

2011
MEDIA
INNOVATION
AWARDS



PRESENTED BY

MARKETING

ADVERTISING, MEDIA & PUBLIC RELATIONS *in* CANADA

FROM THE CO-CHAIRS



The Media Innovation Awards inspire, elevate, challenge and reward outstanding work within the media community. And each year the bar is raised higher, expectations are greater, the competition more intense, pushing us to outdo one another and produce better, more innovative and original campaigns. At a time when the industry is in so much flux, when traditional models of media are falling away and new ones springing up seemingly overnight, that impetus to *do* better and *be* better is even more important.

That said, we are a community. Many of us have worked together at some point and while the competition for new business can be intense, that does not mean we don't respect the work being done by others. Which is also why the MIAs are so important. This is a time when we all can celebrate the work we produce here in Canada, applaud it and cheer for the very best ideas that go onto competitions around the world.

And so we'd first like to thank all those who believed in the work and had the courage to submit it for "judging"—to share, to elevate and shine a light on the outstanding work we produce each and every year.

Next, a special shout-out goes to the judges who spent many, many hours culling the entries into short-lists and then a long day reviewing, discussing, debating and selecting the ultimate award winners.

When we set out to find our judges, we warned each of the invitees that it would be a lot of work with only a nice dinner and our gratitude as reward, but we had no trouble at all finding a jury composed of some of the brightest minds in the industry.

We had a fun time and you were all fantastic. We thank you.

Finally, a special congratulations to all the Gold winners you will see in the pages that follow. Each of these campaigns stood out because of their unifying idea, the experience they provided to consumers, the quality of the execution, the business results and for invoking an "I wish I had done that" feeling among our judges. You should all be very proud.

Bruce Neve, CEO of Starcom MediaVest Group Canada

Marie-Josée Lamothe, VP, chief marketing and communications officer of L'Oréal Canada

TABLE OF CONTENTS

The Judges	6-7	Integrated/Multichannel	18
Television	9	Content Integration and Branded Content	19
Radio	9	Media Spend Under \$25,000	21
Newspaper	10	Niche Target and Multicultural	22
Magazine	11	Media Research	22
Out-of-Home (Traditional)	11-12	Fast-moving Consumer Goods	24
Ambient/Place-based Media (Large-scale)	13	Cars and Automotive Services	24
Ambient/Place-based Media (Small-scale)	13	Publications and Media	24
Digital Out-of-Home and/or Digital Place-based Media	14	Financial Products and Services	25
Innovation in Experiential/Special Event/Stunts	15	Commercial Services	25
Online Advertising/Experience	16	Retail and E-commerce	26
Social Media	17	Charities, Health Care and Safety, Public Awareness Messages ...	26
Other Digital Media including Mobile Devices	17	Media Collaborator of the Year	26



Dear Colleagues:

Shaw Media salutes all the entrants and winners of the 2011 Media Innovation Awards.

Having recently introduced Shaw Media 360 which enables advertisers to access our top programming across all platforms—on-air, online, on-demand and on-the-go—we realize fully the complexities of today's media marketplace. The media professionals who buy and plan media today must be inventive and astute as their media options are only limited by their imaginations.

Thank you to the MIA Jury and co-chairs Bruce Neve, CEO, Starcom Mediavest Group Canada and Marie Josée Lamothe, VP, CMO and CCO at L'Oréal Canada for skillfully dissecting each entry and distilling down to those innovators worthy of recognition.

Finally, kudos to *Marketing* magazine for producing Canada's only award show that recognizes excellence in media buying and planning. This group of creators deserves our praise.

Congratulations!

Errol Da-Ré
SVP, Sales
Shaw Media

**ARE YOU
SMARTER THAN
A DDS BUYER?**

Congratulations
2011 MIA
WINNERS!

Survey says ...

eContracts eliminate discrepancies

- ✓ auto-compare contracts to buys
- ✓ save +90% of time spent updating buys
- ✓ track revisions & history in central inbox
- ✓ no more paper needed



JUDGES



Dale Hooper, SVP marketing, Rogers Media



Sheri Metcalfe, VP, co-managing director, Jungle Media



Ann Stewart, president, Maxus Canada

JUDGES



Bruno Guglielminetti, director, digital communications, National PR



Lori Legault, VP, national sales, Shaw Media

Susan Schaefer,
VP, head of
networks and
marketing, Corus



Virginia Pino, VP, market and
consumer intelligence, MediaCom



Chris Jordan, president, Y&R

Angela Scardillo, vice-president,
marketing, Best Buy Canada



Karine Courtemanche, president, Touché PHD



Shane Cameron, managing director, digital, OMD

BEST OF SHOW



★★★

BEST OF SHOW

Cara Operations and MEC Canada

Mmmm, that looks good.

In a mouthwatering effort to engage Canadians with Swiss Chalet and its core product, the Cara-owned brand and media agency MEC Canada took an idea mentioned by a character in a Swiss Chalet brand spot—“Rotisserie Channel”—and made it real. A branded channel of the same name was launched, showing nothing but rotating chickens 24 hours a day, seven days a week.

The first of its kind in the industry, the channel brings the sight of delicious rotisserie chicken into Canadian homes and gives Swiss Chalet an opportunity to directly interact with its fans by offering exclusive Rotisserie Channel (RC) promotions redeemable via Facebook.

The channel launched in February in partnership with Rogers Cable, which offers other ambient channels such as “fireplace” and “aquarium.”

Viewership tracking was an important part of the RC launch—allowing for daypart positioning—and will be used as the basis for future channel evolution.

