



[MEDIA INNOVATION AWARDS 2010]

# MARKETING

NOVEMBER 2010

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## HATS OFF

**Touché!PHD and Fédération des producteurs de lait du Québec**  
team up to comfortably win Best of Show at the 2010 MIAs



**THE 2010 MEDIA INNOVATION AWARDS JURY**

- ANNE MARIE LECLAIR, VP, strategy, Lg2, Montreal
- BARON MANETT, SVP, strategy, Ariad, Toronto
- CAROLYN CONVEY, director, interactive services, OgilvyOne Worldwide, Toronto
- CHRISTINE SAUNDERS, SVP, group director, Starcom MediaVest Group, Toronto
- DON BASTIEN, SVP and general manager, CTV, Montreal
- JACK MYERS, media economist, investment advisor, Media Advisory Group, New York
- JOHN TARANTINO, VP and managing director, Cossette Media, Montreal
- JUDY DAVEY, VP marketing assets, Molson Canada, Toronto
- KEVIN JOHNSON, SVP, managing director, MPG, Toronto
- LAURI FESER, VP, marketing, WestJet, Calgary
- LESLEY TAVEL, VP, group account director, Mediacom, Toronto
- MARC BELCOURT, brand communications manager, BMW, Whitby
- PETER MEARS, president, Universal McCann Canada, Toronto
- RENEAULT POLIQUIN, SVP, business and consumers solutions group, Transcontinental, Montreal
- RICK SEIFEDDINE, SVP, brand, Bell Canada, Montreal
- IRFAN KHAN, associate creative director, Taxi, Toronto
- WALTER LEVITT, chief marketing officer, Canwest Broadcasting, Toronto
- ZORYANA LOBOYKO, VP, client service director, PHD Canada, Toronto

**CO-CHAIRS' LETTER**

Since launching in 2000, the Media Innovation Awards have reset the currency of the media services business and raised the game of Canadian media professionals.

The remarkable work showcased in this competition demonstrates the power of collaboration between agency and vendor, enabled by brave clients. These awards are a powerful force, highlighting the importance of innovation and its critical role in the media value chain.

This year's competition was met with a record number of entries across a greater number of categories. The category list was refined and expanded this year so that it would more closely conform to the categories in the Media competition at the International Advertising Festival in Cannes. This change is intended to allow agencies to more easily compete on the world stage.

In October, an eclectic team of judges from across the strategy, creative, sales and media disciplines of the agency and media world, along with a group of leading Canadian advertisers, met over two days to consider an outstanding demonstration of the capabilities of our industry.

In the pages of this book, you will see the list of Gold, Silver and Bronze winners chosen over those two days. But it is important to realize that there are no losers in this competition. Just by entering, you have affirmed your commitment to media excellence. Every ounce of effort,



every drop of sweat expended to innovate, to make your clients' investments work harder and be more effective, makes you all winners and leaders.

Finally, this competition would not be possible without the support of our sponsors, nor would it be viable without the jurors and the companies they work for.

That's why we were thrilled that Rogers is recognizing the work and contributions of this year's jury with a gift of \$25,000 to The National Advertising Benevolent Society (NABS). This bold gift, and the pattern that it portends, serves as a beacon to all of us to care for one another. Together, as a salute to Rogers, the co-chairs of the 2010 Media Innovation Awards are also pledging \$5,000 to NABS.

Please join us in supporting NABS.

Sincerely,  
MARK SHERMAN & MICHAEL GIRGIS



Dear Colleagues:

We at Shaw Media would like to take this opportunity to congratulate all of the entrants and winners of the 2010 Media Innovation Awards. We are proud to support a celebration that exists solely to honor the tremendous talent that thrives within our industry.

These awards showcase how great ideas can strategically harness the remarkable power of media. Together, we can drive creative business solutions that build brands. The right idea, in the right place at the right time can generate unprecedented awareness; convince consumers of a need and deliver increased sales – all elements integral to sustainable marketing success.

As an enthusiastic supporter of the advertising industry and the MIA Awards, Shaw Media extends our thanks to *Marketing* magazine, this year's co-chairs Mark Sherman and Mike Girgis, and the many judges who took the time to carefully review and debate each and every entry in search of media excellence.

Thank you for the inspiration and leadership that you, our gifted media professionals, bring to our industry. Your success is our success!

Congratulations!

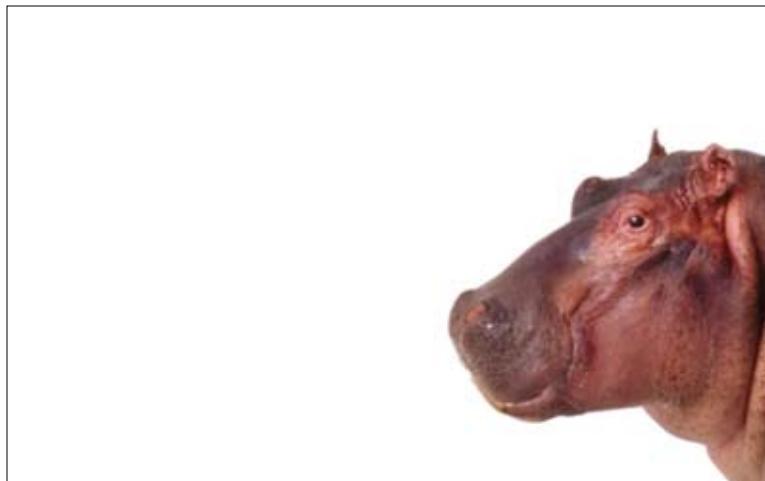
Errol Da-Ré,  
Senior Vice President, Sales,  
Shaw Media



