoying playful activities like riding on a berry-based swing set. At the end, the fruit comprising the images dissipates and lands in the new bottles.

"We wanted to demonstrate the vibrancy of our products," says Cameron Johnston, Sun-Rype's VP marketing. "Everything we do as a company is around real fruit goodness, so it's only natural that we'd use real fruit in a commercial."

The campaign, by Sun-Rype AOR, DDB Canada in Vancouver, is running across Canada, and also includes print, online and OOH efforts. The latter are only running in Ontario, where Sun-Rype has secured a heftier media buy. "Ontario is a growth market for our business," says Johnston. "In Western Canada, we have greater awareness and distribution."



Johnston says the new packaging is based on the insight that consumers prefer a format bigger than a Tetra Pak, yet smaller than the typical bottle. Sun-Rype worked closely with DDB's design division Karacters on the package design, involving them very early on in the process rather than simply calling them in to work on the graphics, so the resulting bottle has an unusual contoured shape to make it easier to grip.

advertiser: **Cameron Johnston, VP marketing; Barbara Grant, group marketing manager, beverage, Sun-Rype**  
agency: **DDB Canada, Vancouver**

CCO: **Alan Russell**

CD: **Dean Lee**

AD: **Angela Sung**

copywriter: **Neil Shapiro**

photographer: **Paul Lang**

account manager: **Aliya Kara**

print producer: **Scott Russell**

planner: **Kimberly Clifford**

prodc/animation: **Joyrider London**

directors: **Wade Shotter, Andras Ketzer**

line producers: **Spencer Friend, Sarah Butterworth**

editors: **Quin Williams, Marshall Street**

colourist: **Andras Ketzer, Russell Boyd**



## LAVO'S THANKS FROM ALL THE FISH

Who ever said nature scenes can't be fun?

Two new billboard executions for Montreal-based Lavo highlight the company's eco-friendly traits by featuring a smiling fish beside a bottle of Hertel dish detergent saying "Merci," and a bear embracing a container of La Parisienne laundry soap. Each of the illustrated ads features cartoon-like nature backdrops with the simple line: "Biodégradable, sans phosphates."

"There are a lot of clichés out there, a lot of nature scenes," says Luc Perreault, CD at Montreal-based Allard Johnson. "We wanted to be more fun, and to connect with a lot of people. Like *Finding Nemo* – that movie talked to everyone."

Both ads stress simplicity in order to achieve maximum impact. "You have three seconds to read a billboard, so if you have more than three words, it's a waste of time," says Perreault.

The campaign is in line with Lavo's overarching strategy to be profitable, but also socially responsible. Its cleaning product portfolio also includes Old Dutch, which is distributed across Canada and the northeastern U.S.

Perreault says they're planning to also run the fish ad as a print execution in the near future. The ads are running across Quebec.

advertiser: **Richard Arseneault, VP sales and marketing;**  
**Sylvie Jenneau, product manager, Lavo**

agency: **Allard Johnson**

CD: **Luc Perreault**

ADs: **Sébastien Tessier, Karine Martel**

copywriter: **Marie Lefebvre**

account services: **Robert Deslauriers, Frédérique Grenouillat**

media planning: **Sylvie Marton, Cristina Moldovan**

## TOONS EDUCATE TUNE EDUCATION EFFORT

Music has a way of bringing people together.

A whimsical new 30-second PSA to promote Music Monday features animated musical notes raining, growing, sprouting from flowers and ultimately melding together to form a map of Canada. It's set to a rousing performance of an original song composed by Ari Posner and executed by the National Arts Centre Orchestra.

"It's a style of animation that's raw – it doesn't feel commercial," says Doug Robinson, CD at Toronto-based Doug, of the work by Toronto shop 4stroke. "It has a warm and youthful appeal."

The spot, by the Toronto-based advocacy group Coalition for Music Education in Canada (the Coalition), aims to raise awareness for the fourth annual Music Monday, which happens the first Monday of May each year. It entails hundreds of thousands of Canadian students, teachers and music lovers performing the same song at the same time, nationwide, to mark the importance of music education in schools.

This year's event falls on May 5, and will also be observed in the U.S. for the first time. Doug has adapted the spot to feature a map of the states. The Music Monday concept was also picked up in Australia last year.

"We're having some impact beyond our borders," says Ingrid Whyte, executive director at the Coalition. "It's elevating the arts on policy agendas."

At press time, CBC Radio had signed on to run music-related programming throughout the day on Music Monday, and Disney Playhouse Channel is running the PSA during commercial breaks and as part of its Little Einstein programming.

advertiser: **Ingrid Whyte**

agency: **Doug**

CD: **Doug Robinson**

AD: **Aaron Doyle**

copywriter: **Matt Beasant**

business manager: **Rachael Lerner**

music production: **Pirate**

composer: **Ari Posner**

music producer: **Chris Tait**

production coordinator:

**Megan Waychison**

design and animation: **4stroke**



You are cordially invited to submit your new, dead clever and previously unrevealed campaigns to editorial director Mary Maddever at [mmaddever@brunico.com](mailto:mmaddever@brunico.com) and CD Stephen Stanley at [ssstanley@brunico.com](mailto:ssstanley@brunico.com), co-curators of *strategy's* Creative space.

# MAXWELL HOUSE BREWS GOODWILL

◀ By Annette Bourdeau ▶

## Maxwell House is perking up

some goodwill with its new “Brew Some Good” campaign. The brand, owned by Toronto-based Kraft Canada, has improved its formula in response to demand for higher-quality coffees. Instead of a typical relaunch, the effort aims to spread the word that Maxwell House is giving back to the community.

“We’ve tried to take [the brand] to an emotional level by reducing our production budgets and using the money to do good deeds,” says Bill VandenBygaart, VP of beverages at Kraft Canada.

The concept originated in the U.S. Last Thanksgiving, Maxwell House covered fees at eight tollbooths, paid transit fares for NYC commuters and donated \$100,000 to America’s Second Harvest. VandenBygaart and his team adapted the idea for the Canadian market, giving out cups of coffee, paying fares and enlisting Chantal Kreviazuk to busk for charity at Toronto’s Eglinton TTC station in March. It also announced a \$100,000 donation to Habitat for Humanity.

The campaign also includes TV and print executions encouraging consumers to do good deeds. The team skimped on production costs and earmarked the \$200,000 it saved to donate to charities nominated by consumers. The first TV spot explains the concept and invites consumers to nominate charities at [brewsomegood.ca](http://brewsomegood.ca). “We could have just given the money away, but we thought it’d be more meaningful to involve consumers,” says Nancy Vonk, co-CCO at Toronto-based Ogilvy & Mather.

We asked **Karen Howe**, VP/CD at Toronto’s Due North Communications, and **Darren Warner**, CD at Vancouver-based Wasserman + Partners, to weigh in.



### CONCEPT

**Howe:** “Brew Some Good” is a solid umbrella for this campaign. Maxwell House has created something bigger and better by encouraging goodness on a larger stage. In doing so, it generates goodwill towards the brand. It’s a thoughtful approach that is far more emotionally involving than a mere product relaunch. From a big-picture standpoint, given the current climate with its focus of giving, the timing of this concept couldn’t be better.