The innovative RC is a win for all stakeholders. The launch generated an enormous amount of publicity for Swiss Chalet, renewing interest in the brand, and was a huge step for the brand since it typically steers clear of non-traditional media ideas. Meanwhile, Rogers Cable gets credit for enabling the innovative idea and opening up a never-before-tapped revenue stream.

Title: Rotisserie Channel

Agency: MEC Canada

Media Included: Rogers Cable

Managing Partner, Director of New Business Development: Niall Mulholland, MEC

Communications Strategy Director: Deborah Aldridge, MEC

Senior Trading Manager, Integration Specialist: Jenny Crosswell, MEC

Media Buyer/Planner: Chris Swanson, MEC

Media Assistant: Mark Sousa, MEC

Vice-President, Business Development: Mark Daprato, Swiss Chalet Restaurants

Sales Supervisor: Warren Locke, Rogers Cable Advertising

MEDIA INNOVATION AWARDS

Television + Radio



TELEVISION GOLD

Chambre des notaires du Québec and BleuBlancRouge

The objective: increase the awareness of Chambre des notaires' toll-free legal information line, 1-800-NOTAIRE, and explain to people why they might need a notary.

To do that, BleuBlancRouge wanted to capitalize on Quebec's premier TV show, Radio-Canada's flagship *Tout le monde en parle*, but with a major innovation: the client's message was shaped to reflect the very topics that guests had just discussed on the show.

The result was "live advertising," reacting to broadcast content—practically in real time—thanks to "sneak preview" access to guests and their interview topics. In so doing, *Chambre des notaires* actually became a behind-the-scenes part of Quebec's most popular show.

Title: 1-800-NOTAIRE, The Legal Info Line

Agency: BleuBlancRouge Media

Media Included: Radio-Canada

Media Supervisor: Anne-Marie Buchanan, BleuBlancRouge Media

VP, General Manager: Claude Lamoureux, BleuBlancRouge Media

Assistant Media Strategist: Stéphanie Houle, BleuBlancRouge Media

Media Buyer: Nicole Viger-Collins, BleuBlancRouge

Media Creativity Representative: Sophie Loiselle, Radio-Canada

Sales Representative: Jean-Pierre Dumaine, Radio-Canada

Media Creativity Coordinator: Mireille Lachance, Radio-Canada

SILVER

Danone Yogurt

Title: Splatolot

Agency: MPG Media

Media Included: YTV/Corus

BRONZE

Homesense

Title: Ready Set Inspire

Agency: MediaCom Canada

Media Included: CTV



RADIO GOLD

McDonald's and OMD Canada

Traffic gridlock—two words that evoke instant anguish for any driver. However, beating traffic jams gives drivers immediate and immense satisfaction. McDonald's and OMD wanted to provide that satisfaction again and again by helping drivers through their morning traffic drama and give them breakfast as a reward.

Exclusive road reports connected up-to-the-minute traffic details with McDonald's locations. "McTraffic" was established across 10 major markets over 12 weeks to provide listeners with routes around the latest traffic problems while directing them to the closest restaurant. Traffic reporters across the country had McDonald's locations mapped on their traffic computers so referencing a restaurant location was always easy, precise and immediate. McTraffic coincided with free biscuit and free coffee promotions to ensure commuters were aptly rewarded for their traffic prowess.

In a radio first, McDonald's didn't just *sponsor* the traffic. They provided a solution to traffic blocks using station editorial to burst through the clutter. Both breakfast guest counts and total sales saw a lift.

Title: McTraffic

Agency: OMD Canada

Media Included: Astral Radio Plus

Associate Director of Strategy: Jeremy Graham, OMD

Media Manager Radio: Teresa Coulter, OMD

VP, Media Creativity: Murray Christenson, Astral

Sales Manager: Marla Francoz, Astral

SILVER

Michelin North America (Canada) Inc.

Title: The Right Tire Changes Everything

Agency: Astral Radio

Media Included: Radio NRJ & RockDétente

BRONZE

Molson Coors Canada

Title: Molson Canadian CASBY Sponsorship

Agency: MEC Canada

Media Included: Edge 102.1 (Corus)

MEDIA INNOVATION AWARDS

Newspaper



NEWSPAPER GOLD

Korrigane and Cossette Media

Craft brewery Korrigane needed to create a unique launch that would generate buzz and position its differentiation. Korrigane sought out a media vehicle that specifically catered to young and trendy adults who enjoy going out. The urban cultural weekly *Voir* was a perfect fit: it is an important source for information on the latest trends and hotspots and has a deep-rooted connection with artist communities. For one evening, artists, illustrators, comic artists, art directors and graphic arts students were invited to Korrigane to create ads using wooden pencils, felt pens, paints and other materials. They had to use Korrigane's logo, address and the tagline "A hand-crafted ad for a hand-crafted beer." Everything else was left up to the artists' discretion.

Advance copies of the newspaper were provided at 5 p.m. and then returned to *Voir* at midnight for normal distribution. The next day, 1,000 readers were surprised with truly "one-of-a-kind, hand-crafted" copies of the *Voir* newspaper.

The artists were filmed throughout the evening and the video was uploaded to YouTube, generating another 15,000 views, inspiring numerous comments and travelling the world via social networking sites. Bloggers from South America to Europe were buzzing about the event. From a sales point of view, the ad not only generated a visible bump in business in the days following the event, but also an 11% sales increase over the following months.

Title: A Hand-crafted Ad For A Hand-crafted Beer

Agency: Cossette Media

Media Included: *Journal Voir*

Media Planner: Josée Otis, Cossette Media

Art Director: Jean Lafrenière, Cossette

Strategic Planner: Marie Vaillancourt, Cossette

Account Director: Michel-Alexandre Lessard, Cossette

Senior Representative: Marie-Claude Tremblay, *Journal Voir*



NEWSPAPER GOLD

Sears Optical and Starcom

Sears Optical needed to drive immediate store traffic and sales for a product that has a longer-than-average purchase cycle during one of the busiest shopping periods of the year. It also needed to stand out in a category inundated with extremely competitive offers, and in specific Ontario markets, to reach an older, cost-conscious consumer.

