

Media

IN CANADA!

TOP STORIES

by Terry Poulton

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Bow-bedecked ads prompt consumer interaction: theft, that is.

To promote its new Spark phone during holiday gift-giving, Telus has teamed with Toronto's Outdoor Broadcast Network to dominate the Bay-Dundas concourse. The recently opened pathway in downtown Toronto connects the Toronto Eaton Centre to Canadian Tire, Best Buy and the new Ryerson School of Business, and delivers an estimated weekly audience of 150,000 consumers.

With creative from Taxi Toronto and media buying handled by Toronto's Media Experts, Telus purchased one minute of a three-minute loop on OBN's new interior digital network, which features eight 45" LCD high-res, ceiling-mounted digital video displays, plus nine 12' x 6' wall posters. To encourage public interaction with the advertising, each of the five posters sports 40 huge, green and purple bows - so lightly attached that shoppers easily glean they're there for the taking. When the bows are snatched up, ad messages and the Spark logo are revealed. OBN plans to replace the bows weekly during the campaign, which runs to the end of 2006, and has budgeted for a total of about 320 bows.

Three creative executions, all with TELUS' tagline "SPARK a little big gift," promote the phone's mobile entertainment, information and messaging capabilities. One version shows CD covers, representing music that clients can download through Telus Mobile Music, Telus Mobile TV and Telus Mobile Radio.