**Warner:** A strong positioning and line; a nice link of product and the inherent optimism that comes with a new morning (which of course cannot begin without coffee). After only seeing the TV spot, I feel better about Maxwell House already. But I’ll wait to see if they can develop some Dove-like buzz.



**WE MADE MAXWELL HOUSE (AND MORNINGS) A LITTLE NICER.**

Maxwell House is now made with premium quality 100% Arabica Beans, known to be among the finest coffee beans in the world. To celebrate, we’ve made these notes for you to leave for someone you love in the morning (hint: beside the coffee maker is a good place). For more random acts of good, visit [brewsomegood.ca](http://brewsomegood.ca)

IT’S A NEW MORNING. BREW SOME GOOD. Maxwell House

your lunch is in the fridge    you’re the cream in my coffee    good morning sunshine

### PRINT

**Howe:** The print was handled adeptly. It makes its point about an improved product while offering you some helpful tools to “Brew Some Good” of your own.

**Warner:** The print has lost the humanity of the more noble “acts of good” that is the theme of the TV and activation pieces [the print ads feature notes like “you’re the cream in my coffee” that readers can cut out and post in their homes]. And will anyone be bothered to cut out the notes? Perhaps if they were stickers....

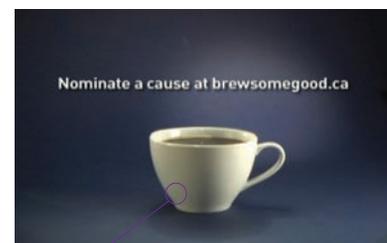
### WEBSITE

**Warner:** The website is a real disappointment. The TV spot is the hero, not the “possibilities” that the money could inspire.

### EVENT

**Howe:** The Canadian event was a perfect translation of the American launch.

**Warner:** The celeb busking will get some media attention, but doesn’t quite have the buzz of the original U.S. Thanksgiving kickoff. Probably more effective to those who experience it than those who only read about it.



### TV

**Howe:** Offering up the balance of the TV ad budget for a charity of your choice instead is a welcome and fresh gesture. Providing the consumer with the opportunity to nominate a charity recipient for recognition creates a terrific echo effect.

**Warner:** Nicely executed, simple and honest, in keeping with the premise. Allowing consumers to decide where Maxwell House donates the money really gives the campaign some momentum. The TV [ad] is the strongest of the pieces.

### The creds

#### Kraft Canada

Bill VandenBygaart, VP beverages; Eric Yeung, senior product manager

#### Ad agency – Ogilvy & Mather

Nancy Vonk, Janet Kestin, CCOs; Tim Piper, Zachary Muir-Vavrina, ADs; Sussana Forieri, writer; Trish Bugitzedes, Heather Moshoian, producers

#### PR agency – Strategic Objectives

Judy Lewis, co-founder/EVP; Tara McCarthy, VP; Vashti Singh, account manager



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THINK AGAIN.

# Your brand, the hero

Turns out there is a free ride. And it makes it easy to be green

◀ By Annette Bourdeau ▶



Talk about value add. This summer, Torontonians will be able to get a free eco-friendly cab ride and an ice-cold drink, courtesy of Lipton Iced Tea.

Toronto-based Go Mobile Media is bringing pedal-powered EcoCabs to Canada for a pilot test this summer, and Lipton jumped at the chance to sign on. Eight EcoCabs will give consumers free rides and drinks eight hours a day, five days a week. The cabs will be wrapped in Lipton ads and driven by university students who will chat up passengers about the brand's health benefits. Plus, since the cabs are emission-free, it's an easy way for Lipton to align itself with the green movement.

"It's a fun way to promote a very serious issue," says Alan Koval, director, sales and marketing, Pepsi-Lipton Partnership. (Koval is based out of both the Mississauga, Ont., Pepsi QTG headquarters and the Toronto Unilever Canada office.)

"It's an opportunity to really get our brand out there," Koval continues, adding that he was impressed with the vehicle's sleek, futuristic design. "I want to exercise my right as a sponsor to drive one of these things!"

Go Mobile Media is ordering the cabs from a European manufacturer, and wrapping them in Toronto. Will Kozma, Go's director of marketing, says the company will be seizing PR opportunities to highlight the EcoCab as an emission-free transportation.

"The goodwill and PR are the true value," says Kozma. "The brand gets to be the hero."

Packages begin at \$28,000 a month for four EcoCabs, and go up from there. Go Mobile Media provides the staff (university students trained to chat up the brands), the cleaning, the storage and the customized ad wraps. At press time, there were still a few opportunities left for brands to get on board. [www.gomobilemedia.com](http://www.gomobilemedia.com). ■

## Shopping for good

Green Rewards saves the planet while you shop

Instead of taking environmentally irresponsible flights, why not collect points to earn eco-friendly rewards?

As more and more consumers worry about their carbon footprints, Toronto-based Green Rewards is gearing up to launch a green loyalty program this fall. It will work just like any other points program, with Rewards partners like Calgary-based Bullfrog Power. The accumulated points can be used to redeem eco-friendly stuff like transit passes, gym memberships and spa packages.

"Our target is Canadian consumers who enjoy collecting points. And really, who doesn't?" says Andrew Souvaliotis, co-founder and chief executive, Green Rewards.

Green Rewards has recently acquired the like-minded Toronto-based online shopping mall ClickGreener.com. It's a portal that enables consumers to shop online at their favourite merchants, like Amazon and Canadian Tire, and ClickGreener donates half of its click-through



referral fees to eco orgs like WWF and Tree Canada. Consumers pay the same price they pay when they access the

merchant's site directly.

"The best way to have an impact is to not disrupt the everyday life of consumers," says Souvaliotis. "We're saying, 'Keep shopping as you normally would, and we'll help you do something good.'"

Souvaliotis is working with Toronto-based agencies Fuse, Digital Cement and Weber Shandwick, and says that PR and WOM will play a big role in the fall launch plans. **AB**  
[Clickgreener.com/Greenrewards.ca](http://Clickgreener.com/Greenrewards.ca).

# 69.5

◀ By Mike Farrell ▶

This is the percentage of 14- to 34-year-olds in Canada surveyed recently who do *not* agree with the statement: "I don't like to stick out in the crowd." There are many who live by the Dutch proverb that states, "The flower that stands above the others gets its head cut off." But not younger Canucks.

Despite their pragmatism (contextualizing value for money as "the most important thing," researching purchases obsessively, not spending on a whim), this has certainly not been at the expense of individualism.

The power these consumers carry as definers and creators of culture has made them more focused on diversity of perspective and experience, and they are in no rush to run with the pack.

Teens are tops at thinking that what they wear "says a lot about the type of person I am," while teens and young twentysomethings are neck and neck in terms of placing importance on style.

Still, flying your own colours is not the exclusive purview of the youngest sectors, since two-thirds of age groups up to 34 don't mind "sticking out in the crowd." It's yet another example of how individuality and personal customization have become true identifying values of Generation Y and, to a lesser extent, Generation X.

So, while you're busy making sure to come through on the key "so what?" questions of this new generation of consumers, don't confuse pragmatism for sameness.

*This "statstought" was gleaned from Ping, Youthography's quarterly study of Canadians aged 9-34. It was culled from a survey responded to by 1,542 14- to 34-year-olds, regionally represented. Mike Farrell (partner, director of research and strategy) can be reached at [mike@youthography.com](mailto:mike@youthography.com).*

STATSTOUGHT





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**Vespa**

**VESPA.** Since we launched the first campaign 3 years ago, Vespa has grown from 20 retail stores across Canada to more than 50. That's amore.