Community papers over-index for this target and are the preferred medium for local events and promotions. So Sears and Starcom asked Metroland to literally blur the distinction between editorial and advertising in seven priority markets. Actual front pages of the papers were replicated to appear blurred and out of focus. The distorted reproduction was positioned as a "false cover."

The unreadable cover was intrusive and resonated with vision-challenged consumers. A corner turn message asked consumers to flip the page to find the authentic front page—focus along with a Sears Optical ad. Custom creative was designed with the message "Bring it all into focus." Sears Optical locations experienced significant increases in store traffic since the execution was deployed.

Title: Sears Optical – Luxottica

Agency: Starcom

Media Included: Metroland

Media Manager: Laurie Dieball, Sears Optical

Marketing Director: Dan Palmisano, Sears Optical

Media Supervisor: Devyn Perry, Starcom

Strategy Director: Katie Mateer, Starcom

SVP Group Account Director: Susan Courtney

Account Manager: Lee Jarvis, Metroland

BRONZE

Coty

Title: Rimmel Lash Accelerator

Agency: OMD Canada

Media Included: Metro Newspaper

MEDIA INNOVATION AWARDS

Magazine + Out-of-Home (Traditional)



MAGAZINE

GOLD

General Motors Canada and M2 Universal Communication

In the fall of 2010, General Motors was emerging from a significant restructuring and consumer opinion of its brands was at an all-time low. It was ready to begin a new phase in its marketing and communications, and was looking for a media platform to launch its new positioning in a highly innovative and credible way. The strategy was to demonstrate that an established and long-standing brand can do surprising, unexpected and innovative things. GM wanted to re-instill a sense of pride from existing customers and to encourage non-GM prospects to look at the company in a new light. As one of Canada's longest-publishing and most-respected magazines, *Maclean's* was a natural choice to partner with. A special issue of the magazine was created that literally forced readers to rethink both *how* they read *Maclean's* and their perceptions of General Motors by flipping the issue on its side. Every aspect of the issue reinforced the concept of rethinking the future with editorial focused on people and organizations that invent and innovate. There were also digital extensions and for the first time in *Maclean's* history—and for General Motors—a QR code was integrated into every ad to give the reader a deeper experience with the brand.

Title: ReThink The Future

Agency: M2 Universal Communications

Media Included: *Maclean's*

Senior VP, Managing Director: Nancy Surphlis, M2Universal

Group Manager: Maggie Fife, M2Universal

Account Supervisor: Rebecca Chow, MacLaren McCann

Account Manager: Sean Smith, Marketing Solutions, Rogers Media

Senior Director, Innovation: Jeff Barlow, Rogers Media

Manager, Editorial Production: Joan Antonio, Rogers Media

SILVER

Kellogg Canada

Title: Rice Krispies Square Bars – Send a Little Love

Agency: Starcom

Media Included: Rogers Publications

BRONZE

Homesense

Title: Splurge Vs. Steal

Agency: MediaCom Canada

Media Included: Transcontinental Media



OUT-OF-HOME (TRADITIONAL)

GOLD

Warner Bros. Pictures Canada and Lowe Roche

To promote the movie *Contagion*, Warner Bros. and Lowe Roche developed an outdoor execution on a \$15,000 budget that made an impression on more than just people passing by. Flu outbreaks and pandemics are a global concern. They are both fascinating and terrifying. So giant petri dishes were built and inoculated with fungi and bacteria and mounted in storefront windows. Over the course of several days, the microbes grew from being nearly invisible to eerily spelling the name of the film—an out-of-home execution created entirely out of living microbes. To accomplish this, microbiologists and immunologists were consulted from several countries to select microbes that could flourish without posing any health risk. A video of the growth was posted on YouTube. Within one week, it registered millions of impressions, including more than 210,000 views and coverage by mainstream media including *The Wall Street Journal*, *The Washington Post*, *The Today Show*, *National Post*, *Fast Company*, *Huffington Post* and *Science Magazine*. It was shared on Facebook more than 19,500 times and has been the subject of over 2,400 tweets. *Contagion* won its opening weekend, taking in more than three times its closest competitor at the box office.

Title: Contagion: Bacterial Billboard

Agency: Lowe Roche

Creative Director: Steph Mackie

Creative Director: Mark Biernacki

Art Director: Glen D'Souza

Copywriter: Mike Takasaki

Producer: Terri Vegso, Liz Walker

Production Manager: Beth Mackinnon

Planner: Andrew Carty

Account Executive: Sarah Jawad

Microbiologist, CURB Media: Dr. Patrick Hickey

Production Companies: CURB Media, Untitled Films

MEDIA INNOVATION AWARDS

Out-of-Home (Traditional)



OUT-OF-HOME (TRADITIONAL)

GOLD

Canac and Touché

Canac is an independent chain of hardware stores in Quebec. It differentiates itself by way of its personalized customer service and low prices. Given the fiercely competitive landscape of the industry, the goal for this campaign was to stand out from the crowd and generate word-of-mouth buzz through the communication of the brand's proposition: "Home Renovation Made Easy." The approach was to show consumers how effortless home renovations can be by manipulating environments in their daily lives. Existing plywood billboard structures were used to build various do-it-yourself projects. More than 65 custom-made boards were created in the five key markets in Quebec. They included bird houses, fences and shutters. Over the holiday season, Santa's sleigh was featured with reindeer carved out of the wood paneling. The visibility also extended indoors with real fences made of treated wood that were installed in 20 high-traffic restaurants. Positioned as urinal separators, the executions were impossible to miss and served to reinforce the message. This campaign generated top-of-mind awareness of the category, the highest traffic increase in Canac's history, a 15% increase in purchase intent and sales increases. In addition, the campaign generated extensive visibility in blogs and social networks.