**TITLE:** Natural Source of Comfort  
**AGENCY:** Touché!PHD  
**MEDIA INCLUDED:** CBS Outdoor, Astral Media, Société Radio-Canada  
**MEDIA PLANNER:** Alexandre Pascal Lamoureux  
**ACCOUNT DIRECTOR:** Lyne Clermont, Nolin BBDO  
**MARKETING DIRECTOR:** Nicole Dubé, Fédération des producteurs de lait du Québec

### **Fédération des producteurs de lait du Québec**

It's not easy to stand out in the crowded beverage industry, especially when your product has a reputation as a "kids drink" and the aim is to increase consumption among 18- to 34-year-olds. So, in the middle of an economic recession, when the weather was cold and people worried about the H1N1 epidemic, the Quebec Milk Bureau (Fédération des producteurs de lait du Québec) appealed to a more mature target by positioning milk as a remedy in grim times. Touché!PHD adapted the "Natural Source of Comfort" campaign by BBDO Montreal to come up with an array of innovative outdoor executions to portray the soothing comfort of warm wool. Transit shelters were re-designed with gigantic tuques, while inside heaters and earphones enabled commuters to listen to comforting stories in a warm environment. Mega columns were also topped with colourful wool tuques, while subway trains were covered with wool material and backlit signs were used to hang hand-made knitting. In addition, 3D wool was installed on spectacular out-of-home units and billboard metal poles along major highways. Other fun elements included a free iPhone app that challenged users to knit the longest wool scarf, while dynamic online executions showcased the application's game play and animation. The campaign even took over an entire radio commercial break to broadcast comforting stories and embedded them within the content of Radio-Canada.ca—a first in both cases. The effort culminated with comforting live events featuring artists and entertainers, which attracted thousands. All communications encouraged consumers to drink milk as a comforting beverage during the cold harsh days of winter. Not only did the consumption of milk increase by 1% (and growing) within a short time, but overwhelming public reaction through the media, Facebook and Twitter demonstrated that this refreshing campaign provided much-needed reprise from winter woes.



## Television

### GOLD

#### Frito-Lay Canada

Frito-Lay Canada's SunChips launched the world's first 100% compostable chip bag with an eye on not only creating awareness and driving sales, but also conveying Frito-Lay Canada's sustainability efforts. Working from the insight that consumers believe the choices they make today impact their world tomorrow, SunChips wanted to enable more green choices or "greenventions" to come to market. The goal was to give "greenventors" a head start, and what better way than to connect them with Canadian business icons, namely the high-profile *Dragons' Den* judges. Frito-Lay and CBC created a *Dragons' Den* first—a unique campaign called "The World's Next Greenvention"—that solicited, showcased and ultimately rewarded the most environmentally friendly invention. The campaign kicked off on Earth Day with a call-for-entries spot that aired across CBC TV and digital properties. It also included a branded audition tour making 40 stops across Canada, culminating in a special *Dragons' Den* episode where the top three "greenventors" pitched their ideas. The Dragons lent their business acumen to the invention, and SunChips provided \$100,000 in capital, with the potential for the Dragons to invest even further. The brand itself was the real winner, increasing overall volume by 30%, awareness by 67% and brand equity by 26%. In addition, massive coverage across Canada helped deliver Frito-Lay's corporate sustainability message.

**TITLE:** SunChips Multigrain Chips 100% Compostable Bag; SunChips Greenvention  
**AGENCY:** OMD Canada **MEDIA INCLUDED:** CBC **STRATEGY SUPERVISOR:** Allison Mattina  
**GROUP DIRECTOR OF STRATEGY:** Dan Boem **DIRECTOR OF NATIONAL BROADCAST INVESTMENTS:** Kim Dougherty **MARKETING MANAGER:** Michelle Crowley, Frito-Lay Canada

### SILVER

#### Unilever

**TITLE:** Bece! Love Your Heart  
**AGENCY:** PHD Canada  
**MEDIA INCLUDED:** CTV

### BRONZE

#### Laurentian Bank of Canada

**TITLE:** Mortgage  
**AGENCY:** Bleublancrouge Media  
**MEDIA INCLUDED:** Astral Media

## Radio

### GOLD

#### Telus

"I Want a Hippopotamus for Christmas" is a classic and catchy tune, not to mention the perfect accompaniment for the beast featured in Telus' "Go Big with Canada's Largest 3G+ Network" Christmas campaign. The song was originally recorded in 1953 so for many people this campaign was their first time hearing it. While the song was included in one television spot, Telus needed to expand the song's reach and frequency to ensure mass success. Buying more TV was cost prohibitive and music rights restrictions hampered development of alternate media creative. Instead, Telus and Media Experts set out to ensure the song made the Canadian iTunes Top 10 list by December 25. They knew they needed to add radio to the mix. But, rather than *buy* exposure, the team decided to adopt the role of "music promoters" and leverage contacts to get radio stations to broadcast the song as part of their regular playlist. Once the on-air talent was aware of the plan, Media Experts created "a listener call-in team" to phone designated radio stations across the country and request the hippo song.