**SCOPE.** Owing entirely to the much-coveted frequent forwarding phenomenon, TestYourBreath.ca began a cyber-stampede, generating tens of thousands of visits. It was also picked up by the press, and created a genuine blog buzz. Now that's bound to leave a good taste in your mouth.

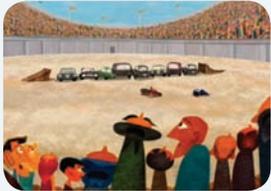
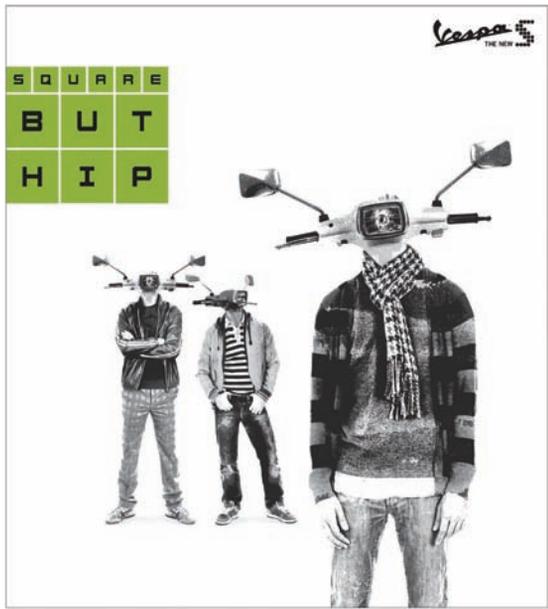
*My Bump*

Tell your story.  
canontellyourstory.ca

**Canon**  
image*ANYWARE*

**CANON.** People just love sharing their stories, and Canon is helping them do it. In fact, we've created an entire brand universe including print, television, gallery showings, contests, user-generated content, and contributions by professional photographers. The goal? Link Canon to the powerful human need to tell the stories that help define all of us.

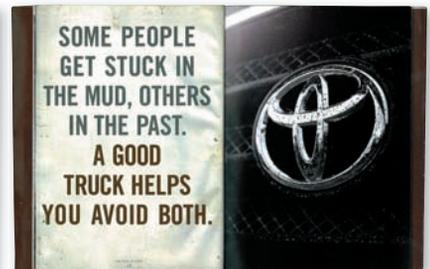




**STIMULANT.** Our new campaign for Stimulant was designed to stimulate curiosity. So, while we'd love to tell you all about it, we won't. But you're smart. You'll figure it out. Or will you...



**VESPA.** Selling to the ever elusive youth market means finding new ways to connect with them. Targeting Vespa's youth market has meant pulling out all the stops. And so we've created everything from street installations, music videos, wall projections, Canada's first QR Code ad (above) buttons, print, TV, cinema, and even tattooing Supermodels. Just kidding, but hmmm.



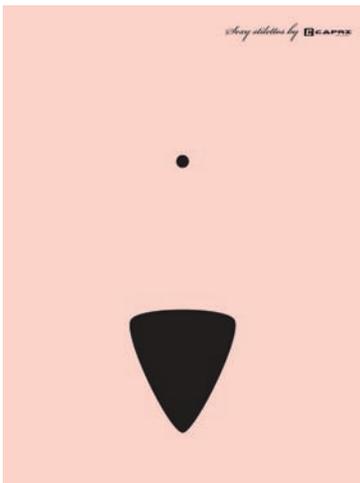
**THE BOOK OF TRUCK.** After The Book of Truck campaign launched, its popularity generated a sequel Toyota Dealers called The Book of Amazing Sales Results. Truck sales for 2007 vs. 2006 are up 400%, and market share has grown from 1.3% to over 5.4%. Now that's a best seller.



**WAYS PA.** Golden results for the client and a Gold Bessie for us. Talk about a win-win!



**GOLDEN PALACE.** A simple story about a girl and a pole.



**CAPRI SHOES.** Get your mind out of the gutter, it's an ad for shoes. (Pervert)



**LEXUS ISPERFORMANCE.CA.** Knowing that very few people could resist the chance to drive the Lexus IS350, we created an online advergaming that allowed them to do it. Judging from the throng who raced to the site, we were right. Those who achieved a perfect score were rewarded with a special sneak peak of...oh, why not find out for yourself at [lexusperformance.ca](http://lexusperformance.ca)

## BUT WAIT, THERE'S MORE.

In fact, there's more than we have room for. More great work. And more success stories for our Clients. If you'd like to see more, visit the endless bandwidth of [dentsucanada.com](http://dentsucanada.com).



**I HATE MY PARTNER.CA.** Our campaign for Argosy Funds attracted press coverage from ROB TV to the CBC, generated incredible web traffic, and about \$50,000 worth of publicity.



**AWARDS.** Not that we're ad obsessed but winning at Cannes, One Show, Clios, Marketing, Bessies and ADCC, and being named amongst the most improved big agencies, most improved small agencies and Top 10 in Strategy's Agency of the Year, has left us all a bit tingly in the nether regions.

Now that you know what Dentsu's been up to, how about you? Do you have any problems that need solving? Targets that need defining? Creative that needs creating? Well, call Bob Shropshire at 416-929-9700 and find out what Dentsu can do for you. Who knows, next year's success story could be all about you.



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# What do an undergrad, a parade and a gymnast have in common?

They are all part of Special Sections in the Toronto Star. Specifically, our list of Special Sections runs the gamut, from Investing to Living Green, from Digital Photography to key health issues. Though the Star has always been touted as Canada's most read newspaper with mass appeal, we're also very proficient at delivering niche demographics. And that's no joke.



## Education Series

- Back to School – Aug. 14
- Continuing Education – Aug. 21
- Insiders' Guide to Colleges and Universities – Sept. 11
- M.B.A. – Sept. 18



## Pride Week

Special Section - June 19



## Olympics

- Olympics Preview – Aug. 7
- Olympics Wrap – Aug. 25
- Road to Vancouver – Sept. 1

# NEXT MEDIA STARS

Over the past few months, *strategy* reached out to media vets in a search for the best next-gen media minds – those who are setting new standards in strategy and trying new tactics. In the rapidly evolving mediaverse, these are the pros that media shops have singled out as being on top – and a step ahead of the game. Here, we profile the first five. Next month the series continues; in the meantime, check in with our daily, *Media in Canada*, as we unroll this year's Next Media Stars... ◀ By Jesse Kohl ▶

## Getting brands centre stage play

**KELLY BEDARD:** Broadcast media/online buyer, Saatchi & Saatchi, Toronto

### Claim to fame

When Transitions Optical wanted a broadcast-based promotion that showcased its product (lenses that change as glasses wearers move inside to outside to provide protection from the sun), Kelly Bedard arranged for the product's functionality to be featured in Debbie Travis' *From the Ground Up*. The promo tied Transitions to the likeable TV personality and incorporated an online contest component, online consumer campaign, brand sell TV spots, product integration, magazine ads and in-store promos. A highlight was Bedard's negotiation to have the show's designers wear the lenses as they worked on various projects – inside and outdoors.