SILVER

Loto-Québec

Title: Mots Cachés, A Pleasure To Be Enjoyed, Letter By Letter

Agency: Saint-Jacques Vallée MEC

Media Included: Metromedia Plus

Title: Renovation Made Easy

Agency: Touché

Media Included: Various

Account Manager: Philippe-A. Jean, CBS

Account Manager: Line Delisle, Zoom

Congratulations to all of this year's MIA Finalists
for having The X Factor.



adsales.bellmedia.ca



MEDIA INNOVATION AWARDS

Ambient Place-based Media (Large-scale + Small-scale)



AMBIENT/PLACE-BASED MEDIA (LARGE-SCALE)

GOLD

IKEA Canada Ltd. and Jungle Media

The annual IKEA Moving Day Sale coincides with Montreal's particularly busy July moving period and it is sometimes difficult to get the attention of urbanites. Since getting boxes for moving day is nearly impossible, IKEA launched an experiential media campaign to make moving easier by providing people in Montreal with boxes. The ambient execution featured 14-ft. pyramids of IKEA-branded boxes printed with moving tips, checklists, a dinner coupon for those who had yet to set up kitchens and an IKEA discount offer. The boxes were posted around the city in easy-to-reach, high-traffic locations. When the boxes were taken, messaging underneath told people to come back soon because the boxes would be replenished. Event teams were also distributing boxes to desperate movers. The messaging worked to drive traffic to IKEA stores and was also useful and engaging for Montrealers. More than 10,000 boxes were given away over the course of two weeks. The boxes were very well received: IKEA was sent thank you e-mails and notes, and local media picked up on the stunt and news of the free IKEA boxes grew online as well. The idea really paid off with sales at the Montreal stores up 37% from the prior year.

Title: Boxes And Boxes Of Help
Agency: Jungle Media and Leo Burnett
Media Included: Titan 360, Grassroots
Connection Planning Director: Brooke Leland, Jungle Media
Account Executive: Danielle Iozzo, Leo Burnett
Account Director: Jen Kelly, Leo Burnett
Senior Print Producer: Anne Peck, Leo Burnett
Creative Group Head: Morgan Kurchak, Leo Burnett
Creative Group Head: David Federico, Leo Burnett
Chief Creative Officer: Judy John, Leo Burnett

BRONZE

James Ready

Title: Pop Up Billboards
Agency: Leo Burnett Toronto

BRONZE

McDonald's

Title: There Is Such A Thing As Free Parking
Agency: OMD Canada
Media Included: Titan Outdoor

AMBIENT/PLACE-BASED MEDIA (SMALL-SCALE)

BRONZE

Kraft Confectionary

Title: Stride Spark Skateparks
Agency: Jungle Media
Media Included: Viralabs

MEDIA INNOVATION AWARDS

Digital Out-of-Home and/or Digital Place-based Media



DIGITAL OUT-OF-HOME AND/OR DIGITAL PLACE-BASED MEDIA

GOLD

Kraft Confectionary and Jungle Media

The “Make Your Face a Maynards” campaign invited consumers to create candy versions of themselves, with the winner’s face actually replicated as Canada’s next candy. The Generation Y target market resides in the world of “instant gratification”—they don’t enter contests when results are far in the future. Knowing the target’s reluctance to engage in promotions, an easy and instant way to win was required to connect them with the brand and the program. Working with two suppliers to lease Augmented Reality units—installed across Canada in three major malls—the units instantly recognize the presence of a face and then transform it into a Maynards candy. Users were able to customize their candy by choosing one of four flavours before taking a photo of themselves and uploading. After submitting their photo, users entered an e-mail address to receive their photo. They were then enticed to get involved in the rest of the program, prompted to visit the Maynards Facebook page, interact with the app and enter the contest to be Canada’s next Maynards candy. After only two weeks in market, the units clocked a total of 7,177 interactions and delivered 3,040 e-mails to users. They also helped drive Maynards’ Facebook page likes to more than 19,000 in three weeks (an increase of 34%).

Title: Make Your Face a Maynards

Agency: Jungle Media

Media Included: Monster Media, Pattison Outdoor

Group Media Manager: Michelle Johnston

Assistant Media Planner: Julie Forbes

Strategy Director: Paul Hewitt

Brand Manager, Candy: Jessica Sheth

Account Supervisor: Daniel Langer-Hack

V.P. Canada: David Leetham

National Account Exec., Mall Media: Riina Clydesdale

SILVER

TIFF Bell Lightbox

Title: Fellini: Spectacular Obsessions

Agency: The Juice Agency Inc.

MEDIA INNOVATION AWARDS

Innovation in Experiential/Special Event/Stunts



INNOVATION IN EXPERIENTIAL/SPECIAL EVENT/STUNTS

GOLD

James Ready and Leo Burnett

For years James Ready beer has been putting messages under its beer caps, which are popular amongst drinkers and often collected. When millions of caps were accidentally sent out blank, the company started getting questions from drinkers. The challenge was to react to the mix up and not lose customers. The blanks were turned into valuable collector items by launching a blank cap recall. Drinkers sent back blank caps and were mailed something in return. This not only satisfied drinkers wanting to collect caps, but was true to the brand's "Beer of the people" philosophy. The recall message was delivered in an in-case newsletter and a Facebook video. The apology was delivered through DM in the form of a personalized letter and a unique goodwill token. This campaign was part of a year-long effort that grew the brand's sales and market share compared to 2009.

