

Making BOLD STATEMENTS

BY AYAH VICTORIA MCKHAIL

Undergoing ambitious

ventures is something that Adam Watson and Joseph Magnotta know all about. Heading up Statements Media, their plan is to revolutionize what they see as Canada's static media landscape. Combining their entrepreneurial spirit with their creativity, they're not only changing how we see ads, but where we see them.

Citing that the average North American sees over 3,000 ads every day but only recalls 12, they've committed themselves to creating innovative means to transmit messages in unique formats, which includes advertising on dry cleaning bags. In fact, they've distributed over 1.5 million bags over the GTA, in addition to creating a network of internal billboards within the rooms of tanning salons, which already number over 500 in the GTA.

One of the most important aspects of their enterprise is how well thought-out it has been. As young entrepreneurs who are familiar with new and emerging mediums of advertising, they're intent on creating advertising that isn't only effective, but sustainable. As Magnotta explains, "It's simply not enough just to be

innovative. We don't just want to create advertising mediums that are fads."

With a diverse client base that includes, but is not limited to, Country Style, Chubb Security System, Komandor @ the Bay, and Toyota, their chosen advertising mediums have been eliciting a great deal of interest. In fact, they recently inked a deal with ING Direct, which involves the deployment of dry cleaning bags.

Building on the momentum, Watson is confident that their advertising strategies will continue to have widespread appeal. "Our recent deal with ING demonstrates our pursuit to work with some of Canada's biggest and best companies" he says. "The flexibility of our medium allows us to deploy bags on many different scales and produce successful advertising campaigns for small and large businesses alike. Whether they're international corporations or local businesses, we want everyone to know about the power of our medium."

Yet the idea of having advertisements run on dry cleaning bags isn't completely revolutionary. As Watson observes,

Americans have been far more receptive to employing such means of advertising, whereas Canadians have traditionally been more averse to change. "Americans have been advertising on dry cleaning bags for quite some time, and you'll also see ads in the snow, and in sand on beaches, so they're more creative in transmitting their messages," he says.

It's imperative that businesses seek out new mediums to convey their messages in a crowded advertising marketplace, particularly at a time when we have commercial-free radio and can record television programs sans commercials. As Magnotta explains, "Having such a diverse range of clients is proof that businesses are recognizing how crucial it is to utilize innovative means of advertising that aren't simply limited to traditional mediums such as through the radio, on TV, in print and on billboards."

Admitting that starting one's own business is an immense undertaking with many trials and tribulations, Watson and Magnotta have been embracing the challenges with the entrepreneurial spirit that has made them such a success. ●