That campaign was deemed a success for generating both awareness of the product and sales results.

As an integral part of the online team, Bedard is also getting creative and pushing boundaries outside the traditional media spectrum. A case in point is her lead for the online executions of the agency's campaign for the Toyota Matrix, which launched at the beginning of March and runs until the end of August, targeting adults 25 to 34 with a strong male skew.

Bedard's plan went far beyond the standard big box ads. The club finder execution is a custom unit arranged with Toronto.com that uses a Toyota Matrix skin, giving users a drop-down menu to find clubs based on location, genre and music. An online summer

guide sponsorship with Ticketmaster uses co-branded Toyota/Ticketmaster units to drive users to the sponsored section of the site, and includes Matrix-branded ticket wallets and banners on Ticketmaster.ca's ticketAlerts. Bedard also tied in a homepage takeover with Heavy.com and a music player takeover on Iceberg Radio. The online components include a Facebook fan page and in-game advertising on Xbox sports titles such as *MLB 2K7*, *Madden '08* and *Need for Speed Pro Street* as well as category exclusivity in all NBA games.

### Portrait of a media natural

Bedard, who went to Humber College for advertising and media sales, says: "I had no idea that media buyer/planner was a job people had. I signed up for the course not knowing what it was, but it sounded interesting." Before joining the Saatchi & Saatchi media team in August 2006, she spent three years as a media buyer with ZenithOptimedia.

Saatchi & Saatchi media broadcast director Natalie Ramsay says one of Bedard's



key strengths is in choosing programs strategically, not strictly based on costs, so that the targeted consumer will see the product. That follows the agency's broadcast buying philosophy, which ensures that creative fits the programming, not just the demo. "Kelly



has a keen sense of envisioning how the spot will look in the show and making it work with the combination of all elements, including the demo and spot cost," says Ramsay.

### What would you love to build into a plan?

"I love the brands that show up in unexpected places, like a concert or a construction site crane. If a brand is willing to get out of its comfort zone, it pops. Product placement stands out, especially in reality programming. There is a level of attachment viewers have with the show's characters, and when they see them interacting with the products, that can result in a halo affect. Any time the consumer shares an experience with your brand, it stays with them long after the flight date is over."

### What's the biggest media mistake brands are making?

"Any brand that thinks their target is not online is missing out. Everyone is online. Even my grandmother has a Hotmail account! Online gives you the opportunity to capture your target's attention while allowing them to interact with your brand on their own terms. If you make it worthwhile and intriguing, the consumer will spend far beyond 30 seconds with your brand."

# Not by-the-book book deals

**NADIA CODISPOTI:** Senior account manager, PHD, Toronto



Codispoti was also instrumental in launching *Shine* magazine, an extension of the Dove "real beauty" initiatives produced in association with Rogers Media, and its French-language version, *Luminance*. The one-time issue was distributed to subscribers of *Chatelaine*, *Flare*, *Loulou*, *Glow* and *Pure* and included photos from 7,000+ women who sent in their pics to be part of the mag, which highlighted good hair. Shine Online, at [dovehair.ca](http://dovehair.ca), let users create their own page and share the content with sites like Facebook, StumbleUpon, Digg and [del.icio.us](http://del.icio.us).

(now PHD) as a broadcast buyer in 2002. In 2004, she was promoted to magazine portfolio manager within the non-broadcast portfolio management team, then moved to planning on the Unilever team in 2006.

### What common industry belief would you love to see die?

"The belief that client and interagency teams can't work in collaboration to develop truly outstanding 360 campaigns. I am lucky to be a part of a model that dispels that belief."

### What's the biggest media mistake brands are making?

"Fearing change instead of embracing it. Brands could be taking on new media in bigger, more pioneering ways to develop compelling experiences to engage with their consumers."

### Who is she?

Codispoti graduated from Humber College with a diploma in advertising media sales and joined MediaVest in 2000 as a broadcast buying assistant, then moved over to HYPN

### Claim to fame

One of Nadia Codispoti's stand-out successes is the Dove Pro Age book program in Quebec. *De femme a femme* (*From Woman to Woman*) was an inspirational book devised by the media agency, in partnership with Quebec's TVA Publications, to highlight the life and experiences of Quebec comedian, actress and singer Judi Richards and 29 other women.

Last May, Richards was featured in a seven-page Pro Age ad that appeared in *7 Jours*, *Clin D'oeil*, *Femme Plus*, *Chez-Soi*, *Ma Maison* and *Le Lundi*. It contained a call to action for women over 50 to submit their life stories, and hundreds did. The chosen stories were the backbone of about 2,000 books printed for an October 2007 launch.

Ads on [Archambault.ca](http://Archambault.ca) and in-store



bookmarks, along with events hosted by Richards (with Pro Age product sampling), helped drive the title onto the bestseller list of the Archambault book chain, where it stayed in the top 10 for about three weeks. The title eventually sold out.

## BRING YOUR BRANDS TO LIFE

*Astral Media Outdoor Transit Shelters'* network of 3,700 advertising faces targets the residents of Toronto right where the action is – where they work, play and shop. *Transit Shelters* present brands in the best possible light – literally. Not only is the brand-boosting urban environment clean and attractive, *Transit Shelters* provide unparalleled visibility for drivers and pedestrians on high traffic streets of the city!

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Over the next 20 years, *Astral Media Outdoor* will be the exclusive supplier of some 27,000 units of outdoor street furniture in Toronto. Our leading-edge design will convey a distinctly contemporary look, delivering a new and enhanced aesthetic across the city.

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Thank you to all who entered the 2008  
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Working, Canada's official recruitment network,  
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The winners of the 2008 Employer of Choice Marketing Awards are as follows:

#### People's Choice Online

People's Choice  
Campaign: TransAlta  
Agency: PPC Campaign

#### Advertising - Overall Campaign

Meyers Norris Penny LLP  
Campaign: Student Recruitment – whatdoyouwant.ca  
Agency: Zero Gravity

#### Advertising - Print

TransAlta  
Campaign: TransAlta - Print

#### Advertising - Broadcast

Tim Hortons  
Campaign: A Job That Fits Your Life  
Agency: J. Walter Thompson

#### Advertising Online

Alberta Government (Corporate Human Resources)  
Campaign: Re-Design of Alberta Government Jobs Website

#### Job Fair / Recruitment Event Marketing

St. Joseph's Health Centre, Toronto  
Campaign: Many Faces One Mission  
Agency: Tamm Communications Inc.

#### Employee / Internal Communications Programs

Federal Express Canada Ltd.  
Campaign: Binks' Link (internally-focused president's blog)

#### Community Corporate Citizenship Initiatives

Tim Hortons  
Campaign: Camp Day  
Agency: J. Walter Thompson



# Leading by (digital) example

**DANNY SHENKMAN:** Account supervisor, ZenithOptimedia, Toronto

## Claim to fame

Danny Shenkman is making a name for himself in media with ZenithOptimedia's online media arm, ZedDigital. His key accounts include Twentieth Century Fox, XM Radio and Nestle.