**TITLE:** Hippo Song **AGENCY:** Media Experts **MEDIA INCLUDED:** CHUM, Astral Media  
**ACCOUNT PLANNING:** Kareem Boulos **DIRECTOR, MARKETING COMMUNICATIONS:** JJ Hochrein, Telus **CREATIVE DIRECTOR:** Jordan Doucette, Taxi

### SILVER

#### Canwest

**TITLE:** Glee FM  
**AGENCY:** Canwest Broadcasting  
**MEDIA INCLUDED:** Global Television





## Newspaper

### **BRONZE**

#### **TD Bank Financial Group**

TITLE: Breaking Down the Barriers

AGENCY: Starcom

MEDIA INCLUDED: *Toronto Star*

## Magazine

### **SILVER**

#### **Visa Canada**

TITLE: Visaperks

AGENCY: OMD Canada

MEDIA INCLUDED: Rogers and *LouLou* magazine

### **SILVER**

#### **Mars Canada**

TITLE: Dove Crossword

AGENCY: OMD Canada

MEDIA INCLUDED: Rogers and *Hello! Canada*

### **BRONZE**

#### **Proctor & Gamble**

TITLE: Homecare Brands Clean Style

AGENCY: Starcom

MEDIA INCLUDED: House & Home Media



## Out-of-Home (Traditional)

### **GOLD**

#### **Fédération des producteurs de lait du Québec**

TITLE: Natural Source of Comfort

(See Best of Show, page 4)

### **SILVER**

#### **Discount Car and Truck Rentals**

TITLE: My Other Car's a Discount

AGENCY: Trigger

MEDIA INCLUDED: Pattison Outdoor, Calgary Stampede sponsorship

### **BRONZE**

#### **Calgary Zoo**

TITLE: Dinosaurs Alive!

AGENCY: Trigger

MEDIA INCLUDED: Transit shelters, billboards/billboard extensions, garbage bins

Congratulations to the target audience of this ad: MIA winners.

## Ambient/Place-based Media (Small Scale)

### **GOLD**

#### **Fetch Marketing**

To promote the annual Santa Claus Parade route, Fetch Marketing and Cossette relied on a little Christmas magic to make the most of a tiny \$4,000 budget. Instead of going the easy route by running a few radio spots or placing an ad in the newspaper, they decided to make the actual parade route the media channel. To make it fun, they tapped into the idea that Santa only brings gifts to those who are “nice,” while the “naughty” ones get a lump of coal. For two weeks leading up the parade, everyone passing along the route was reminded that they’d better be good because Santa was coming. The key was connecting with people faced with the decision whether to be “naughty” or “nice,” be it by respecting speed limits, opening doors for others, recycling... even picking up after their dogs. Hundreds of small decals warning “You better be good, Santa is coming” were placed on existing public signs. In turn, the signs took on a double meaning and all along the parade route people were faced with decisions that would put them on Santa’s “nice” or “naughty” list. Santa’s nice list grew and parade attendance increased by 20% to a record high of 650,000-plus visitors. The campaign budget was leveraged and negotiated to deliver eight times more production value and up to 30 times more media value, while garnering hundreds of thousands more in free PR.

**TITLE:** Santa Claus Is Coming **AGENCY:** Cossette Inc. **MEDIA INCLUDED:** Not applicable  
**ART DIRECTOR:** Josh Day **COPYWRITER:** Caitlin Keeley **ACCOUNT DIRECTOR:** Jason Lorencz **ADVERTISING DIRECTOR:** Laurie Laykish, Fetch Marketing



### **SILVER**

#### **Rogers Communications Inc.**

**TITLE:** Wireless Handset Protection Guarantee  
**AGENCY:** OMD Canada  
**MEDIA INCLUDED:** Pattison Outdoor, Zoom Media





## **Ambient/Place-based Media (Large Scale)**

### **GOLD**

#### **B.C. Ministry of Tourism, Culture and the Arts**

British Columbia had just hosted the high-profile Winter Olympics, providing the perfect opportunity to attract outdoor and adventure enthusiasts. The best way to leverage this momentum was to give potential visitors an experiential taste of B.C., one designed to capture consumer data, open dialogue and encourage future travel to the province. San Francisco was targeted due to its close proximity to Vancouver, availability of direct flights, and abundance of outdoor enthusiasts. The campaign kicked off with massive B.C. imagery positioned at key gateways to the popular Embarcadero Plaza. The area was a world of 3D floor art, massive scenic posters, chanting from the Le-La-La Aboriginal Dancers, plus digital window screens with interactive content and a contest designed to capture customer data. All these touch points guided people to the 10-story B.C.-branded "tree" tower where, during the course of the 10-day campaign, 3,600 consumers zipped over the area on a zip trek line. The campaign generated tremendous results across multiple platforms by throwing people into a massive interactive pool of activity that stoked the desire to travel to British Columbia.

**TITLE:** Nearly British Columbia: A 3D Experience **AGENCY:** Cossette Media **MEDIA INCLUDED:** Titan, Monster Media Canada, Signature Media **VP MEDIA DIRECTOR:** Tim Monaghan **GROUP DIRECTOR:** Sarah Wickers **VP MANAGING DIRECTOR:** Jan Fricker **ACCOUNT DIRECTOR:** Josh Murray **ACCOUNT EXECUTIVE:** Julia Ivanusec, Blitz Promotions **3D FLOOR GRAPHICS:** Kurt Wenner, Master Artist **ZIP TOWER:** ZipTrek EcoTours

### **BRONZE**

#### **Procter & Gamble**

**TITLE:** Covergirl Lashblast Length—Going to Great Lengths  
**AGENCY:** Starcom  
**MEDIA INCLUDED:** CBS Outdoor, MetroMedia Plus

### **BRONZE**

#### **Scotts Canada**

**TITLE:** Scotts & TFC Partnership  
**AGENCY:** MEC Toronto  
**MEDIA INCLUDED:** Maple Leaf Sports & Entertainment, CBC



## **Digital OOH/Digital Place-based Media**

### **GOLD**

#### **Canadian Tourism Commission**

When the 2010 Olympic Games ended, the Canadian Tourism Commission knew they had to move quickly to convert American interest in Canada into intention to travel. Research showed that the target audience values authenticity and gathers travel information from a wide variety of sources. DDB set out to aggregate all of the amazing imagery and conversations about Canada and communicate these in a high-impact out-of-home installation. The goal was to build a Twitter following and Facebook "liking" with an eye on continuing the conversation with the target audience long after the campaign had ended. The team installed giant interactive walls in New York, Los Angeles and Chicago. Street teams equipped with iPads were on site to encourage passersby to interact with the Canadian experiences on display and participate in a contest. The four-week campaign generated 21,250 tweets, while increasing Twitter followers by 97% and Facebook fan page "likes" by 12%.

