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TELUS Dominates New Toronto Concourse Via OBN Indoor Digital Network

Toronto's new Bay-Dundas Concourse has been sporting a raft of large green and purple bows on huge **OBN** advertising posters.

In support of **TELUS**' 'SPARK a little big gift' holiday campaign, the telecommunications company has teamed up with OBN to take a dominant position in the Concourse. TELUS purchased one minute of a three-minute loop on the new OBN interior digital network that features eight 45" LCD high resolution, ceiling-mounted digital video displays, and nine large format posters (12' x 6' horizontal) that adorn the walls of the Concourse.



To encourage public interaction with the advertising message, five of the posters are each wrapped with 40 huge bows that the public are encouraged to remove to reveal the ad messages beneath. OBN will be replacing these bows every week of the campaign that runs through to the end of 2006. The ad concept and ideas were created and executed by **Media Experts** and **TAXI Toronto**.

There are three creative executions in total. Two remain constant with one featuring TELUS' tag line: "SPARK a little big gift", to promote its mobile phones, offering the SPARK line up of mobile entertainment, information and messaging services. Another features the current TELUS spokesperson, the squirrel monkey, with a gift bow on a mobile phone.

The third, on the five posters with bows that are posted in the middle of the Concourse, shows a mix of CD covers representing music that clients can download through TELUS Mobile Music and other SPARK services such as TELUS Mobile TV and TELUS Mobile Radio - which offers 20 satellite-powered radio stations.

The Concourse, which connects the Toronto Eaton Centre to **Canadian Tire**, **Best Buy** and the new **Ryerson School of Business** in downtown Toronto, is expected to deliver a weekly audience of approximately 150,000.