

# Case Study

Client: Sparks Street Mall  
Industry: Shopping Mall

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## Background:

Sparks Street Mall is one of Canada's last and oldest outdoor pedestrian malls. Over the years it had suffered through a series of missteps from an advertising perspective and was facing formidable competition from a large, nearby indoor mall that had many more stores and a much larger advertising budget.

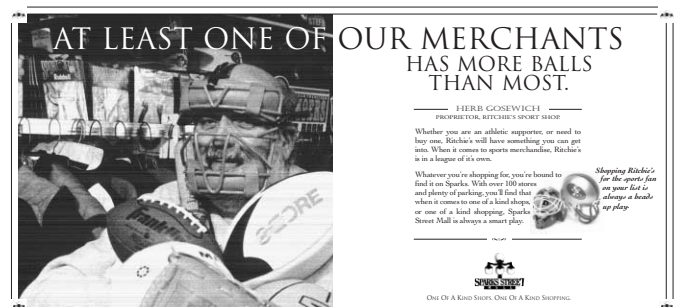


## Situation:

Sparks Street Mall interviewed a number of advertising agencies and hired us because of the creative strategy we presented that was based on a series of email questionnaires to consumers and merchants. We were hired in the early Fall just before the all important holiday shopping season.

## What We Did:

In a matter of a few weeks, we developed and launched a print campaign in both daily and community newspapers that featured a series of independent merchants. The campaign generated incredible word of mouth including lead stories in Ottawa's largest newspaper and a popular radio call-in show. After the campaign ran, it was estimated that the \$70,000 campaign had generated over \$300,000 in publicity.



*"A little irreverent, a little naughty, but most of all, a lot of fun and definitely not the norm... it's got people talking, laughing and shopping."*

— Julia Elliott, Reporter, The Ottawa Citizen

Newspaper Campaign

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