**TITLE:** Twitter Wall **AGENCY:** DDB **MEDIA INCLUDED:** Multiple locations in Los Angeles and New York **CREATIVE DIRECTOR:** Cosmo Campbell **ACCOUNT DIRECTOR:** Bryce Sparks **ACCOUNT EXECUTIVE:** Geoff Wilton **EXECUTIVE DIRECTOR:** Siobhan Chretien, Canadian Tourism Commission

### **SILVER**

#### **Cadbury**

**TITLE:** Caramilk Keys to the Secret Safe  
**AGENCY:** Cossette Media  
**MEDIA INCLUDED:** Various social media and out-of-home





## Experiential/Special Events/Stunts

### GOLD

#### Bombardier

It's not often that an Olympic Opening Ceremony features actual suspense. Awe and wonder, yes, but suspense? Not so much. However, the burning question on the lips of all Canadians that night last February was: "Who will carry the Torch into the stadium?" It was the culmination of a months-long effort to showcase Bombardier on a global stage while boosting its reputation at home. The key was connecting Bombardier to Canadian Olympic pride, by creating something that stirred hearts and minds while fuelling conversation, across the country. The torch, one of the most powerful and unifying of Olympic symbols, is an engaging tool in the lead up to the Olympics as it travels from venue to venue and hand to hand. Bombardier designed and manufactured the torch for the Vancouver Games and from October 2009 to February 2010 it lit up more than 1,000 communities, showcasing Bombardier's engineering genius to millions of Canadians. The message was the medium: Every community embraced the relay and the ritual of the "passing of the torch" Social media sites were all a Twitter with the news and every time users mentioned the torch online, they were invited to Bombardier's YouTube channel. Local and national media continued the conversation, which culminated in the big moment. A TV spot announcing Bombardier's role in the journey aired during the opening ceremonies, just before the arrival of the torch. In turn, the ceremony was the most-watched TV event in Canadian history as people tuned in to find out who would carry the torch on its final journey.

**TITLE:** Vancouver 2010 Winter Olympic Games **AGENCY:** Media Experts **MEDIA INCLUDED:** Not applicable **CEO:** Mark Sherman **VP, CUSTOMER SERVICE:** Flavia D'Orazio **DIRECTOR, COMMUNICATIONS, PUBLIC AFFAIRS:** Isabelle Rondeau, Bombardier **VP NATIONALE DE LA STRATEGIE:** Anne-Marie Leclair, Taxi **GROUP ACCOUNT DIRECTOR:** Julie Simon, Taxi

### SILVER

#### ARTV

**TITLE:** ARTVscope  
**AGENCY:** Atelier Amuse  
**MEDIA INCLUDED:** Not applicable

### BRONZE

#### Warner Bros. Pictures Canada

**TITLE:** Cats and Dogs 2—Speed Date A Dog  
**AGENCY:** Atelier Amuse  
**MEDIA INCLUDED:** Not applicable

## Other Digital Media, Including Mobile Devices

### SILVER

#### Bell Canada

**TITLE:** Bell Cowbell App  
**AGENCY:** Zulu Alpha Kilo  
**MEDIA INCLUDED:** Text messages, websites, iTunes

### BRONZE

#### Fédération des producteurs de lait du Québec

**TITLE:** Natural Source of Comfort  
 (See Best of Show, page 4)

Congratulations to Canada's  
 Best and Brightest Media Minds!  
 From the QMi Sales Team

**QMiSALES** **canoe.ca** **TVBIPublications** **SUN MEDIA** **TVR**

**VALUE.** For those who think BIG. | **SOLUTIONS.** For those who dream BIG.





## Online Advertising/Experience

### GOLD

#### Kellogg's Canada

After six years of inactivity, Kellogg's Canada set out to re-introduce Corn Pops to the Canadian market by focusing on Tweens. This target market presents a challenge, however, because 10- to 14-year-olds don't always consume traditional kids' television, yet they are too young for mass usage of Facebook and Twitter. With the help of Starcom, Kellogg's worked to speak with Tweens in new ways, beginning with the key insight that the target is struggling with both social acceptance and discovering who they are. In other words, they are looking to customize their highly regimented lives and this lent itself to a digitally focused, customizable media experience that leveraged emerging technologies and the webcam. The campaign used advanced motion detection technology to create a totally new experience with MSN Messenger where Tweens were prompted to challenge a friend to a real-time game within their chat window. They used their mouse to toss Corn Pops cereal pieces at their counterpart while using their body (via webcam detection) to bounce the Corn Pops into their bowl. In addition, online display units allowed users to put themselves inside the ad via their webcam, while an application allowing them to create IM emoticons helped mobilize the target audience. The customization factor made Tweens integral to the ads themselves, and compelled them to promote the campaign to friends. Television, cinema and out-of-home communications also helped drive Tweens online for an augmented reality experience using the back panel of the cereal box. The campaign generated results that really popped.