Title: James Ready Blank Cap Recall
Agency: Leo Burnett
Chief Creative Officer: Judy John
Creative Director: Lisa Greenberg
Copywriter: Steve Persico
Art Director: Anthony Chelvanathan
Print Producer: Gladys Bachand
Editor: David Nakata

BRONZE

Beam Global Canada

Title: Courvoisier Collective
Agency: Starcom
Media Included: IMA Outdoor, CBS Outdoor, Grassroots Advertising, Facebook

BRONZE

ING Direct

Title: THRiVEtastic!
Agency: Dashboard



INNOVATION IN EXPERIENTIAL/SPECIAL EVENT/STUNTS

GOLD

James Ready and Leo Burnett

With people looking for ways to save money during tough economic times, it was the perfect time to recruit new drinkers and introduce them to James Ready's "Beer of the people" philosophy. Billboards were used to strategically put the James Ready message in Beer Store parking lots in blue-collar Ontario towns that were hardest hit by the recession. The message: we will give you free haircuts or portraits so you can save money and still buy beer. Billboards (which are usually static) were turned into announcements and the place for events. Consumers were engaged right before making their next beer purchase, letting them know that in tough economic times the brand had their back. This campaign was part of a year-long effort that (against 2009 as a base) grew the brand's sales by 29.2% (by volume) and market share from 1.04% to 1.39% (representing \$30 million in sales annually).

Title: The James Ready Fall Billboard Campaign
Agency: Leo Burnett, Toronto
Media Included: CBS Outdoor
Chief Creative Officer: Judy John
Creative Director: Lisa Greenberg
Copywriter: Steve Persico
Art Director: Anthony Chelvanathan
Group Creative Director: Paul Giannetta
Group Creative Director: Sean Barlow
Illustrator: Kimberley Pereira
Print Producer: David Eades

MEDIA INNOVATION AWARDS

Online Advertising/Experience



Title: Touch the Rainbow
Agency: BBDO Toronto
Media Agency: OMD
Media Included: YouTube
SVP, Executive Creative Director: Carlos Moreno/Peter Ignazi
Writer: Chris Joakim
Art Director: Mike Donaghey
Account Team: Chitty Krishnappa/Bhreagh Rathbun
Agency Producer: Ann Caverly
Director & Production Company: Woods & Low, OPC
Digital Strategist: Zach Klein
Editor, Assistant Editor & Editing House: Griff Henderson/Raj Ramnouth, PosterBoy
Music/Sound: Rocco Gagliese, Eggplant
Visual FX: XYZ

ONLINE ADVERTISING/EXPERIENCE

GOLD

Wrigley Canada and BBDO Toronto

Tasked with creating an entertaining digital experience for Skittles lovers that would bring to life the Skittles mantra—“an intersection of real and imaginary where unexpected possibilities abound”—the agency wanted to show people what happens when they actually “Touch the Rainbow.” People were asked to touch their computer screen and watch as their finger played a starring role in five online ads: “Cat,” “Cage Cop,” “Hitchhiker,” “War Finger” and “Skittles Girl.” Fingers fought crime, befriended cats and even went to war. Within three days the videos had more than 1.5 million views, exceeding the campaign target of 800,000. The videos rose to the top of viral video charts including #1 on *AdAge*’s “Top Ten Viral Video Ads Chart” for two weeks. They elicited more than 104,600 comments, 88,000 Facebook shares and 5,000 tweets. Skittles had more than 11,000 subscribers to its YouTube channel, and the channel was featured as the “Site of the Day” on the FWA (Favorite Website Awards). Skittles received more than 60 million earned media impressions.

SILVER

Frito-Lay Canada

Title: Doritos – The End: Digital
Agency: OMD Canada
Media Included: Much/MTV, Gorilla Nation, Facebook, Google, OMD

MEDIA CITY

OUR MEDIA SPACE SPEAKS FOR ITSELF.
CONGRATS TO ALL THE 2011 MIA WINNERS!

MEDIA INNOVATION AWARDS

Social Media + Other Digital Media including Mobile Devices



SOCIAL MEDIA

GOLD

Stanfield's Ltd. and John St.

The Guy At Home In His Underwear” was an unedited, unscripted social media experiment in support of testicular cancer awareness, where testicular cancer survivor Mark McIntyre, aka “The Guy At Home In His Underwear,” spent 25 days at home in nothing but his Stanfield’s skivvies. Live, on camera, 24/7, for all the world to see at GuyAtHome.com. For each Facebook like he received, Stanfield’s donated \$1 to The Canadian Cancer Society. Facebook social plug-ins “Like & Chat” were tied to the Guy At Home website and Facebook page. The Guy At Home had his own Twitter feed, and blogging software was integrated into the site so Mark could update viewers on what was happening and have further dialogue with them in real time. Daily one-minute videos that recapped each day were hosted on the GuyAtHome YouTube Channel and pulled into the site. The initiative became the fastest-growing branded Facebook page in Canada with 52,000 new Facebook fans in just 25 days. *The Globe & Mail* called it “the best social media stunt the country has seen.” The campaign raised more than \$52,000 for testicular cancer, viewers tuned in for more than three million minutes of live streaming and in just 25 days the campaign generated 1.3 million page views and 43 million media impressions.

Title: The Guy At Home In His Underwear

Agency: John St.

