



November 29, 2006

Telus begins out-of-home campaign in Toronto

Telus has begun an out-of-home campaign in Toronto as part of its "Spark a little big gift" holiday season campaign. The installation, located in the Bay-Dundas Concourse in downtown Toronto, consists of a one-minute video clip running on eight ceiling-mounted LCD screens, as well as nine wall-mounted posters each measuring 12' by 6'. Five of these posters are each covered with 40 bows which are designed to be removed by passers-by, revealing an advertising message. The bows will be replaced each week until the campaign closes at the end of the year. These posters promote the company's Mobile Music, Mobile TV and Mobile Radio services. The remaining four posters display two executions. The first promotes the company's Spark line of mobile telephones. The second features the company's current spokescharacter, a squirrel monkey. The campaign was created by **Media Experts** and **Taxi Toronto**. The advertising space is from **OBN**.