**TITLE:** Corn Pops: It's Popnetic **AGENCY:** Starcom **MEDIA INCLUDED:** YTV, Teletoon, Cineplex, Astral Media, CBS, Pattison Outdoor **STRATEGY MANAGERS:** Brian Chan, Charlotte Cheng **GROUP ACCOUNT DIRECTOR:** Randy Carelli **VP MARKETING:** Andrew Loucks, Kellogg's Canada

## Social Media

### GOLD

#### AutoTrader.ca

AutoTrader.ca wanted to expand its brand recognition among a younger audience, while establishing itself as the go-to website for all automotive buying and selling needs. Research showed the target—ages 18 to 34—are creative types who like to stand out from the crowd. AutoTrader.ca laid out an enticing offer designed to encourage this group to engage with the brand, but also spread the message via their personal social networks. People were invited to submit their ride to be "cliffed": Yes, a professional stunt team would actually drive the winner's car off a cliff in an explosive finale. The campaign kicked into gear with digital media driving contestants to the microsite where consumers showcased their clunkers, using social media to garner as many votes as possible. The lucky winner received \$30,000 towards their next vehicle purchased from AutoTrader.ca. The campaign delivered 34% above objective, and contest entries exceeded forecast by 100%. Results were fantastic in the social media space with three times more mentions, 11 times more tweets and 12% more message board postings. Overall, the campaign was successful in connecting with the target and driving usage of AutoTrader.ca

**TITLE:** Cliff Your Ride **AGENCY:** PHD **MEDIA INCLUDED:** YouTube, Twitter **DIGITAL DIRECTOR:** Caroline Moul **DIGITAL STRATEGIST:** Rebecca Amaral **EVP DIRECTOR OF CLIENT OPERATIONS:** Fred Auchterlonie **ACCOUNT LEAD:** Sandra Moretti, John St. **SR. MARKETING MANGER COMMUNICATIONS:** Trish McLean, AutoTrader.ca

### SILVER

#### Literacy Foundation

**TITLE:** Word Depot  
**AGENCY:** Bleublancrouge Media  
**MEDIA INCLUDED:** Facebook, Twitter, iTunes (smartphone app)

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PROUD PROVIDER OF AWARD SHOW MANAGEMENT TECHNOLOGY AND SERVICES

**worksmart**  
congratulations to this year's winners





how celebrity and fashion had come together to support this cause. In Quebec, the film premiered during Les Jutra and an advertorial in the celebrity magazine *7 Jours* featured an interview with director Pascale Bussieres. A Facebook community was set up to deepen consumer engagement and grew to 15,332 fans. The campaign hit the right note, with research showing that the consumer perception of Becel being good for your health increased 19% year-on-year. Campaign recognition was 44% above norm and resulted in 50% more visits to the Becel site.

**TITLE:** Love Your Heart **AGENCY:** PHD **MEDIA INCLUDED:** CTV, SRC, Cineplex, Transcontinental **ACCOUNT DIRECTOR:** Joanna Janisse **GROUP MEDIA MANAGER, BROADCAST:** Janine Maillet **DIGITAL DIRECTOR:** Jonathan Pretty **BRAND BUILDING MANAGER:** Margaret McKellar, Unilever

## SILVER

### Canadian Tourism Commission

**TITLE:** Locals Know

**AGENCY:** OMD Canada

**MEDIA INCLUDED:** CTV, CBC, RDS, TVA, SRC

## Integrated/Multi-channel

### GOLD

#### Fédération des producteurs de lait du Québec

**TITLE:** Natural Source of Comfort

(See Best of Show, page 4)

### GOLD

#### Unilever Canada

As founding sponsor of the Heart and Stroke Foundation's "The Heart Truth," Becel's challenge was to inspire and empower women to take action to prevent heart disease. Research showed, however, that heart health alone wasn't enough to engage women so Unilever and PHD Canada decided to convey that the heart not only gives life, it gives love and meaning to the lives around you. The idea was to make the message big, bold, and entertaining. The team partnered with two well-known directors/actors in the English and French markets to create a two-minute short film as their personal expression of Becel's Love Your Heart message. The Oscars and its French equivalent, Les Jutra, were used as vehicles to premiere the films, which later garnered broadband and cinema exposure. For the Oscars, they partnered with *eTalk* to develop integrated content that culminated in the Red Carpet Special where host Tanya Kim wore a specially designed red dress (a symbol of the cause) by famous Canadian designer Andy The Ahn. A feature story about the dress made Becel's involvement clear. Afterwards, an advertorial in *Canadian Living* highlighted

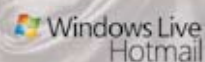


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## Content Integration and Branded Content