Creative Directors/Partners: Angus Tucker, Stephen Jurisic

Associate Creative Director/Copywriter: Chris Hirsch

Associate Creative Director/Art Director: Nellie Kim

Agency Digital Producer: Mavis Huntley

Account Service: Niki Bartl, Joelle Woodruff

Agency Digital Planner: Tammy Chiasson

Production Company: Secret Location/Hard Citizen

Executive Producers: James Milward, Link York, Eva Preger, Jacinta Faria

SILVER

Future Shop

Title: Back To School

Agency: Media Experts

Media Included: Sympatico, Yahoo, Addictive Mobility Social and Facebook

BRONZE

MasterCard

Title: MasterCard #internswanted campaign

Agency: MacLaren McCann

Media Included: Facebook, Twitter

OTHER DIGITAL MEDIA INCLUDING MOBILE DEVICES

BRONZE

Homesense

Title: Splurge Vs. Steal

Agency: MediaCom Canada

Media Included: Transcontinental Media

MEDIA INNOVATION AWARDS

Integrated/Multichannel



DIGITAL OUT OF HOME
STREET FURNITURE
RETAIL STRATEGIES
GROCERY STRATEGIES
C-STORE STRATEGIES
MOBILE MEDIA
INTERACTIVE TECHNOLOGIES

INNOVATION...

Level 3 - 667 King Street West 866 275 3848
Toronto Ontario M5V 1M9 adaptmedia.com

INTEGRATED/MULTICHANNEL

GOLD

Johnson & Johnson and UM

To stand out from other key players in the pain-relief category, Motrin took a unique stance by speaking differently to consumers, using a more light-hearted tone of voice and attitude when fighting pain. TV show *Wipeout Canada* provided the strategic pain partner Motrin needed to share its “pain can’t get in my way” message for consumers, viewers and contestants alike. With the show’s lengthy production period (almost a year between casting and broadcast), to sustain hype and relevance in the marketplace, Motrin took a “surprise and delight” approach by offering a second chance for one lucky Canadian to compete in the show. Fans entered a “Wipeout Worthy” video online through Facebook, then the field was reduced from 35,000 applicants down to 10. Co-marketing efforts teased, promoted and pushed towards the launch of the show. In-show, the brand owned pain with the “Motrin Wickedest Wipeout,” where the hosts recapped the best and most painfully funny spills, falls and tumbles in each episode, which were posted to Motrin’s Facebook fan page after every episode. Further, the brand completely wrapped the most pain-inducing event... the dreaded “Sweeper.” Given the show’s nationwide reach, a large-scale national retail activation was planned, including in-store domination and high-value coupons. In addition, consumers were given a *Wipeout Canada* experience through a travelling road show. Motrin share grew at grocery and mass merchants, with dollar volume share up 11% (versus year ago) to 3.9% overall.

Title: Motrin Wickedest Wipeout

Agency: UM

Media Included: Shaw

Creative Director, J3: Trevor Bozyk

Manager, Communication Strategies, J3: Ryan Van Dongen

Senior Buyer, Broadcast Investments, J3: Dan Connor

Senior Brand Manager: Alan Ross

Senior Account Manager: Angie Di Rezze, Edelman

Client Manager: Catherine Mass, Inventa

Group Client Director: James Brown, Inventa

Account Executive: Sherry Young, Shaw Media

Director Marketing Strategy: Sherida German, Shaw Media

National Account Executive: Barry Marcus, Marketing Ventures

SILVER

James Ready

Title: The James Ready Help Us Help You Campaign

Agency: Leo Burnett, Toronto

Media Included: CBS Outdoor

BRONZE

Quebec Milk Producers

Title: Milk – A Natural Source of Comfort

Agency: Touché

Media Included: Various

MEDIA INNOVATION AWARDS

Content Integration and Branded Content



CONTENT INTEGRATION AND BRANDED CONTENT

GOLD

Cara Operations and MEC Canada

The intent was to differentiate Milestones from its competition by offering exclusive menu items that celebrate “foodie” pride. In a unique partnership with Shaw and *Top Chef Canada*, Milestones was able to showcase its culinary expertise and diversity. As part of the integration, a *Top Chef Canada* “Elimination Challenge” was filmed at a Milestones restaurant in Toronto. Contestants had to create a dish (appetizer, entrée or dessert) for Milestones guests who were at the restaurant celebrating an important milestone (birthday, anniversary etc.) of their own. The dishes were to also fit with Milestones’ food vision, “Familiar Food With a Twist.” Jeff Dell, Milestones head chef, was part of the judging panel. The meal preparation, dinner service and judging segments were all filmed on location at Milestones, allowing for a significant portion of the episode to be dedicated to the brand (roughly 25 minutes of the 60-minute show). The winning dishes were added to a special *Top Chef Canada* section of Milestones’ “Seasonal Inspirations” menu. Sponsorship extensions included in-restaurant point-of-sale featuring *Top Chef Canada* branding, as well as a brand campaign on Food Network featuring the new menu items. The new menu was also promoted via Milestones’ Facebook page and e-blasts to its guest database. During dinner service, 23% of all guests order dishes from the *Top Chef Canada* feature menu. In the past, only 16% of guests have ordered from Milestones’ feature menus, and Pork Croquettes (the winning appetizer) is the third-highest selling appetizer nationally.