Shenkman initiated and executed a unique plan for Fox Home Entertainment that included a one-day takeover of AOL for the release of *The Simpsons Movie* on DVD in December 2007. It was the first such customization at AOL Canada. The main page was "Simpsonized" from top to bottom. The AOL logo was transformed from blue to black, the "O" was replaced with a donut (with Homer standing beside it) and the page was washed in the familiar yellow background. The floating ad, banners and custom boxes all went with the theme, as did the Top Searches – with Homer Simpson at number one and Itchy & Scratchy at number 10. Links throughout AOL drove users to SimpsonsMovie.com.

Another initiative of Shenkman's gave XM Radio a boost in ROI by making online the driving force of the campaign, working in



concert with offline media rather than the other way around. The campaign's messaging was designed to target the sports fan and attract an audience to XM's new NHL programming. About 7 to 10% of the budget went to cost-per-click and search, and after a review of early results, it

was clear that interest was coming from outside the targeted sports demo. The strategy was changed to include a broader target and boost XM's news, music and personalities.

Working with the client's web, marketing, brand managers, websites, networks and ad

# the top

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server, Shenkman put together a campaign that showed significant results and delivered specific, measurable goals. Essentially, he drove change in the way the client purchases media and boosted efficiency and accountability.

"We decided to allocate a small percentage of the budget to try things outside our target demos, and ended up gaining great insight into demographics that we had not been reaching," says Shenkman. "We found we were actually converting at much higher rates with our new targets and realized that we were missing an important group of consumers. XM was so impressed with the results that we're now letting online be the driving medium, which changes the traditional marketing strategy and ultimately makes all media more accountable." Commenting that few marketers are brave enough to step up and make a change that affects the sum of their marketing initiatives, Shenkman adds, "We're already seeing better results than we'd expected."

**Who is he?**

Shenkman graduated in 2004 from the University of Western Ontario with a media studies degree, and his CV spans working for a congressman in Washington, to roles with several Brunico Communications brands, including *Media in Canada*, prior to joining ZenithOptimedia in 2006.

**Which brand would you most like to work on, other than your clients'?**

"I'm a *Lost* junkie. I've been really impressed with the way the show's producers have extended the relationship fans have with the



show so far beyond what we've come to expect from television. You don't need to know the mythology to appreciate what they are doing to be innovative in promoting the brand. *Lost* licenses itself out to video games, action figures and other merchandise, but it maintains a connection between all the products and the experience of the show. Add to that these intricate media consumption scavenger hunts like 'Find 815' and 'The *Lost* Experience' that let the fan base into the progression and development of the storyline, and it puts *Lost* in the unique position of being able to turn a 16-episode season into a year-round experience."

**What's the biggest media mistake brands are making?**

"Overthinking the consumer. The dialogue between advertisers and consumers has moved consumers towards quality products with lower price points. Sometimes we try so hard to get inside the heads of our targets that we miss the obvious. We give a lot of credit to marketers that successfully evoke powerful emotions for inanimate objects, but every once in a while I'd like to see a product like Head-On win an award. It probably didn't take a Bill Bernbach to come up with the creative and media executions, but the fact that everyone knows you apply it directly to the forehead has to be worth something, right?"

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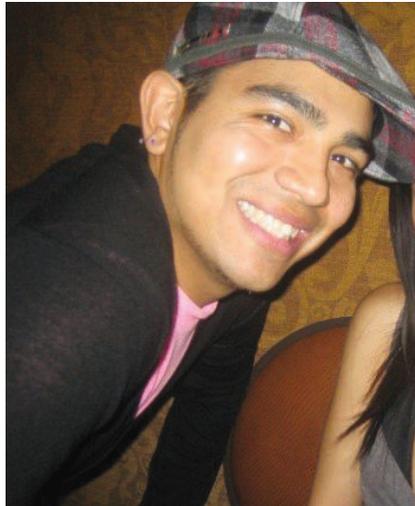


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# Targeting through language translates to ROI

**CESAR ANTONIO HERVIEUX:** Search marketing specialist, Media Contacts, New York



## Claim to fame

Cesar Antonio Hervieux's work in Toronto was so good that Media Contacts New York recently snapped him up to start work in the Big Apple.

His claim to fame was working for the Ontario Ministry of Citizenship and Immigration's "Global Experience Ontario" online campaign. The overall goal of the campaign was to raise awareness of the resources that Ontario offers to internationally trained professionals who are settling in the province and re-establishing their personal and professional lives, while the online components were intended to promote OntarioImmigration.ca.

What makes the campaign stand out is that it involved approaching websites with new language-targeting ideas. Hervieux was instrumental in getting an Ontario user visiting Yahoo! India to see banners in Hindi, or Korean banners for Ontario Hotmail users who'd set their language of preference to

Korean – effectively speaking to newly arrived immigrants in their native tongues.

Many of the websites approached for the campaign had never been asked to pull off such targeting. Smaller niche websites were also happy to take part in the campaign and quite appreciative of its mission to assist recent immigrants.

A similar strategy was applied to a campaign for Air France in 2007. The client wanted to reach new audiences in innovative ways, and Hervieux and the Media Contacts team accomplished that by advertising on LeMonde.fr (a news site based in France) while geo targeting an audience in Quebec and Ontario.

It started with the assumption that a Quebecois audience interested in news from



France would be an ideal one to target with ads, and the assumption proved spot on as LeMonde.fr turned out to be one of the most effective websites at generating conversions. The site has now become a staple for all Air France campaigns. Hervieux also worked for Fidelity Investments, Toronto Tourism, Ontario Ministry of Health, Volkswagen, Audi, Volvo and Clearasil.

## A quick study

Hervieux studied business administration marketing at George Brown College and

then became a marketing major with Ryerson University's business management program. In January 2006, he went straight from Ryerson to Media Contacts, where he was initially hired on as an online campaign coordinator. Prior to taking the New York-based search marketing specialist position in March 2008, Hervieux had moved into the role of interactive media planner and buyer with the Toronto office.

## What would you love to build into a media campaign?

"Providing the instant download of a song in exchange for the desired response (purchase, feedback, email, etc.)."

## What's the biggest media mistake brands are making?

"Specific to interactive media, thinking that putting anything on the Internet will work."

## What common industry belief would you love to see die?

"Calling a campaign 'integrated' by reformatting creative to fit different media."

## Are advertising execs giving enough attention to media and keeping pace with change? If not, what should they start doing?

"They're being responsible by reading reports and case studies, but they're not doing anything about it. It looks like it's good enough to simply be 'in the know.' Advertisers and agencies need to start taking some risks, be it in what they're advertising and how they say it or getting in front of clients and saying 'This isn't working, but this will.'"

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# Making the news

**DOUG SINCLAIR:** Broadcast supervisor, Genesis-Vizeum Canada, Toronto

## Claim to fame

Understanding diversity in targets, and their broadcast consumption shifts, is a key strength for Doug Sinclair. He's responsible for reaching demos that range from young moms to men who drive 20,000+ km per year for a buying portfolio that includes H.J. Heinz of Canada, SIRIUS Satellite Radio, H&R Block, Goodyear, the *Toronto Star* and the recently acquired Suzuki Canada.

For H&R Block, Sinclair created live daily in-program client integration with CTV's *Canada AM*. Hosts Beverly Thomson and Seamus O'Regan would throw to the "Top 10 Biggest Tax Mistakes Made By Canadians" "Tip Of The Day, courtesy of H&R Block.

