



## Niche Target

### GOLD

#### Cuffwear Inc. – Get Your Shirt Together

The Cuffwear brand of cufflinks is virtually unknown and the products are sold mainly online. With a budget of just \$8,000, Cossette Media needed to promote the cufflinks in the lead-up to Christmas. The goal was to make the target—men who work in Toronto's financial district—think of Cuffwear every time they put on or laundered their French cuff shirts. A number of high-end dry cleaners were brought on board and agreed to insert custom-created "cuff media" (messaging-tags in every cuff) in their clients' French cuff shirts. Inexpensive and simple to produce, the message reached the target every time they reached for a shirt. The message was unavoidable and highly contextual. As some shirt owners' partners are responsible for the dry-cleaning, Cossette also promoted Cuffwear with place-based media such as window clings, sandwich boards, garment bag decals and by selling product on site. This media layer helped capitalize on the season by giving these partners a great gift idea. Immediately after the launch, week one sales increased by 16% and rose 27% year-over-year by the fourth week. During the busiest retail advertising period a micro-targeted media and proprietary channel of high-end dry cleaners delivered exponential results.

**TITLE:** Get Your Shirt Together **CLIENT:** Cuffwear Inc. **AGENCY:** Cossette Media, Toronto  
**MEDIA:** Statement Media **VP, ASSOCIATE MEDIA DIRECTOR, COSSETTE MEDIA (TORONTO):** Terry Horton **CO-CHIEF CREATIVE OFFICER:** Dave Douglass  
**PRESIDENT, STATEMENT MEDIA:** Adam Watson

### SILVER

#### Microsoft Canada – Visual Studio & Far Cry

**AGENCY:** M2 Universal  
**MEDIA:** Massive Video Game Network

### BRONZE

#### Astral Media

**AGENCY:** Bos  
**MEDIA:** Astral Media

## Media Spend \$0 - \$250,000

### GOLD

#### Suicide Action Montréal – Abrupt Endings

Montreal has one of the highest suicide rates in the world. Suicide Action Montréal offers support services to people who are suicidal, as well as their friends and family. This campaign was designed to promote its suicide prevention hotline and raise awareness. The media strategy was to create abrupt endings, like suicide itself, and convey the message that suicide often strikes when we least expect it. About 60% of Quebecers ring in the New Year by cheering joyously when *Bye bye*, a comedy review, completes the countdown to midnight. The media team negotiated to launch the campaign immediately after this moment of celebration. In addition, the campaign involved abruptly interrupting 10 popular television shows. The end-of-show credits suddenly came up during the middle of the show, followed by this message: "Does this premature end surprise you? What if it this was the life of someone you loved? Suicide Action Montréal. 1-888-APPELLE" The show then resumed as normal. On radio, the concept involved interrupting "Hold the Line", Quebec's number one song at the time. After a short silence, the hit's singer, Sylvain Cossette, said: "If you think this ended too soon, what if it was the life of a loved one? Suicide Action Montréal. 1-866-APPELLE" The song then resumed. A month after the launch, calls to Suicide Action Montréal increased by 35% and awareness of the organization increased by 60%. This campaign generated more than \$348,600 worth of visibility on a \$20,000 budget.

**TITLE:** Abrupt Endings **CLIENT:** Suicide Action Montréal **AGENCY:** Touché!PHD  
**MEDIA:** Astral Mix **CHEF DE GROUPE, ASTRAL MIX:** Manon Tardif

### SILVER

#### Fédération Québécoise des Sociétés Alzheimer – When The Spotlight Hits

**AGENCY:** Marketel/McCann-Erickson, Montreal  
**MEDIA:** N/A

### BRONZE

#### Telecommunication Workers Union – Keep Jobs In Canada

**AGENCY:** Hot Tomali Communications Inc.  
**MEDIA:** Pattison Outdoor