Title: Milestones – *Top Chef Canada* Activation
Agency: MEC Canada
Media Included: Shaw Media
Managing Partner, Director of New Business Development: Niall Mulholland, MEC
Senior Trading Manager, Integration Specialist: Jenny Crosswell, MEC
Media Buyer/Planner: Chris Swanson, MEC
Manager, Beverage and Menu Analytics: Anesie Johnson-Smith, Milestones
Brand Manager: Jenny Hoshoian, Milestones
Director, Menu Engineering: Jeff Dell, Cara Operations
Manager, Digital Sales: Lyna Sapijonis, Shaw Media
National Account Executive: Jennifer Solish, Shaw Media
Sales Manager, National: David Clarke, Shaw Media

SILVER

Danone

Title: Splatolot
Agency: MPG Media Contacts
Media Included: YTV/Corus

MEDIA INNOVATION AWARDS

Media Spend Under \$250,000



MEDIA SPEND UNDER \$250,000

GOLD

Hydro-Québec and Touché

Hydro-Québec has supported compact fluorescent lamps (CFL) for a number of years with a rebate program encouraging their use versus regular light bulbs. With activity waning, the company needed to re-ignite interest in CFLs by enlightening consumers. The campaign positioned CFLs as being easily adaptable in stylish decors. Outdoor and on-line media were utilized to put forth the new CFL formats, highlighting their visual nature. Transit shelters were used to showcase flower bouquets made of CFLs, for example, while energy consumption was monitored, ensuring that less energy was used compared to the usual lighting. Online, a mouse-over interactive banner featuring a new CFL model was developed. Once activated, a stylish lamp would be lowered over content while other elements on the page darkened to further emphasize the effect of CFLs. The original transit shelter execution benefited from positive social media buzz. Public appreciation of the campaign increased to 90% from the usual 50%, according to research. Further, 61% of consumers associated the campaign with the advertiser versus the normal 44%. The coupon redemption rate also increased.

Title: Hydro-Québec – Compact Fluorescents

Agency: Touché

Media Included: Various

National Account Director: Michel Lavigueur, CBS

Strategic Account Executive: François Hagué, Olive Media

SILVER

Telus

Title: Telus Gave To Me

Agency: Cossette Media

Media Included: Sonar Media Solutions

BRONZE

Wrigley Canada

Title: Skittles–Touch the Rainbow

Agency: BBDO Toronto

Media Included: YouTube

CONGRATULATIONS MIA NOMINEES!

AND THE WINNER IS...

♪ Who's that girl? It's Jess! ♪

Jess Day, New Girl

Citytv™

MEDIA INNOVATION AWARDS

Media Research + Niche Target and Multicultural



MEDIA RESEARCH

GOLD

Fidelity Investments and MPG Media Contacts

With the goal of uncovering how financial advisors consume media, Fidelity and MPG Media Contacts mixed results from a custom survey with behavioral data gathered from an online ad server. A custom survey was developed in partnership with Advisor.ca with questions sent to a select group of advisors. Each question page had ad server tracking pixels. These tracking pixels created a bridge between the financial advisor's survey answers (what they said) and their website visitation as recorded through the company's online media plan (what they actually did). On all points, the research pointed to major shifts in the advisors' media habits which needed to be addressed through the development of a different media mix.

Title: Fidelity B2B Financial Advisor Program
Agency: MPG Media Contacts
Media Included: Rogers
SVP, Managing Director: Chris Williams, Media Contacts
Online Media Planner: Meliza Memon, Media Contacts
Account Manager: Azadeh Mahinpou, Media Contacts
Artemis Team Leader: Kevin Keane, Media Contacts
Head of Advertising: Thomas Hill Director, Fidelity

NICHE TARGET AND MULTICULTURAL

SILVER

Rogers Communications Inc.

Title: Rogers Matures Campaign
Agency: OMD Canada
Media Included: Sonar Media Solutions

BRONZE

Future Shop

Title: Future Shop-Back To School
Agency: Media Experts
Media Included: Outdoor: Zoom, Newad, Rouge Media, Pattison and CBS Outdoor, Astral OOH, Clear Channel; coffee sleeves: Fairway Media Sales; Mobile: Sympatico Mobile, Yahoo and Addictive Mobile Social; Facebook

LOCALISATION CAMPAIGN

No medals.

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MEDIA INNOVATION AWARDS

Fast-moving Consumer Goods + Cars and Automotive Services + Publications and Media



SILVER

James Ready

Title: The James Ready Help Us Help You Campaign

Agency: Leo Burnett, Toronto

Media Included: CBS Outdoor

SILVER

Wrigley Canada

Title: Touch The Rainbow

Agency: BBDO Toronto

Media Included: N/A

FAST-MOVING CONSUMER GOODS

GOLD

Johnson & Johnson Inc. and UM

See Integrated/Multichannel, page 18.

Title: Motrin Wickedest Wipeout

Agency: UM

Media Included: Shaw

Creative Director: Trevor Bozyk, J3

Manager, Communication Strategies: Ryan Van Dongen

Senior Buyer, Broadcast Investments: Dan Connor, J3

Senior Brand Manager: Alan Ross

Senior Account Manager: Angie Di Rezze, Edelman

Client Manager: Catherine Mass, Inventa

Group Client Director: James Brown, Inventa

Account Executive: Sherry Young, Shaw Media

Director Marketing Strategy: Sherida German, Shaw Media

National Account Executive: Barry Marcus, Marketing Ventures

CARS AND AUTOMOTIVE SERVICES

SILVER

Volvo Cars of Canada

Title: The Naughty Volvo S60

Agency: MPG Media Contacts

Media Included: Clear Channel, Astral Media, Say Media

SILVER

Smart Canada, a division of Mercedes-Benz Canada Inc.

Title: Cement Truck

Agency: Proximity

Media Included: ML Ready Mix Concrete Inc.

PUBLICATIONS AND MEDIA

SILVER

IKEA Canada Ltd.

Title: Tag You Very Much!

