

MARKETING

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Hugh Dow packs it in

THE CURTAIN COMES DOWN ON THE PIONEERING CAREER OF A CANADIAN MEDIA VISIONARY



OUT OF HOME REPORT

In-store technology, shopper marketing and outstanding outdoor from around the world

THE FUTURE OF MOBILE?

It's all about the video (and billion-dollar media mergers)

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A SIMPLE SOCIAL MEDIA FABLE

There once was a Hamilton-based ad agency named Kitestring Creative Marketing + Design.

It was a small five-person shop with big ideas. One day, the Kitestring crew decided to create a little book to help marketing folk navigate the big, bad and sometimes complex world of social media. *Make Lemonade: A Short Story of Social Media* is a simple narrative with childlike illustrations—in black and white but sporadically infused with yellow—to help explain how marketers can form a positive brand impression using social media. The story follows Brandon, Jennifer and Christopher as each attempts to open their own lemonade stand and build a healthy buzz among consumers.

One stand outshines the others and eventually gets all the kids



... talking. The moral of this story: sharing bright and interesting information while participating in ongoing conversation with your consumers can lead to great things.

It's appropriate that *Make Lemonade: A Short Story of Social Media* is available for sale online (Kitestring.ca) where it's already getting praise from the marketing community. "I didn't believe it at one point since I almost live inside a computer, but these encouraging and fun books are needed to get some people comfortable with social media," writes one commenter.

The project is social-media-meets-social-cause. Kitestring is donating 100% of the proceeds to buy books for local children's hospitals. Now that's a happy ending. —KL

we can use that's Canadian and fits our purposes. We've managed to find a way to leverage it across all of our platforms. It's certainly been very helpful for Sportsnet and really for all of our platforms including wireless and cable.

How does the Citytv investment look today and what's the plan to grow that brand?

One of the things missing from our portfolio was an over-the-air television group, and when Citytv became available I was not quite as keen as Ted was to buy, but these things don't come up every day. I remember Ted saying that people accused him of overpaying from time to time, but at the end of the day he ended up with the asset. He always had great faith that we would be able to make it work. Through Citytv and our relationships with the studios and program producers, we're able to acquire the rights to programming that people will want to watch on multiple platforms. So as time goes by, *Modern Family* and other shows will be available on the web, on [video on demand] and eventually mobile.

Let's talk about print. In terms of Rogers Media, how do you see it evolving?

The publishing group has been farther ahead than the rest of the company in terms of making its content available on a variety of platforms. Popular magazines like *Maclean's*, *Chatelaine* and *Flare*, or in the case of our business group *Marketing*, are assets that enable us to own content. As a result we can do more things with it and be more experimental and more innovative. So we're bullish on magazines and the content creation they allow us to do.



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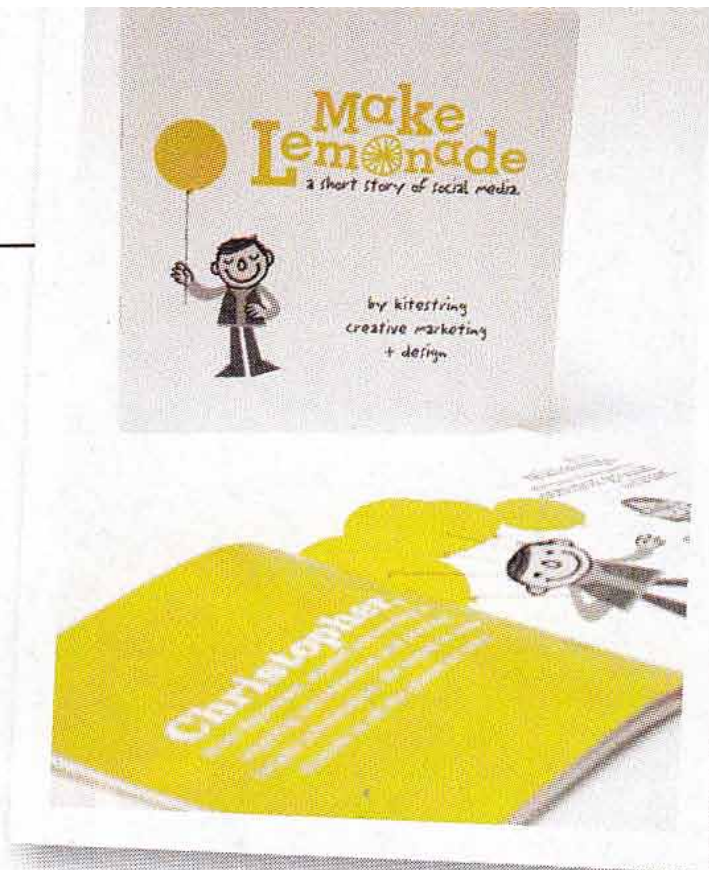
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