For the *Toronto Star*, Sinclair leveraged the brand's USP as content. He worked with Toronto's top radio stations to negotiate full-cluster, 120-second pre-recorded "Live From The Newsroom" broadcasts on behalf of the *Star* every Friday evening, with guaranteed cluster isolations between 5:30 and 6:00pm – arguably the market's most tuned-in time period.



## How'd he get so good?

Carrying both a B.Comm from the University of Windsor and a St. Clair College advertising diploma, Sinclair joined Toronto-based Genesis Media (now Genesis Vizeum Canada) in 2002 as a junior media buyer. GV director Scott



Stewart calls Sinclair a "media warrior" for his commitment, work ethic and creativity. "Doug is our Stevie Yzerman," says Stewart. "He leads by example, he's an amazing mentor and I've yet to hear a bad word about him – whether from the sales side or his peers."

## What would you love to build into a media campaign?

"More science. Prove that media is delivering results by building in as many metrics as possible and hopefully create enough tracking to prove to clients how sophisticated we are getting with our message positioning. Simply put, provide clear and visible linkages between dollars spent and sales created."

## What's the biggest media mistake brands are making?

"Many brands are still adhering to reach-based buying principles and not paying

attention to best-fit environmental options to ensure both traction and engagement of the messaging they are putting forth. Mass does not exist – Get Pure with your target!"

## Are execs giving enough attention to media and keeping pace with change? If not, what should they start doing differently?

"It's nice to see this embrace of the Internet and advertisers wrapping their arms around a very trackable, quantifiable media. However, the same thoughtfulness should be put into your off-line plans as well. Just because mass media has the potential to reach mass audience, that doesn't mean that you cannot be targeted with a medium such as television or radio. You just have to think more responsibly [financially] on behalf of your client and create an approach that replicates true target consumption of that media."

See our conference **live.** or just wait until someone  
videotapes it and posts it on **youtube.**



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Thank you for your playfulness, your innocence and for always reminding us of the importance of a youthful attitude.  
Congratulations on 60 years in Canada, from your friends at **DRAFTFCB** and **MediaVest**.



# Twist, lick and dunk

How did Oreo become the best-selling cookie of the 20th century? An unbeatable marriage of chocolate and vanilla, plus some clever marketing and a little thing called “the ritual.” As the iconic sandwich cookie marks its 60th year in Canada, we look back at its history. ◀ By Mary Dickie ▶

Above and below: some of Oreo’s many iterations; right: the “Chest Hair” TV spot for Oreo Cakesters

There are a number of ways to consume an Oreo, and fans of the famous cookie, who gobble up approximately 500 million of them in Canada every year – apparently enough to form a stack 567 times higher than Mount Everest (although we haven’t tried it) – are divided as to which is the ideal way to appreciate the two-toned treats. Some separate its chocolate wafers and peel off the vanilla icing with their teeth before tackling the cookie part. Others prefer to lick the filling off. And then there are the biters who avoid the



deconstruction process altogether, and the speed eaters who pop the whole thing in their mouths.

The “ritual” of eating the Oreo has helped set it apart from other, single-layer, single-textured, monochromatic cookies. Over the decades, Oreo’s marketers – now Toronto-based Kraft Canada – have capitalized on that with a number of slogans and spots that played on the theme, like “Twist to open,” “Some disassembly required” and the recent “Diner” TV spot, which features a child and an older woman racing to the dunk stage.

“Our recent campaigns celebrate the Oreo ritual, but ‘Diner’ takes it to new heights with the lick race,” says Kristi Murl, who has been Oreo brand manager for two months. “Oreo is



## timeline

### 1912

Nabisco, whose history dates back to 1792, creates the Oreo at its New York City factory. Two flavours are offered – cream and lemon meringue, which is much less popular and is discontinued a few years later. Theories about the origin of the cookie’s name include it being based on the word “oreo” meaning “mountain,” “gold” and “beautiful” in various languages, and the placement of the “re” from “cream” between two “o”s representing the two round wafers or the two “o”s in “chocolate.”

### 1928

Nabisco buys Christie, Brown & Co. of Canada, a Toronto-based bakery founded in 1853 by a Scottish immigrant named W.M. Christie (yes, there really is, or was, a Mr. Christie).



# Douglas Coupland

## ■ CONVERSATION KICK-STARTERS ■

Pocket cue-cards to help you break the ice with celebrated author and pop-culturist Douglas Coupland at this year's Bessies Awards.



■ Call me crazy, but lately I can't help but feel like I'm just part of a larger generation of people forced to live in a commercialized culture, unable to afford housing, and limited to careers in the service industry whose bleak lives only continue to get bleaker.

■ I know on the surface I may just look like a guy who writes commercials that are intended to sell more fast food, but that doesn't mean I don't concern myself with nuclear annihilation, the effects anti-depressants can have on spiritual beliefs, and the pain of romantic love.

■ You ask me, if you're not spending every waking moment of your day radically rethinking the nature of the world, you know, plotting every moment boiling the carcass of the old order, then you're just wasting your day. Just my two cents.

■ I don't know about you, but in my commercials I'm constantly striving for an authentic experience. Something that offers an escape from acceleration, where the controlling rhythms are seasonal, fundamental cycles that are still immune from human intervention. It's kind of how I roll.

■ Is it just me or does every black hole in here with an anti-victim device suffer from architectural indigestion? The conspicuous minimalism is enough to drive anyone to take an anti-sabbatical.

■ Some people like to talk tv commercials. Personally, I'd rather shoot the breeze about friends, family, and lovers falling through the trapdoors of the new electronic order and becoming involved in an awkward scramble toward love and success in a brave new world. To each their own, I guess.

■ Hi, my name is \_\_\_\_\_, and I think I'm a chryptotechnophobe who believes in bambification. But then again, that could just be the poorochondria talking.

■ Yeah, award shows are great and everything, but the more I win the more I find myself torn between a desire to become part of an affluent, corporate life, and a personal responsibility to save the environment and make the world a better place to live. Can I get you another drink?

■ But enough about unexpected cultural shifts created by the impact of new technologies on middle class North American culture. What are your thoughts on the conflict between secular and religious values, and ironic attitudes as a response to intense media saturation and pop culture?

■ Do you come here often? Or I guess what I'm trying to say is, do you think we should retreat into the building of a new language-for-its-own-sake out of trade names and other attitudinal found objects on a rubbish dump of consumerism and post-modernism?

■ So, last night I was having this McDream where I was living in some McTown with my McFriends and my McCar broke down on the way to my McMom's and the McTow-truck never came so I got fired from my McJob. Anywho, I gotta take a McPiss.

Thursday May 15, 2008.  
The Fairmont Royal York Hotel.  
Doors @ 5:30pm. Douglas Coupland @ 7pm.







Delicious Oreo crème sandwiched between two moist chocolate cakes. New Oreo Cakesters snack cakes. THIS is big! Find them in the cookie aisle.

Oreo ads milk the excitement surrounding its new Cakesters (above) and the classic ritual (right)

Oreo existed in its classic creme sandwich cookie format until the '80s, when a number of product innovations were introduced, including Double Stuff, Chocolate Covered and Baking Crumbs, for making cakes, pie crusts and other variations (see sidebar).

"We're always looking for new varieties for Oreo," says Murl. "We've had some great limited-edition fun packs for the holidays with various coloured creams. And in 1992 we brought out the Mini version.