### **GOLD**

#### **Frito-Lay Canada**

**TITLE:** SunChips Greenvention  
(See Television, page 5)

### **SILVER**

#### **Unilever Canada**

**TITLE:** BeceL Love Your Heart  
**AGENCY:** PHD  
**MEDIA INCLUDED:** CTV, multiple international magazines

### **BRONZE**

#### **Microsoft Canada**

**TITLE:** Windows Live Messenger: MTV Casting Call  
**AGENCY:** CTV Inc.  
**MEDIA INCLUDED:** CTV's Much MTV Group

### **BRONZE**

#### **Diageo**

**TITLE:** Guinness in Dublin  
**AGENCY:** MediaCom  
**MEDIA INCLUDED:** CBC

## Media Spend Under \$250,000

### **GOLD**

#### **YMCA of Greater Vancouver**

The re-opening of the Robert Lee Downtown YMCA signalled a re-entry of the Y into Vancouver. An exciting event, yes, but with a saturated market of more than 30 fitness centres within a 2-km radius, there was a crucial need to drive membership sales, acquire volunteers and find new donors... all with a budget of \$125,000. The YMCA and TBWA wanted to remind people that the Y isn't "just another gym"—it also provides community-based services including child care and a learning kitchen. The aim was to highlight the value of the YMCA and its role in the community by targeting "The Connectors," a socially active group concerned about their community and building stronger neighbourhoods. The campaign was designed to give them reasons to believe in the YMCA. Media targeted them online, in local newspapers, and within the community itself. Street-level buzz was the ultimate goal. One month prior, 950 postings on hoarding boards, community bulletins, telephone poles and in coffee shops went up within a kilometre of the new YMCA. The postings drove traffic to the website WhereDidCommunityGo.com, where a video positioned the YMCA as part of the solution. Guerrilla efforts demonstrated the concept of "play" through hopscotch stencils, street teams playing foosball or ping-pong, two billboards doubling as oversized basketball backboards, and branded yoga mats. The primary objective was to acquire 1,000 new members, but 1,700 signed up. The annual membership goal was achieved six months ahead of schedule. In addition, the teaser campaign promoting the YMCA's values was of particular interest to bloggers and mainstream media, resulting in more than a million free impressions and \$300,000-plus in earned media.

**TITLE:** Re-opening of the Robert Lee Downtown YMCA **AGENCY:** TBWA/Vancouver  
**MEDIA:** Wildpostings (Grassroots Advertising Inc.), multiple local newspapers **SENIOR MANAGER, COMMUNICATIONS:** Signi Solmundson, YMCA of Greater Vancouver

### **SILVER**

#### **Calgary Zoo**

**TITLE:** Dinosaurs Alive!  
**AGENCY:** Trigger  
**MEDIA INCLUDED:** Multi-market radio, television, newspapers, magazines, outdoor and movie theatres

### **BRONZE**

#### **Discount Car and Truck Rentals**

**TITLE:** My Other Car's a Discount  
**AGENCY:** Trigger  
**MEDIA INCLUDED:** Pattison Outdoor, Calgary Stampede sponsorship, various outdoor, radio



## Media Research

### **GOLD**

#### **Mini Canada/Taxi 2**

In a highly competitive automotive segment with rival manufacturers significantly outperforming Mini, the company's share of voice was very limited. Mini had also been losing ground to competitors on key attributes of fun and excitement. Its current advertising platform wasn't delivering and the trend had to be reversed. Taxi 2 and Media Experts set out to reinvigorate the brand by energizing Mini's niche psychographic target and expanding communication nationally. Up until then, communication was focused in Toronto, Vancouver and Montreal with select outdoor executions. However, TV's combination of sight, sound and motion was the ideal platform to deliver renewed excitement and energy. However, TV is expensive and its mass nature presents challenges in both targeting and delivering significant reach and frequency against Mini's unique psychographic target. The team employed its Sniper customer contact optimization tool to gauge the comparative efficacy of TV and out-of-home, both for planning and buying. The Sniper tool first differentiates the measured audience of a given medium—the "opportunity to see"—from an ad within that medium, in other words "likely to see." It then differentiates the "likely to see" audience of the ad based on industry measured standard demographic with "actual customers" likely to see the ad; in this case a PMB-defined psychographic target. Applying this methodology to all media, the team proved TV was a viable platform to reach Mini's niche target. The cost to reach a potential Mini buyer was calculated by specific medium: TV, radio, OOH, newspaper and magazine. While outdoor delivered a lower-cost-per-customer-contact, it was only available in select markets, while TV delivered the desired national reach, as well as the engagement. The Sniper tool was also used to select the appropriate specialty stations, times and programs to maximize exposure to the Mini target.

**TITLE:** Sniper Mini TV Campaign **AGENCY:** Media Experts **MEDIA:** Not applicable  
**VP, CUSTOMER SERVICE:** Kris Davis **DIRECTOR OF SALES AND MARKETING:**  
John Capella, Mini Canada



### **BRONZE**

#### **BMW Canada**

**TITLE:** Real Vu Test  
**AGENCY:** Media Experts  
**MEDIA INCLUDED:** MSN, Sympatico, Canwest, Torstar Digital

# MEDIA INNOVATION AWARDS

*"As a theoretical physicist with an IQ of 187,  
I don't know how to say this any simpler.*

**CONGRATULATIONS MIA FINALISTS!"**

- Dr. Sheldon Lee Cooper, MS, Ph.D.





## Niche Target and Multicultural

**GOLD**  
**Hasbro**

Despite past success, Nerf's market dominance was eroding as the marketplace became flooded with knockoffs. Nerf also had to fend off the increasing number of entertainment options vying for the attention of the notoriously fickle 6- to 11-year-old target. Finally, with Nerf's constant introduction of new products, the challenge was to sustain heightened levels of engagement not for one month, not one quarter, but for an entire year—no easy task. Hasbro and ZenithOptimedia adopted a niche, multi-layered media strategy designed to intercept, interact and immerse the target in the brand. The campaign used ground-breaking, cross-channel integration to reflect Nerf's "Action anytime, anywhere" mantra with the end goal of driving hyper-engagement and loyalty via online, broadcast, in-store, gaming, contesting and experiential touchpoints, including Camp Nerf. Anchored online with an expandable destination site, CampNerf.ca allowed for a continual showcase of a deep product line in a single brand environment. Online, kids were encouraged to "train" by visiting various zones, each featuring a product and game. Upon completion of each training session, recruits could earn a badge, adding an element of collectability. CampNerf.ca also included a "Mess Hall," where bulletins of upcoming events were posted, an "Outfitter Tent" that showcased the latest Nerf gear, and a "Contest Bunker." Regular pre-promotional activity highlighted major launches to secure audience awareness and participation, while site updates ensured fresh content, incremental traffic and repeat visits throughout the year. The campaign also extended into the offline world with a national summer tour of CampNerf Live. Did the highly targeted strategy earn its badge of commendation? Yes, by driving an astounding 75% sales lift, soaring ahead of other countries worldwide, smashing network records and re-establishing Nerf's dominant status.