Agency: Jungle Media

Media Included: Titan 360, Activate Alternative Media, IMA Outdoor, Lamar, Clear Channel, Pattison, CBS, Astral, RCC, *The Grid*, *Metro Newspaper*, MSN, Shaw, *National Post*

TRAVEL, ENTERTAINMENT AND LEISURE

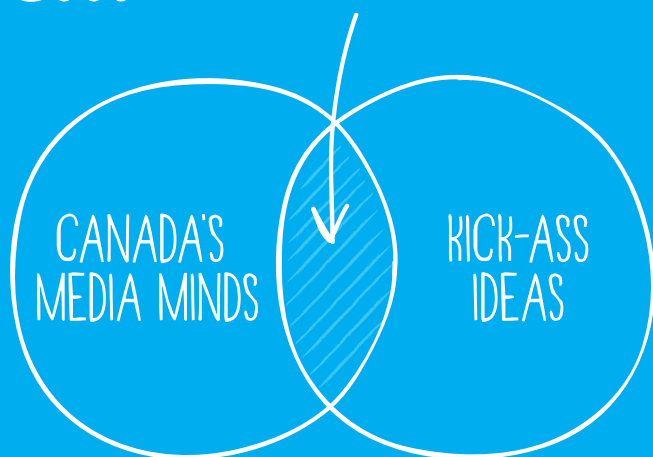
No medals.

BUSINESS PRODUCTS AND SERVICES AND CORPORATE INFORMATION

No medals.

SAY:

THE MIAs



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MEDIA INNOVATION AWARDS

Financial Products and Services + Commercial Services



FINANCIAL PRODUCTS AND SERVICES

GOLD

Invesco Trimark and Leo Burnett

The challenge for Invesco Trimark was to launch a new mutual fund wrap product without any performance numbers, something financial advisors look for when recommending funds to their clients. Moreover, the unproven fund needed to speak to independent financial planners scattered across Canada following the recent economic collapse. With a predominantly male target market that is inundated with sales materials from all the major financial institutions, the campaign had to stand out. The idea was to launch not as a wrap fund, but as an erectile dysfunction medication, tapping into the very core of advisors' self-image and associate the fund with the very thing that men relish the most in their lives: long-lasting performance. Targeting the audience involved a three-phase media approach. First, awareness was generated through financial B2B media channels with print ads that used imagery from the ED category (no mention was made of the brand). Further messaging revealed it was not an ED pill but a wrap fund. Print and digital banners drove advisors to a branded website for information and a direct mail piece was sent to the top 10,000 clients. The DM was a pill pack featured in the print ads. Inside the pack was an information sheet describing the fund. The final phase included print and banner advertising with creative reinforcing the product's performance attributes. Results included a 300% increase in sales versus prior to the brand launch. During the September – December campaign, click-through rates for the digital banners were more than double financial industry average, demonstrating a clear engagement with the brand.

Title: Little Blue Pill
Agency: Leo Burnett, Toronto
Media Agency: MediaCom
Chief Creative Officer: Judy John
Creative Directors: Judy John, Lisa Greenberg, Shirley Ward-Taggart
Group Creative Director/Art Director: Sam Cerullo
Associate Creative Director: Ian Kay
Copywriters: Dave Delibato, Andrew Chisholm, Len Preskow
Designers: Lisa Greenberg, Scott Leder, Tracy Ma
Digital Designer: Michael Morton
Art Buyers: Leila Courey, Donna Wilding
Print Producer: Anne Peck
Agency Producer: Jacqueline Bellmore

BRONZE

Banque Laurentienne

Title: Banque Laurentienne – Votre Moment
Agency: Touché!
Media Included: various

COMMERCIAL SERVICES

BRONZE

Telus

Title: Telus Gave To Me
Agency: Cossette Media
Media Included: Sonar Media Solutions

MEDIA INNOVATION AWARDS

Retail and E-commerce + Charities, Health Care and Safety, Public Awareness Messages +
Media Collaborator of the Year



RETAIL AND E-COMMERCE

GOLD

Cara Operations and MEC Canada

See Best of Show, page 8.

Title: Swiss Chalet – Rotisserie Channel
Agency: MEC Canada
Media Included: Rogers Cable
Managing Partner, Director of New Business Development: Niall Mulholland, MEC
Communications Strategy Director: Deborah Aldridge, MEC
Senior Trading Manager, Integration Specialist: Jenny Crosswell, MEC
Media Buyer/Planner: Chris Swanson, MEC
Media Assistant: Mark Sousa, MEC
Vice President, Business Development: Mark Daprato, Swiss Chalet
Sales Supervisor: Warren Locke, Rogers Cable Advertising

SILVER

Canac

Title: Canac – Renovation Made Easy
Agency: Touché!
Media Included: Various

BRONZE

McDonald's Restaurants of Canada Ltd.

Title: McDonald's – McTraffic
Agency: OMD Canada
Media Included: Astral Radio Plus

CHARITIES, HEALTH CARE AND SAFETY, PUBLIC AWARENESS MESSAGES

SILVER

Canadian Blood Services

Title: Rally Together... To Save Lives
Agency: OMD Canada
Media Included: N/A

SILVER

Canadian Red Cross

Title: Canadian Red Cross – Pakistan
Agency: Cossette Media
Media Included: *National Post*, *NationalPost.com*

BRONZE

World Vision Canada

Title: World Vision Toronto City Campaign For Children
Agency: M2 Universal Communications
Media Included: N/A

MEDIA COLLABORATOR OF THE YEAR

ROGERS

Each year, the Media Innovation Awards jury chooses the media supplier who contributed the most to Canadian media innovation. The winner is chosen based on a review of the winning work in which the provider played an important role in ensuring the work came to fruition. More than just being a platform for a marketer's advertising, this honour goes to the company that showed a willingness to try new ideas and approaches that go far beyond selling traditional ad space. This year Rogers is given the honour for turning one magazine on its side for GM, helping to create an entirely new research program for Fidelity through another, delivering personalized ads for Rice Krispies in a third and, most unusual of all, creating an *entire* TV channel dedicated to rotisserie chicken for Swiss Chalet.