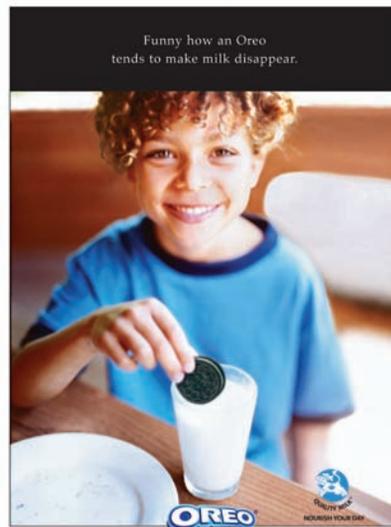
"We do product testing with consumers so that whenever we're launching new products, we ensure they meet or exceed expectations in terms of taste and colour," she adds. "We know, for instance, that consumers are constantly looking for convenience, and we are using individually wrapped portable packs for some new products."

The latest product, timed to celebrate the brand's 60th year in Canada, takes

the Oreo theme into

a different format. "Some of the more recent innovations have extended beyond the cookie jar," says Murl. "Last year we introduced Oreo Waferstix, which have been really successful. And this year our big effort to celebrate Oreo's 60th birthday was to launch Oreo Cakesters. We thought, 'What better way to celebrate a birthday than with a moist, rich snack cake that tastes like an Oreo?'"

The launch of the Cakester, which comes in three flavours (Original, Chocolate Cream and Golden), is being supported by a campaign



that includes instore sampling and merchandising programs, print and TV ads. "Chest Hair" is one that opens in a camp cafeteria, where one of the kids has his first Oreo Cakester," explains Murl. "The exciting news travels around the cafeteria via the old game of broken telephone, and the last listener gets a message that the kid has got his first chest hair. Then someone corrects him and all the kids get really excited about the Cakester." ■

# Crumbling the cookie

Jane Carman has worked in the Kraft Kitchen in Toronto for 14 years, and as its director of culinary resources and strategies, she's seen Oreos used in a myriad different ways. Kraftcanada.com features 146 recipes featuring Oreos – not quite up to the U.S. site's 982, but still impressive.

Carman's seven-person team has made everything from the Oreo Ladybug to monster coffin cakes, chocolate cherry jigglers cups, chocolate mint grasshopper pies, scary pudding cups (pictured below), mini Oreo inchworms and quicksand pudding disasters using Oreo products.



"We might develop them for our *What's Cooking* magazine or for on-pack or promotional reasons," she says. "We also do performance testing, and when we have a new formulation we'll do tastings with the business team. We also do annual food-trend presentations for the brand team to follow up on in terms of flavour opportunities."

Carman and her team use a study of 3,500 Canadian households to help them identify what's in people's pantries. "We try to develop recipes based on what people have on hand, so it doesn't create a hurdle to making it," she says.

Carman has a favourite Oreo recipe: the No-Bake Peanut Butter Toblerone Cheesecake. And while she does limit her Oreo consumption, she adds, "We have a rule that if you make a cheesecake and you trim off the edges to make a nice presentation, the edges are calorie-free."



## timeline

### 1970-1979

In 1974, the Oreo Creme Sandwich is renamed the Oreo Chocolate Sandwich cookie, and the slogan "Mr. Christie, you make good cookies" debuts.



### 1980-1989

- New products are introduced, including
- Oreo Double Stuf cookies (with twice the amount of filling) in 1985 and Chocolate Covered Oreos and Oreo Baking Crumbs in 1988.

# timeline

## 1990-1999

A 1993 booklet from Christie states, "Over 500 million Oreo cookies are eaten every year in Canada alone. That's enough to form a stack 567 times higher than Mount Everest!" The early '90s bring a slew of variations on the Oreo theme, starting with the Oreo Summer Fun Pack – a limited-edition package of Oreos with bright pink, yellow, green and orange filling. The Summer Fun Pack is so successful in its 1990 debut – with more than 900,000 sold in three weeks – that it's brought back the next year.

In fall 1991, special holiday-season Winter White Oreos are introduced, and in 1992 both Mini Oreos and Halloween Oreos with orange filling make their debuts. In 1993, Christie/Nabisco teams up with Ault Dairies to produce a line of ice cream products including chocolate and vanilla Oreo flavours, plus Oreo ice cream sandwiches.



## 2000-2008

- Nabisco merges with Kraft Foods in 2000. The explosion in new Oreo products continues with Oreo Brownies and Uh-Oh Oreos, which reverse the format by putting chocolate filling between vanilla wafers
- (2003), Reduced Fat Oreos, with zero grams of trans fat
- (2004), Golden Oreos
- (2005) and Oreo WaferStix (2007).
- And this year, since you need cake to celebrate your 60th, three flavours of Oreo Cakesters snack cakes are launched.



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◀ By Ian Morton ▶

## The fellowship of the green

What do a bank, a satellite service provider, a bus company and the mayor of London have in common? They're all in (it) "Together," an energy savings initiative driven by the U.K.-based Climate Group.

NGOs, charities and major private sector players, the program is able to offer access to a comprehensive program with a variety of incentives for participation, measurably affecting behaviour change.

for any manufacturer. For the automotive recycling industry of Canada, this represents a long sought-after synergy, with major potential for the future of their business.

Ultimately, positive economic and environmental outcomes are the mark of any successful cause-related marketing campaign. Climate change is a society-wide problem that requires a society-wide solution. Messages alone do not create change, yet time and time again we see unsuccessful attempts at social inoculation through slick ads. There needs to be a powerful incentive to act.

The Ontario government's PowerWise campaign, backed by billboards and commercials featuring David Suzuki, informs us that we "have the power." In contrast to Together, however, it doesn't tap that power by engaging people in actions that result in change. Effective campaigns for change must be tangible, comprehensive, engaging, sustainable and have a direct link into people's everyday lives.

This is where multi-sector partnerships work best. Brand togetherness creates a

Car Heaven's charitable partners have been the recipients of millions of dollars in donations generated through the program; over 75,000 cars have been recycled, preventing over 50,000 tons of carbon monoxide and 12,000 tons of smog-forming emissions from being released into the air.

Car Heaven engages auto recyclers as business partners (they purchase donated vehicles for access to the parts), and the funds are donated to a charity of the donor's choosing, providing a reward to the donor in the form of a tax receipt. Administration fees collected on this transaction by the NGOs who act as Car Heaven call centres across the country support their operational and staff costs. In this way, Clean Air Foundation has established a network of seven regional offices with over a dozen staff to support Car Heaven, a network whose operational costs are effectively off the books. In turn,

### Effective campaigns for change must be tangible, comprehensive, engaging, sustainable and have a direct link into people's everyday lives

Clean Air Foundation has mitigated financial risk and ensured the program's longevity, an enviable feat for any not-for-profit.

In return, each partner's brand is associated with a respected, award-winning initiative. General Motors of Canada currently offers eligible Car Heaven participants a financial incentive towards the purchase of a new GM vehicle. Aligning itself with Car Heaven allows GM to engage customers in a conversation about the responsible take-back of a product they manufacture – and a strategic opportunity to discuss extended producer responsibility, an otherwise high-risk issue

shared approach that leverages resources and expertise. Participation may initially be driven by incentives, but the connection between customer and company is strengthened because the brand is promising membership to a collective conscience as an active member of an effective global society.