**TITLE:** Camp Nerf **AGENCY:** ZenithOptimedia **MEDIA INCLUDED:** YTV  
**DIRECTOR, COMMUNICATIONS PLANNING:** Richard Fofana

**SILVER**  
**Prezista**

**TITLE:** Prezista Toronto Gay Pride Week  
**AGENCY:** Media Experts  
**MEDIA INCLUDED:** Zoom, Astral Media, NOW, Xtra!, Fab



## Localization Campaign

**GOLD**  
**Telus**

When introducing its new Extreme High-Speed Internet in Eastern Quebec, Telus faced the dual challenge of operating in a region with limited traditional media, while bringing to market a product already offered by the competition. With limited mass media, consumers' attention is closely focused on local TV, newspaper and cinema. Instead of the usual buy, however, Telus decided that dominating these and other platforms would involve local communities in what was presented as a big and rapidly breaking "local news story." In the teaser campaign, video "breaking news bulletins" featured well-known Quebec journalist Martin Briere reporting that a local breeder's entire population of rare "Extremis" butterflies had vanished. Aired on four consecutive evenings—adjacent to local evening newscasts—the reports immediately had an aspect of authenticity and began to galvanize local community concern. A "hotline" was established and promoted across all platforms. An amateur-looking website was created to support the hunt for the missing butterflies. Local communities were blanketed with "missing butterfly" posters, while classified ads in newspapers also reported the vanished insects and encouraged citizens to call the hotline to report sightings. In turn, hundreds of colourful magnetic Telus "Extremis" butterflies were placed on vehicles in local markets to generate "sightings." The final video report revealed the butterflies were the new Telus critter for Extreme High-Speed Internet and marked the kick-off of a mass media campaign during which local television, newspapers, cinemas and geo-targeted online banners were leveraged to communicate the competitive new offering from Telus.

**TITLE:** Telus Extreme High-Speed Internet Launch **AGENCY:** Media Experts  
**MEDIA INCLUDED:** TVA, SRC, Canoe, Astral Media, Transcontinental, Radio Canada  
**VP, CUSTOMER SERVICE:** Flavia D'Orazio **MEDIA PLANNER:** Sebastien Labelle  
**DIRECTRICE GENERALE, COMMUNICATION MARKETING:** Catherine Patry, Telus Quebec  
**ACCOUNT DIRECTOR:** Caroline Duhamel **CREATIVE DIRECTOR:** Alexandre Gadoua

**SILVER**  
**Canadian Tourism Commission**

**TITLE:** Locals Know  
**AGENCY:** OMD Canada  
**MEDIA INCLUDED:** CTV, CBC, RDS, TVA, SRC, Global National

## Financial Products and Services

### GOLD

#### TD Bank Financial Group

While many Canadians are disenchanted with banks, which they perceive as aloof and indifferent to their needs, TD Canada Trust's trademark Green Chair and "Banking Can Be This Comfortable" positioning provided a strong foundation for a brand integration that would differentiate them from the other banks. To do this they created engaging content by tapping into the target audience's favourite television programs with a series of interviews featuring the shows' insiders sitting down and dishing in the Green Chair about *Lost*, *American Idol*, *CSI*, *Grey's Anatomy*, *Dancing with the Stars*, *Desperate Housewives*, *Flashpoint*, *BNN* and *Sportscentre* on TSN. This content was embedded during season finales and season premieres with the knowledge that the target audience, despite their busy lives, were strongly invested in top TV programs and the comfort positioning would be well received. The results were unequivocally positive in both improving viewer perceptions of TD Canada Trust and communicating a sense of "comfort," all the while boosting ad recall. Additionally, the piece during the May 18 episode of *Lost* increased traffic to the TD "Up Close & Comfortable" site by 102%.

**TITLE:** Up Close & Comfortable **AGENCY:** Starcom **MEDIA INCLUDED:** CTV INVESTMENT **DIRECTOR:** Todd Paterson **STRATEGY MANAGER:** Anne Fitzpatrick **MANAGER, ADVERTISING & MEDIA STRATEGY:** Bruce Burgess, TD Bank Financial Group



### SILVER

#### Laurentian Bank of Canada

**TITLE:** Mortgage  
**AGENCY:** Bleublancrouge Media  
**MEDIA:** Astral

### BRONZE

#### TD Bank Financial Group

**TITLE:** Comfort You Can Take to the Bank  
**AGENCY:** MediaCom  
**MEDIA:** CBC

## Cars and Automotive Services

No medals awarded in this category

## Retail and E-commerce

No medals awarded in this category

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We offer you targeted platforms for expressing your brands nationally.

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## Fast Moving Consumer Goods

### **GOLD**

#### **Fédération des producteurs de lait du Québec**

TITLE: Natural Source of Comfort  
(See Best of Show, page 4)

### **SILVER**

#### **Nestlé Canada**

TITLE: Smarties: Blue is Back  
AGENCY: ZenithOptimedia  
MEDIA: CTV, Much MTV Group

### **SILVER**

#### **Cadbury**

TITLE: Caramilk Keys to the Secret Safe  
AGENCY: Cossette Media  
MEDIA INCLUDED: Media Merchants, various social media, OOH, television

### **BRONZE**

#### **Unilever Canada**

TITLE: BeceL Love Your Heart  
AGENCY: PHD  
MEDIA INCLUDED: CTV, SRC, Cineplex, Transcontinental



## Publications and Media

No medals awarded in this category

# Two Thumbs Up!

And I generally reserve these bad boys  
for my stellar dance moves... or when  
I'm milking cows back in my hometown.