*Ian Morton is founder and CEO of the Summerhill Group, which develops programs that move the market toward better choices for consumers and the environment. [www.summerhillgroup.ca](http://www.summerhillgroup.ca)*

PHOTO COURTESY OF THE CLEAN AIR FOUNDATION



The Clean Air Foundation's Car Heaven program helps get higher-polluting cars off the road by involving a coalition of industry and NGO partners

With 12 funding partners and supporters as diverse as Live Earth and the Church of England, this motley crew is a prime example of cutting-edge cause marketing. "Together" partners offer incentives for products and services that help reduce our environmental impact. Barclay's has a credit card with low interest rates on green purchases, Tesco offers half-price energy-saving light bulbs and so on. When individuals join the Together community, they make better environmental choices, and their activity is tracked and measured.

There are many advantages to this approach. Partnering brands carry with them customer loyalty and legitimacy. Coming together broadens everyone's audience base, hedges potential risks, leverages more investment dollars and provides access to a diverse intellectual and tactical resource base. It takes the campaign beyond a message to real behavioural change.

Closer to home, Clean Air Foundation's Car Heaven program ([carheaven.ca](http://carheaven.ca)) is another example of this kind of alliance. This program, created and managed by the Summerhill Group, enables people to get older, higher-polluting cars off the road. With partners spanning automotive recycling associations, governments,



◀ By John Bradley ▶

## Making media **matter**

Elsewhere in this issue, you will have read about the latest generation of media whiz kids to appear on the scene – if, indeed, media can be said to have a scene. And therein lies my concern. While it is good to see media have its day in the sun on these pages, blinking in the unaccustomed spotlight, the fact is that, for most marketing practitioners, media remains firmly hidden in a deep, dark and scary lair.

Media, to the typical brand manager, is intimidating in its complexity, terminology and multiple acronyms, capped by the fact



that it is a numerical discipline, which of course makes it geeky and uncool to be interested in. The outcome is that media's black-box status just gets blacker and boxier, not because it is infinitely more complex, but because the key stakeholder – the client – increasingly doesn't have the skill set, inclination, confidence or time to build the required expertise.

It is deliciously ironic, at a time when demonstrating that the marketing budget is being well spent has never been so in vogue, that the person accountable is often contributing nothing and paying only the most cursory lip-service to policing the effectiveness of the spend. Apparently, annual spending on media advertising in Canada is approaching \$10 billion, so in the absence of demonstrable expertise on behalf of the marketers, it is only good business sense that the finance and procurement functions weigh in.

You'd think the marketing profession would be affronted by this invasion of their turf and implement draconian remedies,

but you'd be wrong. In fact, it is the media professionals, in their subdued, sober ways, who are starting to respond. I can see why. It was depressing enough in the good old days, when they were the social pariahs of the full-service agency, but to encounter serial disengagement from their clients when they are now stand-alone operations just rubs salt into the wound.

I recently had lunch with an old sparring partner from the media world who has staked his future on just this issue. He set up his own business to allow clients to

I applied for a vacancy advertised in the media services department of my own company. Although I was offered the job, it was trumped by one from the marketing department to become an assistant brand manager, and off I went into the world of glitz, glamour and office basketball.

I sometimes wonder if I made the right choice. I was always more interested in media than I was in creative, which made me something of a circus freak in the marketing department, but I soldiered on and gradually climbed the greasy pole

Media, to the typical brand manager, is intimidating in its complexity, terminology and multiple acronyms, **capped by the fact that it is a numerical discipline, which of course makes it geeky and uncool to be interested in**

outsource the guardianship of their media spend not to a buyer of nuts and bolts, but to a seasoned media professional who has, in effect, defected to the other side. Check him out at [prioritymedia.ca](http://prioritymedia.ca).

Of course, some bigger clients have always had their own media departments – perhaps one bespectacled specialist allocated the worst cubicle in the marketing department – and thus convinced themselves that everything was under control. But while that might make things a bit less out of control than at the typical client's, it's not enough.

Media is quite complex, what with all the backdoor shenanigans that go on between buyers and the media themselves, so personally I'd vote for someone who has some grey hairs and spent 20 years in that netherworld over some wannabe brand manager. And I speak from personal experience, because I was that wannabe.

You see, I was always a numbers guy, my first job being an ACNielsen analyst and sales forecaster. After 18 months of that,

of career advancement. By contrast, the person who took the media services job hit pay dirt a couple of years later when the department was allowed to spin itself off as an independent company. Even though she didn't know much about media, she knew more than most of her new clients, which was good enough for a highly lucrative career and a ridiculously early retirement.

Today, however, the scrutiny of the effectiveness of marketing spend, coupled with the explosion in media outlets, means this is now a job for people who really know the ropes. And that, by definition, should exclude the brand manager. While it's nice to see this magazine recognize media's importance, it would be nicer for clients' own bottom lines if they began to do the same.

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# WHAT CAN YOU DO FOR THE PLANET?

To celebrate our annual eco report card issue, we sought industry input on planet-friendly ideas that adkind could adopt. The folks at Toronto agency Huxley Quayle von Bismark contributed a few, in their inimitable style, and we've also shared the gist of their real enviro promise. And we want to know what you're doing. Send us an email (mmaddever@brunico.com), and we'll randomly reward – and share – the niftiest eco ideas.

Want to help reduce paper? Huxley Quayle von Bismark suggests alternates for presenting layouts



## Huxley Quayle von Bismark's helpful suggestions...

### REDUCE

Go totally paperless by presenting layouts to clients as tattoos on the backs of junior account people. Keep a fresh supply of juniors on hand by continually firing them on the grounds that you have a tattoo-free office policy.

### RECYCLE

Take old concepts, ideas and campaigns out of the garbage, change the logos and present them to new clients. (Sorry, that's not a new one.)



### BOYCOTT

Stop buying toner refills. When you're out, you're out. Hire Trappist monks to transcribe all documents by hand. You'll drastically reduce your carbon footprint and noise pollution, as the monks have conveniently taken a vow of silence.

### OFFSET

Ask company presidents to plant a tree on the way home whenever they take a cab from any heavy booze strategy session. In the first year alone, just one president will have planted approximately 825 trees. Now imagine if everyone did their part. The numbers are through the roof.



## ...and their actual environmental policy

HQvB worked with consulting firm EcoNeutral to develop an environmental plan that helps the young shop have as little environmental impact as possible, and hope to inspire suppliers and clients to follow suit. Here's what they pledge to do:

- Store files electronically, present ideas digitally whenever possible, rather than crank out paper, and only buy office supplies made from 100% recycled material.
- Ride bicycles, take transit or carpool to work. Car allowances are only paid to employees and partners who drive low-emission vehicles.
- Turn off the lights and use sunlight during the day. Switch to LED lights, which are better than CFL bulbs in that they are easier to recycle and contain no mercury.
- Cut down on printers by making do with one networked machine.
- Use technology to meet with clients online more often, reducing driving to meetings.
- Use stainless steel mugs to reduce paper cups and water containers.
- Work with industry leaders to support carbon offset projects in Canada and around the world.
- Work with environmentally conscious suppliers and give preference to those with viable sustainability plans.
- Offer a 10% eco-discount to clients with a viable sustainability plan, directing funds to carbon offsetting projects in the name of the advertiser.

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