*Congratulations to all the nominees*

# Citytv



## Travel, Entertainment and Leisure

### GOLD

#### Canadian Tourism Commission

Domestic travel is the largest tourism market for Canada, accounting for \$59 billion dollars in 2008. But in 2008, Canadians took 27 million trips abroad, resulting in a potential revenue loss of \$28.9 billion. As a result, the Canadian Tourism Commission wanted a campaign that would convince a targeted 240,000 Canadians to spend their vacation dollars at home. However, most Canadians think they already know Canada so it lacks the same mystery and excitement as foreign destinations. The team set out to dispel this by tapping into the insight that locals know the best off-the-beaten-path destinations. The idea was simple and powerful; Canada is full of world-class exotic travel gems, and who better to convince Canadians than Canadians. They got the conversation going with an intrigue-based national campaign with print and magazine ads featuring places in Canada that did not seem like Canada. Powerful visuals were accompanied by a simple question: "Where is this?" A TV campaign also featured user-generated content sourced from YouTube and other social networking sites—real experiences captured by real travellers. All communications drove people to LocalsKnow.ca and the French version SecretDici.ca, which revealed the locations in the ads and also allowed visitors to upload their favourite Canadian travel spots. The 2009 Locals Know campaign converted an estimated 2.7 million Canadian travellers and generated \$705.9 million in tourism revenue, contributing to the maintenance and/or creation of 6,482 jobs in the tourism industry. Every \$1 spent on the campaign generated \$154 in direct tourism expenditure, not to mention countless accolades, proving Canada is where it's at.

**TITLE:** Locals Know **AGENCY:** OMD Canada **MEDIA INCLUDED:** CTV, CBC, RDS, TVA, SRC  
**GENERAL MANAGER:** Rick Sanderson **GROUP DIRECTOR OF STRATEGY:** Jason Snider  
**EXECUTIVE DIRECTOR STRATEGIC MARKETING:** Gisèle Danis, Canadian Tourism Commission



### BRONZE

#### Canadian Tourism Commission

**TITLE:** Great Destination  
**AGENCY:** CBC  
**MEDIA:** CBC

**SUPER BUYER**

**RACE FOR THE MIAS**

**DDS for success**

**Boost your business with DDS eAvals and eBookings**

Congratulations to the winners of the 2010 MIAS





## Commercial Public Service

**GOLD**

**Bell Canada**

Bell Canada built the massive telecommunication infrastructure enabling Canadians to experience the 2010 Winter Olympics via multiple platforms, however the additional challenge was to work within strict Olympic regulations to keep audiences continuously engaged and informed of Bell services. With their reputation on the line, prominent visibility and flawless execution were essential. While Canadian audiences were expected to consume more Olympic content via more media platforms than ever before, this meant the likelihood of creative fatigue would be extremely high. Bell and Cossette aimed to keep communications fresh by introducing playful new executions daily across all media. Highlights included the daily Bell Fan Choice Awards, a free mobile app that simulated the popular cowbell used to cheer on athletes, exclusive live in-play billboards during all hockey games, fully wrapped city buses, custom 20-second units exclusive to Bell, immediate congratulatory ads in hometown newspapers of Canadian medal winners; custom spots including footage of events that occurred just hours prior; and Team Canada's gold-winning goal fused into the Bell closing ceremonies spot. In addition, the 3,000-sq.-ft. experiential Bell Ice Cube included walls of HD Olympic feeds, daily performances, athlete interviews and interactive Bell product demonstrations. As a result, Bell was front and centre throughout the most-watched Olympic Games of all time, but most importantly, quarterly net activations delivered a massive 84% increase.

**TITLE:** World Class Performance **AGENCY:** Cossette Media **MEDIA:** Various Olympic Consortium partners **VP, MEDIA DIRECTOR:** Terry Horton **ASSOCIATE MEDIA DIRECTOR:** Diane Devries **GROUP MEDIA MANAGER:** Ryan Langsford **SENIOR VP BRAND:** Rick Seiffeddine **DIRECTOR, BRAND STRATEGY:** Elaine Bissonnette **VP, CORPORATE AND OLYMPIC MARKETING:** Loring Phinney, Bell Canada

## Business Products/Services and Corporate Information

**GOLD**

**Bombardier**

**TITLE:** Vancouver 2010 Winter Olympic Games  
(See Experiential/Special Events/Stunts, page 9)

## Charities, Health Care and Safety, Public Awareness Messages

**BRONZE**

**Ministère de la Santé et des Services sociaux du Québec**

**TITLE:** Sexually Transmitted Infections Integration

**AGENCY:** Touché!PHD

**MEDIA:** Various online-dating sites

**BRONZE**

**Literacy Foundation**

**TITLE:** Word Depot

**AGENCY:** Bleublancrouge Media

**MEDIA:** *Le Métro, Le Journal de Montréal, La Presse*

## Media Collaborator of the Year

**CBC**

This award was chosen by the co-chairs and jury based on award-winning work in which the media supplier played an instrumental role in the innovation behind the campaign. CBC contributions that won awards include:

"SunChips Greenvention"

"Guinness in Dublin"

"Comfort You Can Take to the Bank"

"Great Destination"

